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Three of Primedia Sport's subsidiaries were involved in corporate social investment projects during the 2006/7 fiscal.

MEGAPRO Marketing, the biggest of Primedia Sport's subsidiaries, has for some years focused its CSI efforts on educating South Africa's youth. In the year under review, it continued its support of the Magaliesburg local community, specifically targeting its efforts at uplifting the standard of education in the area.

The Magaliesburg district supports a large number of transient labourers who move from farm to farm, which creates a challenge as far as the education of their children is concerned.

Previously, MEGAPRO Marketing, with contributions from Signet Licensing, played a major role in the upliftment of the Doornbosch Primary School in Magaliesburg, renovating existing buildings and rebuilding certain classrooms.

MEGAPRO's latest contribution to the school is its participation in a bursary programme which offers two fully-paid educational high school bursaries to attend Bekker High School, awarded to the top students at Doornbosch Primary School each year. Bekker is a local boarding school, traditionally an agricultural school but now offering a wide range of academic subjects. It is also the alma mater of Springbok rugby player Gary Botha.

The first learner to have participated in this programme was Lenah Kobedi, who this year successfully made the transition into a full boarding school environment. Lenah was a consistently high achieving pupil throughout her primary school career, and has shown the same standards in her first year at high school.

The second learner awarded a bursary will start at Bekker High in 2008.

Educational fees are being sponsored by Bekker High School itself, while MEGAPRO is sponsoring the learners'

Primedia Sport

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

- **MEGAPRO Marketing** is the leading sports marketing company in South Africa. As the appointed commercial agents for key sporting bodies such as SA Rugby, provincial rugby unions, and the South African Football Association, MEGAPRO has unmatched access to sport in South Africa and is uniquely positioned to provide effective sports marketing platforms and consultancy services. MEGAPRO's expertise ranges from sponsorship experience, public relations, promotional and advertising support to event management and hospitality, making it well equipped to provide its clients with focused sports strategies and a full range of support services.

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- **Signet Licensing** manages and represents the licensing activities for many of South Africa's leading sports teams and governing bodies. These include Kaizer Chiefs, SA Rugby, the five Vodacom Super 14 franchises, all major provincial rugby unions, Orlando Pirates, and SA Cricket. Signet's primary objectives are to build its clients' brands through the development and implementation of comprehensive licensing programmes, the generation of licensing/royalty revenue, and the protection of their respective intellectual property rights.

(021) 671-5887; alex@signet-licensing.co.za



- Warwick Hospitality and Events specialises in providing sporting solutions to match clients' entertainment and sports marketing needs. Fundamentally a marketing company, it has a wealth of skills and knowledge in the fields of hospitality, events, outbound sports tours, sponsorship and advertising. Warwick operates nationally, orchestrating high profile public, sports, corporate and social events, as well as intimate private functions. The company works with clients to conceptualise and create an event, and then packages the hardware, services and support systems required to deliver a high impact message which converges with the client's communication objectives.

(011) 467-8400; dudley@warwickhospitality.co.za;
www.warwickhospitality.co.za

- Megaview is the leading rental supplier of LED screens and electronic perimeter boards to the sporting and entertainment industry. Megaview (formerly Powerview) pioneered the electronic perimeter board in international cricket and rugby, and has the skill, experience and ability needed to work on major international sporting events.

(011) 433-0293; clive@megaview.co.za; www.megaviewdisplays.com

- The recently acquired Matchworld (previously known as Match) is a full service sponsorship agency. With offices in Johannesburg, Cape Town and Ghana, Matchworld offers strategic sponsorship consulting, leveraging, brand activation, PR, and eventing services to corporates who want to use or who currently use sponsorship as a marketing and communications tool. Matchworld's areas of specialisation in sponsorship include sport, music and entertainment, and corporate social investment. The company does not "sell" sponsorship, but acts on behalf of corporate sponsors to help them use sponsorship to best achieve their marketing and communication objectives.

(011) 305-9880; fbarocas@matchworld.co.za

Warwick Hospitality and Events hosted children from Ikageng in its hospitality facilities at sporting venues, giving them an experience which is traditionally reserved for the corporate market.

uniforms and other educational requirements. In the 2006/7 year, MEGAPRO's contribution to the programme amounted to R35 000.

The partnership will run for at least three school intakes, and will be reassessed regularly in consultation with both schools.

Contributing to good causes

Signet Licensing made several contributions, both financial and of products such as licensed clothing, T-shirts, caps and sweatshirts, to various non-profit and charitable institutions.

These included:

- Learn to Earn, a non-profit organisation whose objectives are to train and equip unemployed people in various skills, including garment making, carpentry and baking, so that they can become self-sufficient and independent;
- Reach for a Dream;
- The Chris Burger/Petro Jackson Players' Fund, which assists the victims of serious rugby injuries and implements programmes aimed at making rugby safer; and
- The Homestead, a shelter for street children in Cape Town.

The total value of Signet Licensing's contributions was approximately R20 000.

Introducing children to sport

Another Primedia Sport company, Warwick Hospitality and Events, is involved with NGO Ikageng Itireleng, which focuses on assisting orphaned and vulnerable children in Soweto.

In the 2006/7 financial year, Warwick Hospitality and Events assisted this charity with funding, as well as by introducing children to the world of sport.

The company hosted children from Ikageng in its hospitality facilities at sporting venues, giving them an experience which is traditionally reserved for the corporate market.

Warwick's involvement in Ikageng amounted to approximately R100 000 in the period under review.

The CSI bottom line

Together, those companies under the Primedia Sport banner which were involved in corporate social responsibility initiatives, contributed approximately R155 000 to various causes during the 2006/7 financial year.

