

SKYBOOKINGS.COM

Affiliate Program



We build together

ABOUT THE AFFILIATE PROGRAM

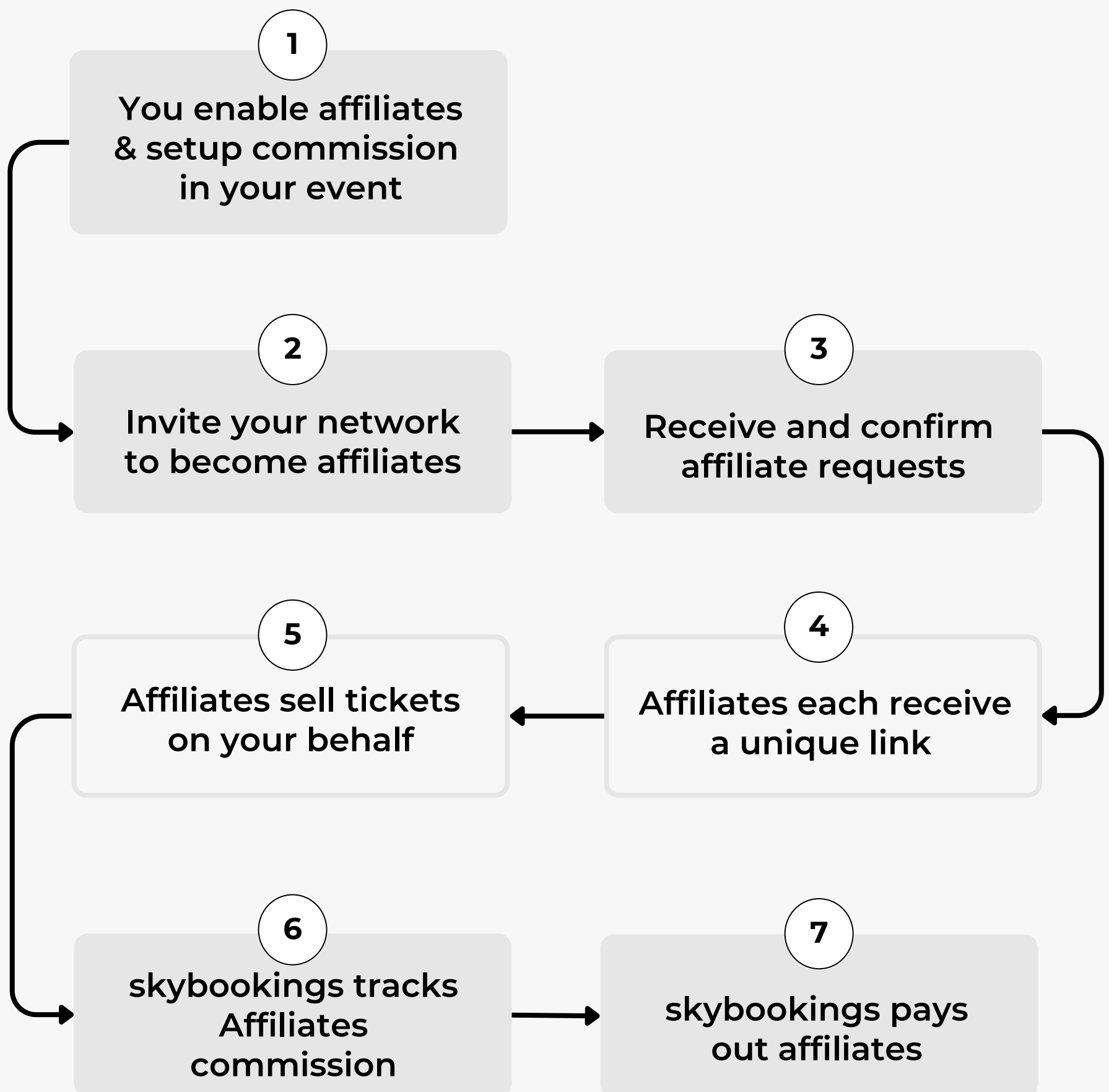
Over the ten years we have been helping curators with events, we realised that the most successful events are delivered in partnerships and through strong bonds.

Drawing on this insight, we have developed an affiliate program that makes it easy for curators to invite their partners and community members sell tickets.

As a curator, you can set the commission you are prepared to pay per ticket sold. Your affiliates each get a unique link that skybookings uses to track the traffic and sales they have generated.

Thereafter, skybookings pays out your affiliates in the same seamless way that curators are paid at no extra cost to you.

AFFILIATE ONBOARDING AND WORKFLOW



*Steps 4-5: After signing up, your affiliates will each get a unique link they can post on social media or WhatsApp to promote your event and sell tickets.

FREQUENTLY ASKED QUESTIONS

Q. Can anyone be an affiliate?

Yes, anyone can be an affiliate. But remember, every affiliate must be approved by the curator.

Q. When are affiliates paid?

Affiliates are paid on the Wednesday after 21 days of each ticket sold. E.g. if a ticket is sold on 02 January 2025, the commission will be paid on Wednesday, 29 January 2025

Q. How are refunds handled?

The Electronic Communications and Transactions Act (ECTA) gives customers a 7 days cooling-off period where they can get a full refund on any goods purchased online. During this period, any refunds will be paid in full to the patron and the commission will be deducted from the affiliate. After the 7 days, commission will be paid out to the affiliate unless our terms and conditions are violated and the accounts are under investigation.

Q. Can I withhold affiliate commission?

No. Part of the security and assurance enjoyed by affiliates is knowing that they will get paid for their ticket sales. Therefore, their commission cannot be withheld under any circumstances unless our terms and conditions are violated.

Q. How are affiliates paid?

During the sign up process, affiliates are required to provide proof of banking and FICA details. We use this information to distribute commission and any important communication.

CASE STUDY



MAKARAPATM

CHAMPIONSHIP

We first experimented with affiliates in 2022 when we sponsored an event in partnership with Makarapa.

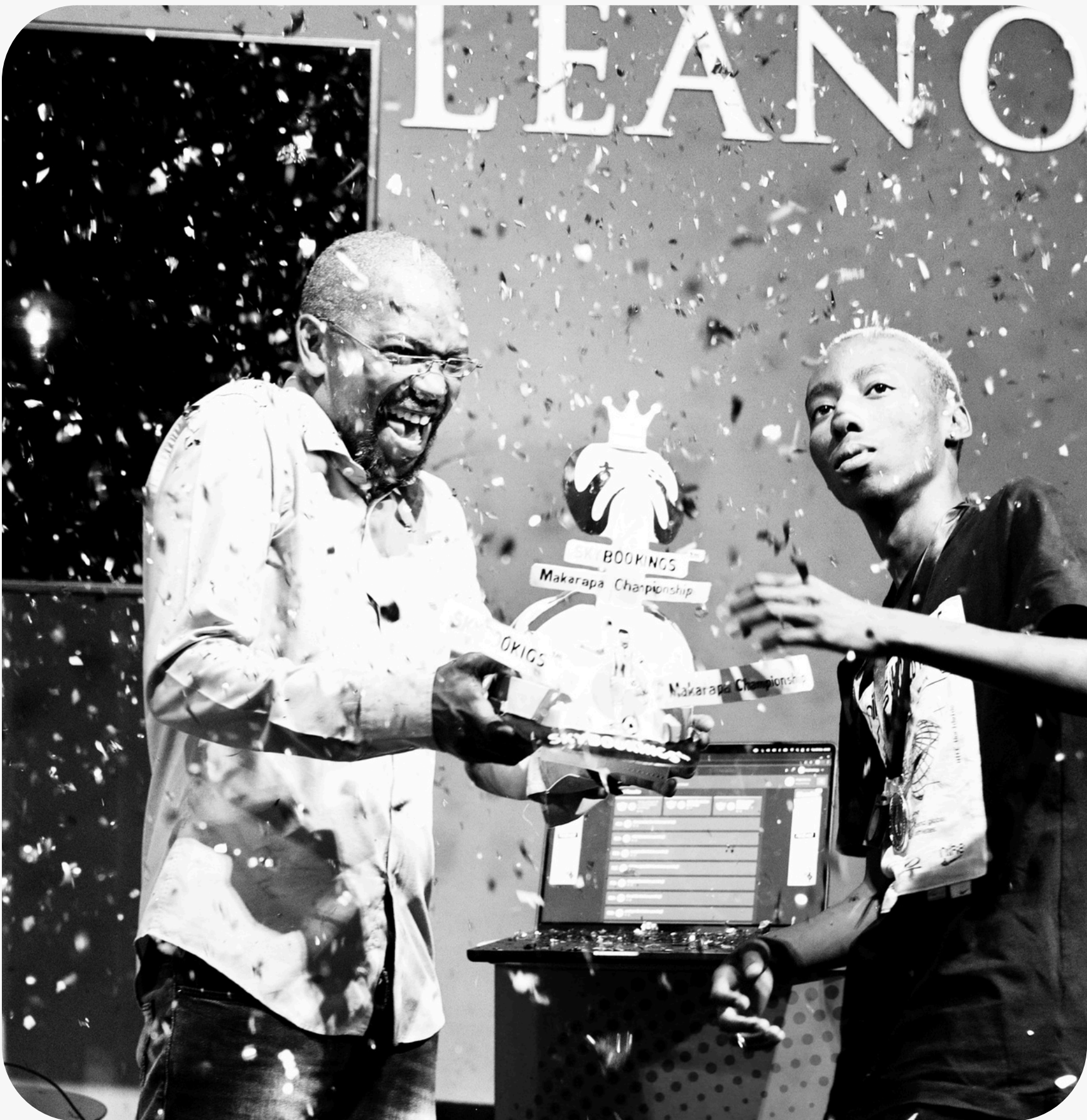
Makarapa is a registered trademark with a strong brand among football lovers. We pitched to extend their band to the next generation of e-sports players through a tournament.

Our partnership was activated through an affiliate relationship where we generated a unique link that they used on Facebook to reach soccer fans to buy tickets.

In addition, we partnered with one of the largest WhatsApp groups in e-sports in South Africa, with professional e-sports players signed by Pirates and Sundowns. Similarly, we generated a unique link that they used to invite their members to sign up for the tournament.

Although we did not have a presence in the e-sports space, the event was spectacular and our partners were paid their dues through an automated affiliation process, which began a long and fruitful relationship.





THANK YOU



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