



South African Association of Table Soccer
Section 21 Non-Profit Organization Registration Number 2008/027865/08

118 Calais Village, 1 Von Dessin Street, Montgomery Park, 2195
Sudesh Fakir (President) : +27 82 454 8349
email : info@saats.co.za
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SPONSORSHIP DOCUMENT FOR THE SOUTH AFRICAN TABLE SOCCER TEAM THAT WILL BE REPRESENTING SOUTH AFRICA AT THE TABLE SOCCER WORLD CUP AND WORLD CHAMPIONSHIPS IN NANTES FRANCE 6 – 9 JANUARY 2011

COMPANY PROFILE

The South African Association of Table Soccer has been founded as a Section 21 Non Profit Organisation in 2008.

AIM AND OBJECTIVE

Our Objective is to Promote & Structure the Sport of Table Soccer in South Africa, through the formalization of table soccer players in structured official leagues. Our primary focus and target are the YOUTH of SA. Our future plan is to use Table Soccer as a Medium to educate the youth on Drug, HIV and AIDS Awareness.

Internationally the sport of Table Soccer has been reputed as the "fastest growing and emerging sport in the world".

Internationally the sport is controlled by the International Table Soccer Federation (ITSF) based in France. The ITSF is also a member of the International Olympic Committee and are hopeful to promote Table Soccer in the next Olympics. SAATS is affiliated to this body as a Regular Member.

WORLD CUP 2006 –GERMANY

Due the emerging interest and the rapid growth of the sport, the First Table Soccer World Cup was hosted in Germany in 2006. A South African delegation of 10 was sent to participate, including the President and Secretary of SAATS, who competed for the first time on an international level.

WORLD CUP 2009 –FRANCE

The next Table Soccer World Cup was hosted in France in 2009. A South African delegation of 16 was sent to participate, including the President, vice President and Secretary of SAATS.

Our AIM currently is to send another delegation of 26 players to participate in the Table Soccer World Cup and World Championship which is scheduled to take place in France from the 6-10 January 2010.

South Africa will be competing in the Men's World Cup and Women's World Cup. This year South Africa will also be taking a Junior team to participate in the Junior World Cup.

WORLD CUP 2010 –FRANCE

The next Table Soccer World Cup was hosted in France in 2010. A South African delegation of 15 was sent to participate, including the President of SAATS.

This was a very proud year as the Junior Doubles Team received medals at the World Championship. The Junior World Cup team was ranked 5th in the world and our Junior Singles Champion was also ranked 5th in the World.

Our AIM currently is to send a delegation of 20 players to participate in the Table Soccer World Cup and World Championship which is scheduled to take place in France from the 6-9 January 2011.

South Africa will be competing in the Men's World Cup and Women's World Cup.

International Table Soccer Federation (ITSF – www.table-soccer.org)
Regular Member

South African Association of Table Soccer (SAATS)

Sudesh Fakir(President), Riaz Cassoojee(Vice President), Secretary(Ramiez Dayal)



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RECENTLY HELD SOUTH AFRICAN CHAMPIONSHIP HELD AT THE EAST RAND MALL

SAATS recently successfully hosted its 3RD South African Table Soccer Championship at the East Rand Mall. The Competition was hosted over 3 days and received an overwhelming response from both players and spectators alike.

Players from all over South Africa, representing Cape Town, KZN and Gauteng battled fiercely for the much sought after titles of South African Men’s singles and doubles champions, Women’s singles and doubles champions and Juniors singles and doubles champions.

Qualifying rounds took place and thereafter the tournament proceeded to the knockout stages and then Quarter finals, Semi-finals and finals.

SAATS then hosted the “League Players Championship” at the Fordsburg Club, were only players from SAATS Leagues participated in this prestigious tournament.

Winners from both the South African Championship and League Players Championship and combined ranked top players in their respective categories then qualified to be part of the prestigious South African team to proudly represent their country on an International level in the Men, Women and Junior category at the World Championship and World Cup. Their dreams and aspiration of the players to compete with the rest of the world can only be realized with sponsorships from companies such as yours.

Description	Per Player	Team Total
Airline Tickets	R 13 500.00	R 310 500.00
Accommodation	R 5 000.00	R 115 000.00
Travel	R 2 000.00	R 46 000.00
Insurance	R 500.00	R 11 500.00
Visa	R 1 000.00	R 23 000.00
Kit	R 2 500.00	R 57 500.00
Food	R 3 000.00	R 69 000.00
Total	R 27 500.00	R 632 500.00

The Men’s Team comprises of 9 players, the Women’s Team comprises of 4 players, the Junior Team comprises of 5 Players, Junior Guardians comprises of 3 members and SAATS Technical team comprises or 2 members totaling 23 members.



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Co sponsorship

SPONSORSHIP VALUE R 200 000.00

Return of investment

1. Branding

Display of your company logo on the South African Men's Team Sports kit or South African Women's Team and Junior Team Sports kit which will comprise of Track suits, t-shirts, caps and bag.

2. International Mileage

In Nantes France, the World Cup and World Championship is an international event, with representation from 62 countries from all over the world. www.table-soccer.org.

3. Projected Media Coverage

Radio

1. SAFM – Interviews
2. LOTUS Fm - Interview.
3. Eastwave – Interview.

Newspaper

1. Caxton Publications
2. Mercury
3. Indicator
4. Lenasia Times
5. Post
6. The STAR

Website

1. saats.co.za
2. foozi.co.za
3. lenzinfo.co.za

International

1. Television
2. Newspaper

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APPEAL FOR SPONSORSHIP

Sponsorships are a vehicle for exposing, promoting and building your brand by forming a strategic association with an activity, event, or competition. Usually, sponsorship involves financial input and, in exchange, your brand enjoys a raised profile and gains access to large communities and target audiences both locally and internationally.

Sponsorship also gives your company the ability of communicating with the target audience in the absence of its competitors – an advantage over classical advertising.

- Support of this event will be a good way of increasing Brand awareness, which will help generate **CONSUMER PREFERENCE** and foster **BRAND LOYALTY**.
- Build **brand equity** amongst the youth in SA and internationally as well.
- **Gain market share** of the much targeted youth.
- Create **internal emotional commitment** to the brand Credibility and to be seen as giving back to the community.

Your support and sponsorship will:

- **Create Positive PR** and raise Awareness of your organization as a whole.
- **Build Brand positioning** through associative imagery.
- Create **internal emotional commitment** to the brand – entrench sponsors corporate values amongst employees.
- **Excellent target visibility**- tactical strategic opportunity for future business plan in terms of image, awareness and goodwill.
- **High profile corporate recognition** –

SAATS sincerely appeals to your company for your pledge and support of the SA team whose desire it is to participate in the Table Soccer World Cup and World Championships in Nantes France

With Thanks & Kind Regards

Sudesh Fakir
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