



SPONSORSHIP
PROPOSAL
FOOSBALL | TABLE SOCCER | TATABOX





Background

Professional Foosball in South Africa has grown considerably in recent times. There are currently four official leagues in South Africa, each with committed and talented players.

South Africa has sent a team of players to take part in the World Cup of Foosball every year since 2009. The South African National team's recent performances include a bronze medal in the juniors' doubles category and a 5th place in the juniors' singles category at the 2010 World Championships as well as a Division II 4th place in the Team category of the 2012 and 2013 World Cup.

There are two major local foosball events held annually, namely the South African National Championship and

the National League Cup. The best performers in these two events are chosen to represent the National team at the Foosball World Cup. There are many other smaller events throughout the year which are intended to attract new players by promoting the sport.



SAATS

The South African Association of Table Soccer (SAATS), which is a registered section 21 company in South Africa, is the governing body of Foosball in South Africa. SAATS is affiliated with the International Table Soccer Federation (ITSF) who hosts many annual competitions where players from all over the world compete including the World Cup of Foosball.

SAATS' main objective as set out in the company's memorandum of incorporation is to develop the sport by targeting previously disadvantaged youth. SAATS wishes to grow the sport to a viable path for youth to turn to.

“What most sponsors would consider a small sponsorship, would not only be an affordable form of brand exposure but could increase the sponsor's BEE rating. This is insignificant compared to the ability the sponsor has in changing the lives of many young individuals that are chosen to represent South Africa.”

GOALS OF FOOSBALL IN SOUTH AFRICA

SAATS and all the registered leagues have a common goal of growing foosball as a sport. The exposure required to grow the sport comes through the development of leagues and the hosting of nation-wide competitions and events.

The goal for the future is to host a National Foosball Tour throughout the country. The National Foosball Tour will be a nation-wide promotional event and professional foosball tour. This tour is planned for Soweto, Lenasia, Eldorado Park, Durban, Cape Town, Port Elizabeth and Nelspruit.

International leagues are running with over 5 000 players participating in monthly events which allow players to constantly grow and perfect their skills. The ease of travelling between Europe allows many players exposure to different

professional foosball tables, playing styles and techniques found across all the playing nations. SAATS and the registered leagues hope to reach this same level of player base and to formally train and develop South African foosball players into becoming serious competitors on the world stage.

The long-term goal is to create a steady revenue stream from leagues and sponsors which would serve as funding for the South African National Team and development of the sport in South Africa. The current lack of funding has resulted in players covering all expenses themselves, thus only the financially able players have managed to afford the trips to the World Cup rather than the best squad. This has prevented the national team from performing at its best at these international events.

SAATS intends to form long-term mutually beneficial partnerships with corporates interested in sponsorship agreements.

“ As in life and any other sport, foosball requires talent, dedication and hard work. Through foosball, SAATS wishes to instill pride and a sense of worth in players while developing skills that are useful both on the field as well as in everyday life.”





SPONSORSHIP opportunities

Sponsorship plays an important role in the development of the sport. There are various sponsorship opportunities for companies to get involved in sponsoring foosball in South Africa that offer a great return on investment.

Sponsoring leagues and training centres

SAATS is constantly looking to start up new leagues with professional tables which are set up at pool clubs, shops, schools and universities. SAATS is also looking to set up a training centre where all players including the national team can perfect their game. Potential sponsors can take advantage of these venues to market their brand in a creative and cost effective manner.

Branded attire

Sponsors may prefer to have their brand showcased on players' kit. League attire would be required to be worn at national competitions such as League Cup. This is the annual competition between all South African leagues where players earn ranking points to represent the national team.

Branded tables

At each league there are a minimum of two professional foosball tables. These tables can be branded with the sponsor's logo. This will be a relatively cheap form of marketing as leagues are generally in highly populated locations thus the cost per person for the relative brand exposure will be low. Universities will have thousands of students passing by every day who will still be exposed to the sponsor's brand.

Sponsoring foosball events

Foosball events such as competitions and skills demonstrations are held at shopping malls and universities on a regular basis. These events create an opportunity for a sponsor to promote their brand in a creative and cost effective manner. Due to the nature of these events there are often representatives of the media present.

Branded tables

At each event there are up to ten professional foosball tables which are utilised. These tables can be branded with the sponsor's logo. This will be a relatively cheap form of marketing as events are hosted in highly populated locations thus the cost per person for the relative

sponsor's brand exposure will be low. Historically such events have been held at popular shopping centers.

Branded attire

Sponsors may prefer to have their brand showcased on players' kit. This can be in the form of shirts or caps. Players will be required to wear the branded attire for the duration of the tournament.

Prizes

Sponsors may wish to offer sponsorship in the form of prizes. Sponsors will then get a brief mention at the awards ceremonies held at the end of the events.

General

Sponsors may also have their own marketing material such as banners, flags or pamphlets which can be set up at the events.

SAATS generally markets its events through social media, pamphlets, website postings, posters and newspaper advertising. All major sponsors will be included in such advertising.



Sponsoring the National Team

Sponsorship of the National Team will aid the best players representing South Africa to attend the World Cup and other international events. The World Cup is televised on European and American sports channels which are viewed by a vast international audience. The sponsor would be exposing their brand on an international scale for a fraction of the cost.



SAATS is a non-profit organization where all forms of income including donations and sponsorships are used solely for the purpose of developing the sport.

Registered leagues and events are in majority made up of individuals from previously disadvantaged backgrounds that are unable to afford league fees and trips to the World Cup. Sponsorship of a league, the national team or any major event will not only aid the development of players but will also increase a company's socio-economic development BEE score. For Qualifying Small Enterprises with annual earnings between R5 million and R35 million per annum, socio-economic development can make up 25% of the company's total BEE score.

Past events and sponsors

SAATS hosts the two annual South African foosball events which determine the best players who will represent the National team at the Foosball World Cup. SAATS is also required to host two annual international events where players from all over the world will be invited.

These events have been hosted at populated venues including The Zone mall, Trade Route Mall and East Rand Mall to name a few. Past sponsors that have taken part in these events include:

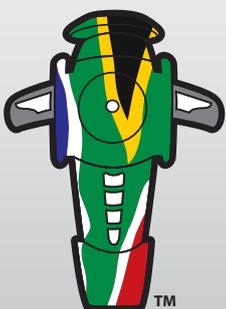
- **Limbada Family Trust**
- **Fireball SA**
- **Coby Electronics**
- **Quattro Earthmoving Equipment**
- **Foozi**

There have been many foosball events not run by SAATS which have been held around the country at shopping malls and universities. These events have been popular with sponsors which have included:

- **MTN**
- **Puma**
- **Adidas**
- **C3 Security**
- **Spar**
- **Spur**
- **AMC Cookware**
- **Tiger Wheel & Tyre**
- **StayEasy**
- **Adega Restuarant**
- **Arthur Kaplan**
- **Liquor City, Safarmex and Total Sports**



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S.A.A.T.S



This proposal
document is an indication
rather than a full list of
our services.