

# PRIMEDIA SPORT

Primedia Sport is a holding company for five subsidiary brands active in the sports marketing and entertainment arena.



Megapro Marketing

## CSI POLICY

The focus is on educating the country's youth.

## Megapro Marketing

As the appointed commercial agents for key sporting bodies such as SA Rugby, provincial rugby unions and the South African Football Association, MEGAPRO provides access to sport in this country and effective sports marketing platforms and consultancy services, ranging from sponsorship experience, public relations, promotional and advertising support and event management and hospitality.

**Contact:** tel: 011 305 9800, email: monde@megapro.co.za website: www.megapro.co.za

## CSI INITIATIVES

### Magliesberg local community

Megapro continued its support of the Magaliesburg local community.

The company previously, with contributions from Signet Licensing, assisted in uplifting the Doornbosch Primary School by renovating existing buildings and rebuilding some classrooms. However, the company has been aware that its contributions in this regard would only be relevant for a three year period as the government has dropped its funding drastically to the school as it plans to build a new school in the area.

Despite this Megapro built two extra small classrooms from fallen down outbuildings. A Sports Day was held at the school

where the children were introduced to range of games that they can play in a smaller area as their play area is mostly uneven soil around the classrooms. Each child also received a pair training or sports shoes along with a pack of treats made up of cooldrinks, sweets and chips.

Most initiatives, however, have centred on the bursary link up with the nearby Bekker High School. This year the second learner was awarded a bursary in the bursary programme Megapro founded last year. The bursary programme offers two fully-paid educational high school bursaries to attend Bekker High School, a local boarding school, to the top achieving learners at Doornbosch Primary School. Bekker High School is sponsoring the educational fees and Megapro the learners' uniforms and other educational requirements.

Megapro continued its support of the Magaliesburg local community.



## DETAILS:

Tel: 011 305 9802, fax: 086 680 7548, email: elsa@primediasport.co.za, website: www.primediasport.co.za

## Warwick Hospitality and Events

Provides sporting solutions to match clients' entertainment and sports marketing needs in the fields of hospitality, events, outbound sports tours, sponsorship and advertising.

**Contact:** tel: 011 467 8400, email: Dudley@warwickhospitality.co.za, website: www.warwickhospitality.co.za

### Ikageng Itireleng charity

An NGO, Ikageng Itireleng focuses on assisting orphaned and vulnerable children in Soweto. In the FY 2007/08 Warwick Hospitality and Events was involved with this charity to the value of R25 000.00

Warwick Hospitality and Events also supported the following charities:

Investec charity toys donation – R2 805.00

Cancer Shavethon – R10 000.00

Bertie Meyser rugby tour for children – R1 000.00

Noah Orphan sponsorship – R2 100.00

Investec children's party – R7 500.00

Centre for children's Impaired Hearing – R5 500



## Megaview

The leading rental of LED screens and electronic perimeter boards to the sporting and entertainment industry for major international sporting events as well as other events.

**Contact:** tel: 011 433 0293, email: clive@megaview.co.za www.megaviewdisplays.com



## Signet Licensing



Signet Licensing manages and represents the licensing activities for many of the country's leading sports teams and governing bodies, including Kaizer Chiefs, SA Rugby, various Super 14 franchises, major provincial rugby unions and Orlando Pirates

**Contact:** tel: 021 671 5887, email: alex@signet-licensing.co.za

## CSI INITIATIVES

Signet Licensing made several contributions, both financial and in the form of products, such as licensed clothing, t-shirts, caps and sweatshirts, to a number of non-profit and charitable institutions, including:

- Learn to Earn, a non-profit organisation that trains and equips unemployed people in various skills such as garment making, carpentry and baking so they can become independent and self-sufficient.
- The Chris Burger/ Petro Jackson Players' Fund which assists the victims of serious rugby injuries and implements programmes to make rugby safer.
- The Homestead, a shelter for street children in Cape Town. The total value of its contributions are approximately R25 000.00.



## Matchworld

A full service sponsorship agency offering strategic sponsorship consulting, leveraging, brand activation, public relations and eventing services to corporates to maximise sponsorship as a marketing and communications tool.

**Contact:** tel: 011 305 9880, email: fbarocas@matchworld.co.za

## CSI initiative

Matchworld's CSI initiative for 2008 was the payment of R14 290.00 to The Vaal University of Technology for the study fees of Ms S. Mokoena, a Historically Disadvantaged South African (HDSA) whose father is also the driver for one of the sister company's within the Primedia Group, Megapro Marketing. The initiative, therefore, benefits Ms Mokoena and one of the employees within the group

