

STADIUM COMMERCIALISATION

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STADIUM COMMERCIALISATION

SAIL has an extraordinary track record and proud association with some of the most **iconic stadiums** in South Africa, managed by amongst others: Stadium Management South Africa.

- **FNB Stadium** – Home to Kaizer Chiefs
- **Orlando Stadium** – Home to Orlando Pirates
- **Dobsonville Stadium** – Home to Moroko Swallows

Loftus Versfeld Stadium managed by Blue Bulls Company, home to Mamelodi Sundowns and the Vodacom Bulls, South Africa's most successful Vodacom Super Rugby franchise, is another dominant property that we are proud to be associated with.

SAIL played an extensive role in the commercialisation of these landmark stadiums, from stadium digitalisation to securing advertisers. Working tirelessly to enhance stakeholder experiences within the stadiums and naturally being recognised as a market leader in stadium commercialisation.

- › STADIUM & EVENT NAMING RIGHTS
- › HOSPITALITY TICKETING
- › IN-STADIUM ADVERTISING AND BRAND AWARENESS
- › PARTNER RIGHTS DELIVERY
- › POURING RIGHTS
- › CONCESSIONS / VENDOR PROCUREMENT
- › CONSULTING RIGHTS
- › GENERAL ACCESS TICKETS
- › SUITE & HOSPITALITY SALES
HOSPITALITY TICKETING

IN-STADIUM ADVERTISING AND BRAND AWARENESS

Reach 1 500 000 spectators in stadiums and many more via broadcast with Naming Rights, Advertising and Broadcasting of your brand at:

- **FNB Stadium** (home of Kaizer Chiefs)
- **Orlando Stadium** (home of Orlando Pirates)
- **Dobsonville Stadium** (home of Moroka Swallows)
- **Loftus Versfeld** (home of the Vodacom Bulls and Mamelodi Sundowns).

