



# FNB STADIUM

SUITES, BRANDING & ADVERTISING  
2024 RATE CARD

**AFRICA'S MOST ICONIC  
VENUE, HOSTING THE BEST  
EVENTS ON THE  
CONTINENT**

Africa's most iconic venue, standing as the pinnacle of event spaces on the continent, is a testament to the vibrant and diverse cultural landscape that defines this vast region. Hosting the best events that showcase the richness of African heritage, this venue serves as a dynamic hub for gatherings that range from spectacular concerts to groundbreaking conferences. This iconic venue stands as a proud emblem of Africa's ability to blend tradition with modernity, creating an atmosphere where the best and most impactful events unfold.

**VISIT FNB STADIUM**



# INTERNATIONAL SUPERSTARS

## Past International Events & Concerts:

We have hosted international superstars like U2, Lady Gaga, Justin Bieber, One Direction and Ed Sheeran over the past years with Global Citizen being one of the biggest attended music festivals ever. FNB Stadium is the most sought-after venue to experience the top music artists live, with many more to come.



GUNS N ROSES - NOT IN THIS LIFETIME TOUR



NIEL DIAMOND



U2 - 360 WORLD TOUR



MAROON V – CALABASH 2024



JUSTIN BIEBER – JUSTICE WORLD TOUR



LLOYISO GIJANA – CALABASH 2024

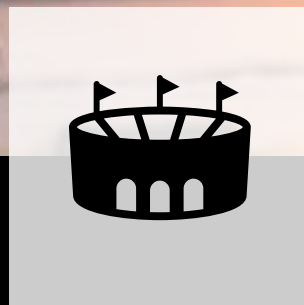
## STADIUM STATISTICS

Seats	88,958
Hospitality Seats	7,406
Mobility Impaired Seats	376
Kiosks	85
Basement Parking	169
On Site Parking	690
Precinct Parking	13,048
Ablutions Male	1019
Ablutions Female	967
Ablutions Mobility Impaired	73
Change Rooms	4
Medical Posts	16
Height Above Sea Level Recycled	1,698M
Water In Moat Steps To Trophy	2,670 M <sup>2</sup>
Hand Over	78



### THE CALABASH OR AFRICAN POT

An unmistakable feature of the African continent, the Calabash or 'melting pot' sits on a raised podium, underneath a pit of flames. The FNB stadium is modelled to resemble a traditional African Calabash, the melting pot that unites the cultures of Africa.



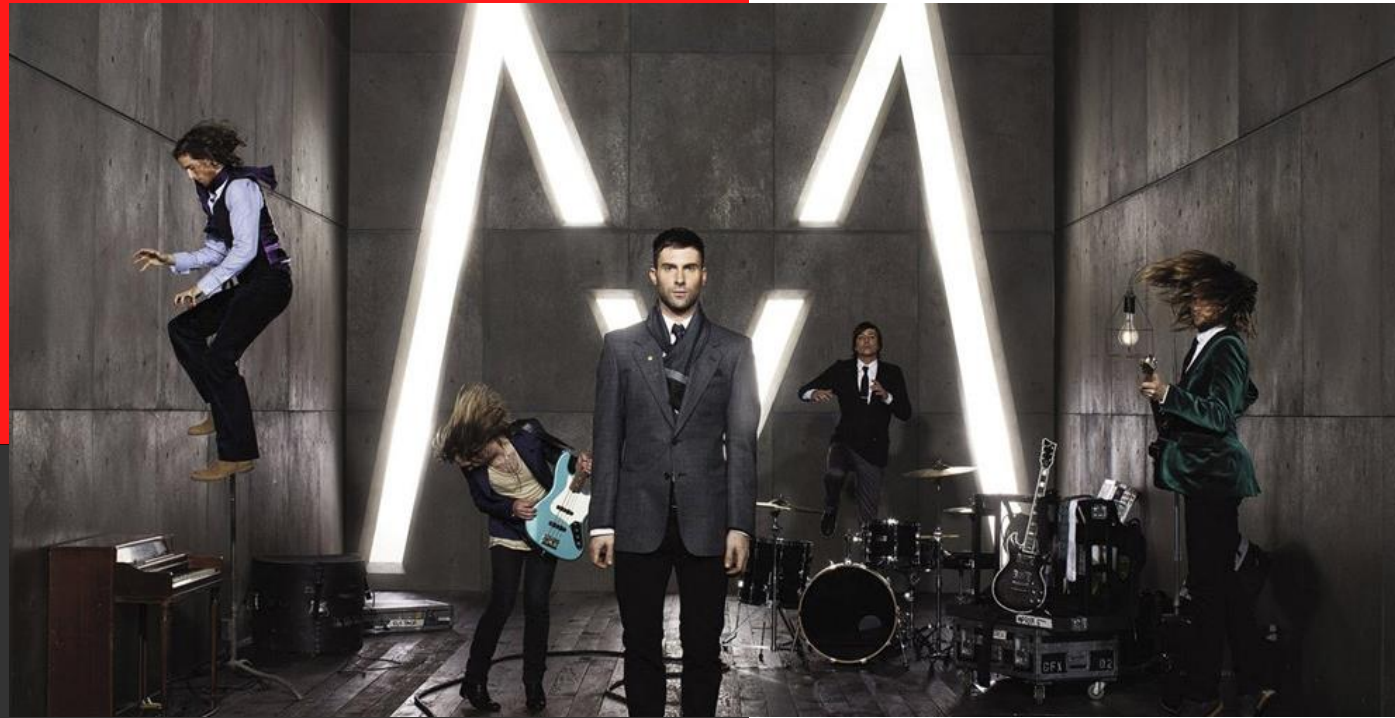
### THE STRUCTURAL PROFILE

The stadium is a three-tiered bowl shape with two suite levels. It is designed such that no spectator is seated more than 100 meters from the field, and there are no restricted views in the entire stadium. The stadium suites have separate lift and stair lobbies at each corner for secure and private suite access.



### VIP AREAS:

All VIP areas are located behind the main western grandstand, with a dedicated VIP entrance. VIP Parking is located within a basement located under the podium on the western side of the stadium.



# 2024 EVENTS CALENDAR

FEBRUARY 2024									
3	Feb	Saturday	16h00	Calabash SA	Concert	JHB	FNB Stadium	Concert	
14	Feb	Wednesday	19h30	PSL: Orlando Pirates vs Chippa United	PSL	JHB	Orlando Stadium	Soccer	
MARCH 2024									
2	Mar	Saturday	17h30	PSL: Kaizer Chiefs vs Moroka Swallows FC	PSL	JHB	FNB Stadium	Soccer	
5	Mar	Tuesday	19h30	PSL: Kaizer Chiefs vs Golden Arrows	PSL	JHB	FNB Stadium	Soccer	
6	Mar	Wednesday	19h30	PSL: Orlando Pirates vs Cape Town Spurs	PSL	JHB	Orlando Stadium	Soccer	
9	Mar	Saturday	15h30	<b>Derby:</b> Orlando Pirates vs Kaizer Chiefs	PSL	JHB	FNB Stadium	Soccer	
APRIL 2024									
2	Apr	Tuesday	19h30	PSL: Kaizer Chiefs vs Stellenbosch FC	PSL	JHB	FNB Stadium	Soccer	
6	Apr	Saturday	17h00	PSL: Orlando Pirates vs Golden Arrows	PSL	JHB	Orlando Stadium	Soccer	
20	Apr	Saturday	17h00	PSL: Orlando Pirates vs AmaZulu	PSL	JHB	Orlando Stadium	Soccer	
30	Apr	Tuesday	19h30	PSL: Kaizer Chiefs vs Mamelodi Sundowns	PSL	JHB	FNB Stadium	Soccer	
MAY 2024									
11	May	Saturday	20h00	PSL: Orlando Pirates vs Richards Bay	PSL	JHB	Orlando Stadium	Soccer	
18	May	Saturday	15h00	PSL: Kaizer Chiefs vs Polokwane City	PSL	JHB	FNB Stadium	Soccer	
25	May	Saturday	15h00	PSL: Orlando Pirates vs SuperSport United	PSL	JHB	Orlando Stadium	Soccer	

**STAY TUNED FOR UPCOMING ANNOUNCEMENTS AS MORE EXCITING EVENTS ARE ON THE HORIZON!**



# VIP EXPERIENCE

## 2024

### RENTALS PACKAGES

Two suite rental packages are on offer at FNB Stadium. Each of the Two options allows you to choose your events through our entertainment platforms. See rate card for detailed breakdown of suite options. Suite can be branded and decorated to the client's discretion.

**Football: Category (Blue)**

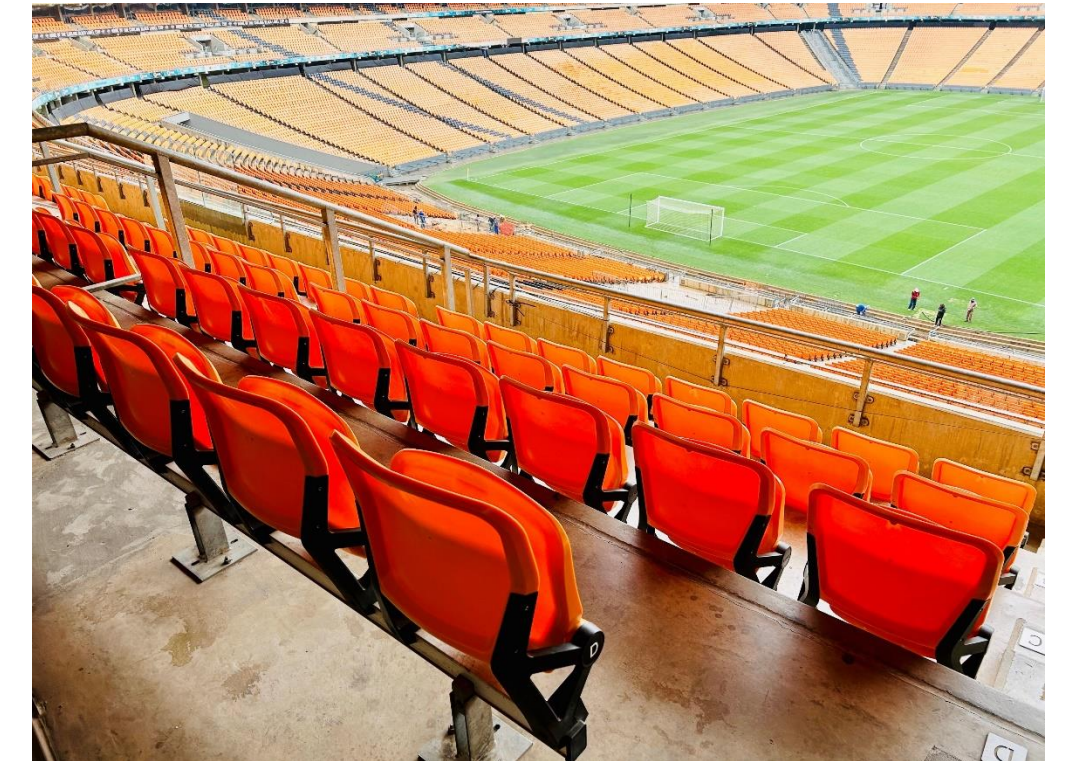
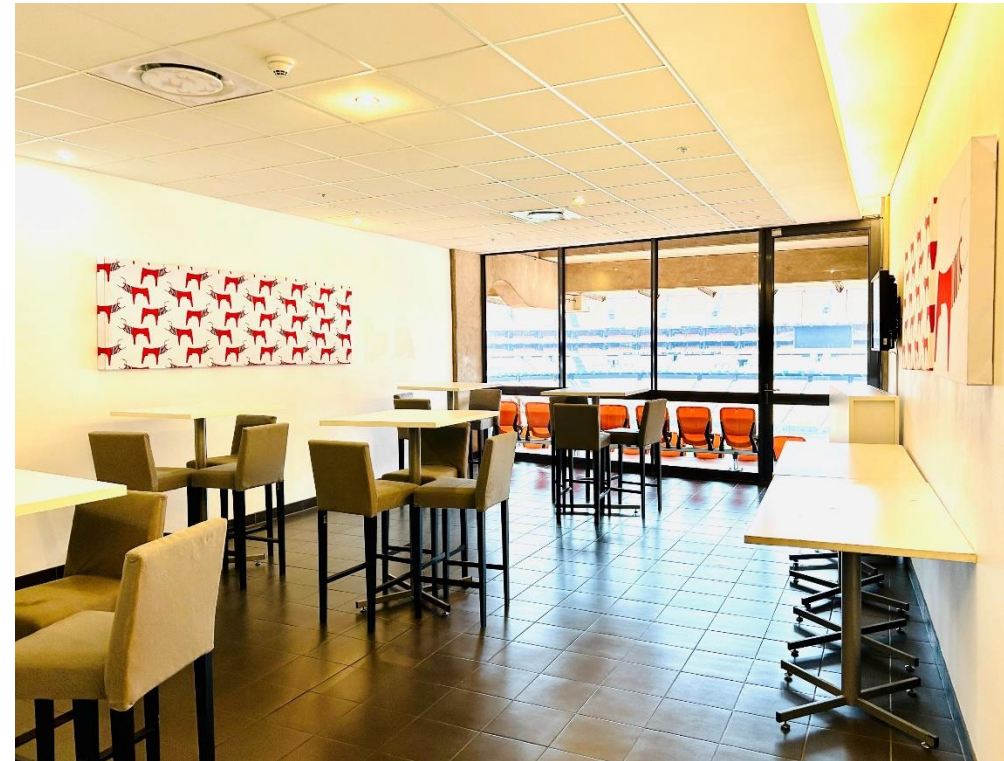
Premier Soccer League (PSL) Matches only. Gives you unparalleled access to football events at FNB Stadium. Category B seating is situated on the north-west, north and north-east areas of the stadium.

**Football & Concerts/Events: Category (Red)**

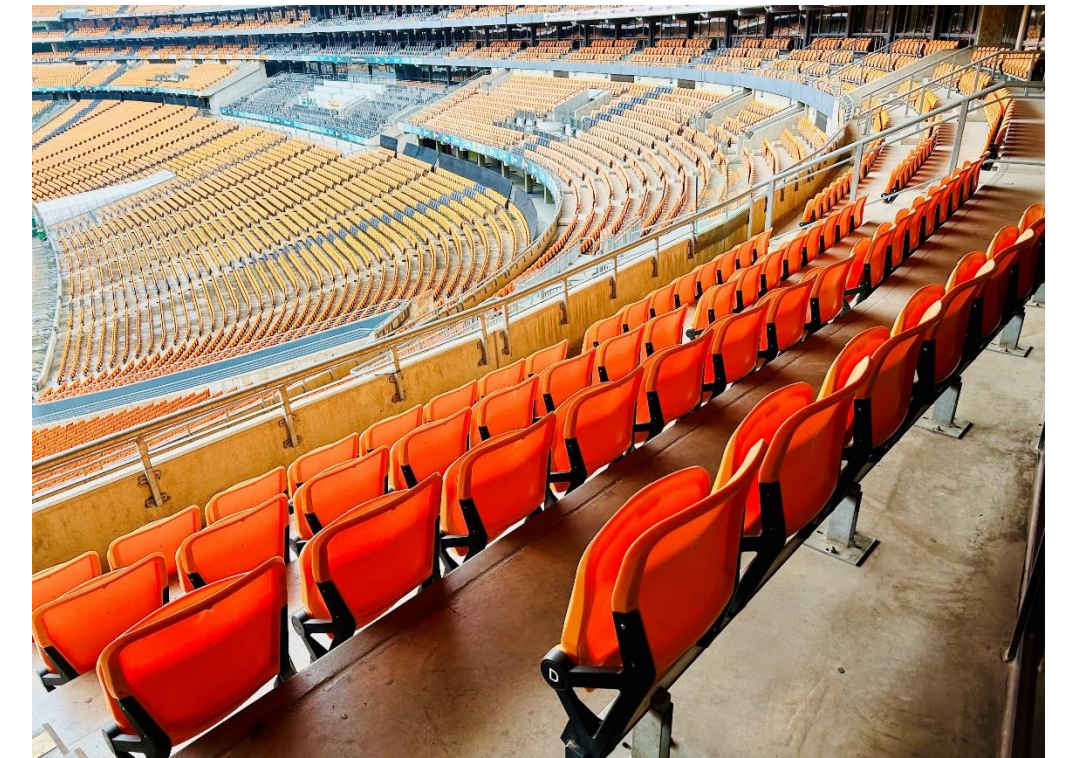
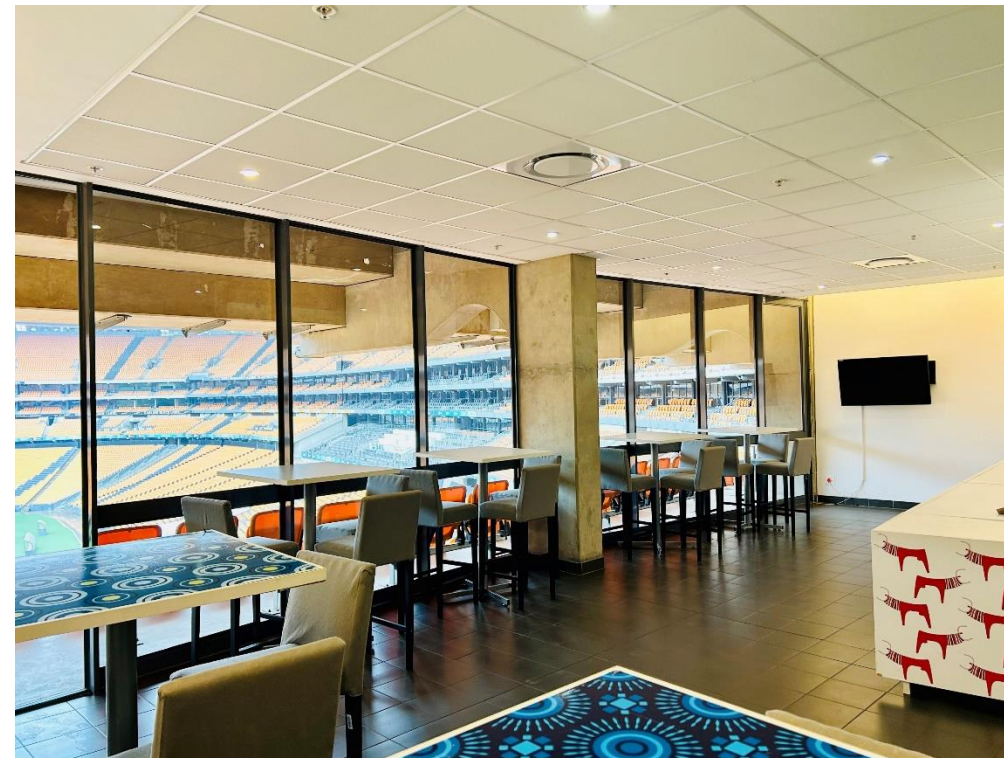
Premier Soccer League (PSL) matches & Events/Concerts. Gives you access to football and events at FNB Stadium. Category A seating is situated on the south-west, south and south-east areas of the stadium

2024 Packages	Rental	Comments
Blue Category	R363 000 excl. VAT	PSL League games only
Red Category	R544 500 excl. VAT	PSL League games & Concerts/Events

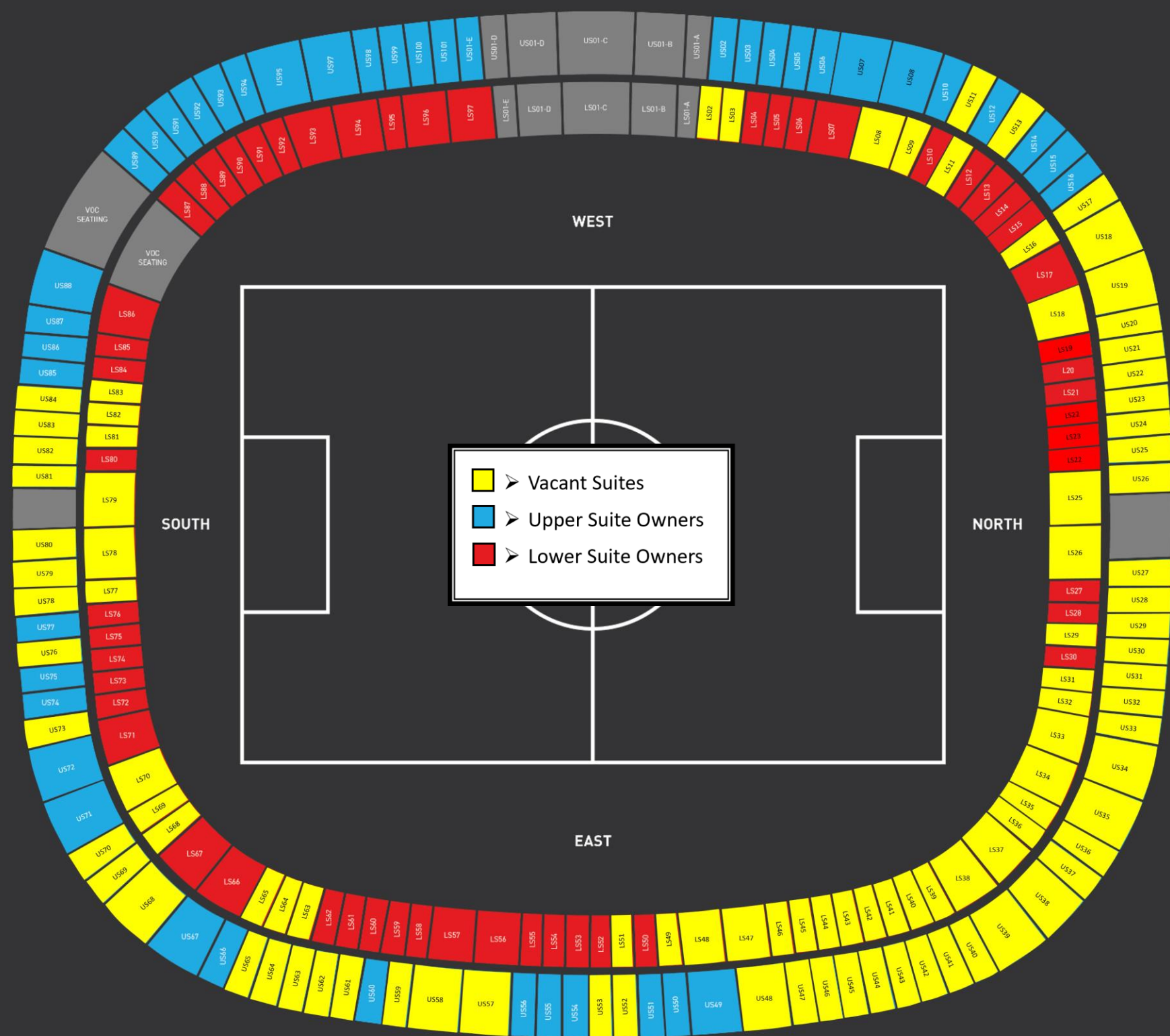
**31-SEATER SUITE: INTERIOR & EXTERIOR**



**62-SEATER SUITE: INTERIOR & EXTERIOR**



# VIP EXPERIENCE 2024



2024 Packages	Rental	Comments
Blue Category	R363 000 excl. VAT	PSL League games only
Red Category	R544 500 excl. VAT	PSL League games & Concerts/Events

**COSTS ABOVE ARE FOR 31-SEATER SUITE. PRICING FOR 62-SEATER AVAILABLE ON REQUEST.**

### EXCLUDES:

<b>Service Levy</b>	Annual fees (increase per suite contract)	R18 595.50 excl. VAT
<b>Television</b>	Annual fees (increase per suite contract)	R 2 013.00 excl. VAT
<b>Key Deposit</b>	Once - off	R5 478.00 excl. VAT

### INCLUDES:

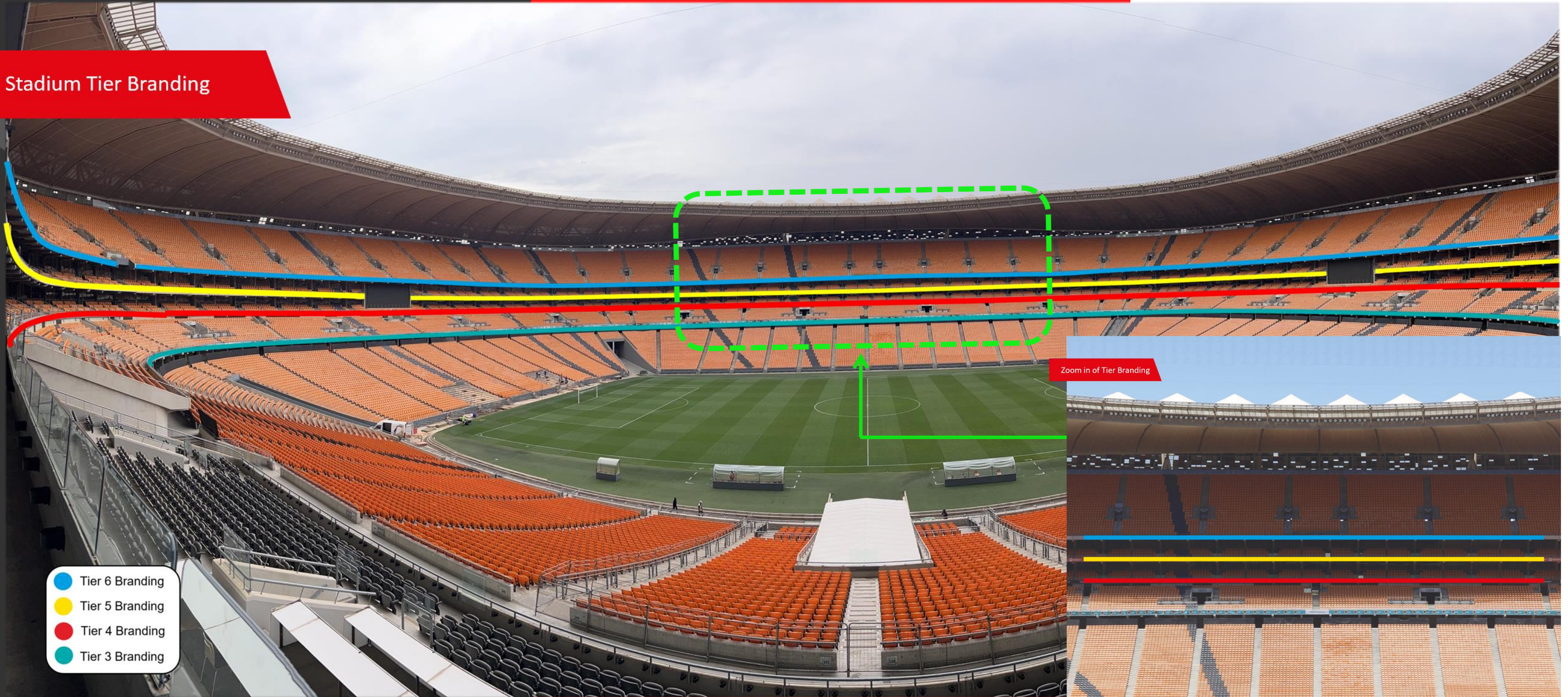
- Right to purchase additional tickets in your category:
- Parking included
- Legal cost & fees
- Private use - Subject to SMSA approval
- Stadium tours

### IMPORTANT NOTES:

- The above rates exclude semi-finals, finals, draw dependent fixtures & unconfirmed events on fixture list upon signing of lease agreement
- Prices escalate at cpi or 12% (whichever is less) per annum
- All catering supplied by approved management company caterers
- All beverages supplied by agreement company at market related prices
- No partial suites sold - full allocated number of seats assigned to suite to be taken up
- Suites are sold as per terms and conditions of suite lease agreement (provided on request)
- Suite fit out options available and fitted out by approved management shop fitter.
- Excludes personalized services and premium amenities of the suite.
- Stadium Management South Africa retains the right to alter/revise costing without prior notice.

# STADIUM TIER BRANDING

Stadium Tier Branding



- Tier 6 Branding
- Tier 5 Branding
- Tier 4 Branding
- Tier 3 Branding

Zoom in of Tier Branding



# BRANDING & ADVERTISING



# BRANDING RATE CARD 2024

2024 RATE CARD	EVENT SPECIFIC	ANNUAL
<b>BASEMENT PARKING PILLARS</b>		
VIP BASEMENT PARKING NORTH (17 PILLARS)	65 000	450 000
VIP BASEMENT PARKING SOUTH (19 PILLARS)	70 000	475 000
<b>TUNNEL BRANDING - CORNERS</b>		
TUNNEL BRANDING (SW CORNER)	95 000	624 000
TUNNEL BRANDING (SE CORNER)	40 000	280 000
<b>WALL BRANDING (PER M<sup>2</sup>)</b>		
CATEGORY A (PSL LEAGUE GAMES & 3 CONCERTS)	65	265
CATEGORY B (PSL LEAGUE GAMES ONLY)	50	
<b>BANNERS</b>		
DROP DOWN BANNERS	2 700	20 000
BANNER POLES PRIME POSITION	954	6 700
BANNER POLES LOW SPECTATOR FLOW	500	4 200
<b>STADIUM ACTIVATION RIGHTS FEE</b>		
CATEGORY A (PSL LEAGUE GAMES & 3 CONCERTS): 100SQM	50 000	355 000
CATEGORY B (PSL LEAGUE GAMES ONLY): 100 SQM	30 000	
<b>TIER BRANDING</b>		
	<b>PER 100M</b>	<b>PER 100M</b>
TIER 3	<b>SOLD OUT</b>	<b>SOLD OUT</b>
TIER 4 EAST	57 500	690 000
TIER 4 NORTH, SOUTH, WEST	32 917	395 000
TIER 5 EAST	53 000	636 000
TIER 5 NORTH, SOUTH, WEST	28 333	340 000
TIER 6 EAST	47 000	564 000
TIER 6 NORTH, SOUTH, WEST	23 583	283 000

- Branding subject to available tier length
- Pricing subject to a 12-month contract period from date of signature.
- With an annual CPI or 12% increase (whichever is the lower).
- Proposed rates do not include production/transport or labour costs.
- It will be the sole responsibility of the client to ensure that all signage remains in good condition.
- Removal of branding after the contract period will be for the client's account.
- Failure to do so will result in penalties.

## ALL COSTS EXCLUDE VAT

Stadium Management South Africa retains the right to alter/revise costing without prior notice.

# 3rd tier

Digital advertising



Prime location on the third tier, ensuring maximum visibility



High-resolution LED displays guaranteeing vibrant and engaging content



The 100 meters screen is strategically placed to capture the attention of the entire crowd & TV audiences



Reach a diverse demographic of sports and music enthusiasts

### Benefits:

- Extensive exposure to a large and engaged audience during Kaizer Chiefs home matches and international music concerts.
- Amplify brand awareness and recall through repeated exposure across multiple matches and concerts.
- Increase customer engagement by delivering dynamic and interactive content.
- Gain a competitive edge by aligning your brand with the excitement and energy of live events.
- Customize your advertisements to suit your specific marketing objectives and target audience.



Targeted advertising: Tailor your advertisements to specific demographic segments or match themes



Social media integration: Extend your reach through our stadium's active social media channels



In-game activations: Engage directly with fans through interactive activities or competitions



# LED BOARDS RATE CARD 2024



**7** SOCCER MATCHES  
**3** FIRST CONCERTS  
 MINIMUM 5 MINUTES SOCCER  
 MINIMUM 10 MINUTES CONCERTS

EXCL VAT

# R450k





# THANK YOU

## CONTACT US

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