



since 1991

sports**v**endo

victory in excellence



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- Event consulting
- Producing sport events
- Total event organisation and planning
- Event management
- Determining sponsorship needs
- Reaching sponsorship objectives
- Marketing and promoting of events
- Local and national event publicity campaigns
- Media launches for events
- Venue planning and construction
- Hiring out of event equipment
- Evaluating sport sponsorships
- Electronic time keeping
- Conferencing and Corporate Team Building
- Gala Dinner and Awards Ceremonies

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Company Profile

Sportsvendo is a Sport Event Management Company, established in 1991 when South Africa was readmitted to international sport. We have offices throughout South Africa with representation in Namibia and close ties to the New York City Marathon. In 22 years, we have co-ordinated over 600 sporting events including duathlons, triathlons, cycling events, corporate relays, road races, marathons and other sport events. Sportsvendo has produced and executed the following events:

- Kaya FM 67km Relay for Mandela Day
- National Business Challenge Relay Series [SA and Namibia]
- Take 5 Team Relay Series
- Jog-a-Thon for Old Mutual, as part of the Old Mutual Victory Championship
- Comrades Marafun & Two Oceans Marafun
- Jacaranda City Challenge
- SA Pork Kwai Marathon Challenge
- Corporate Cycle Relay Series [SA and Namibia]
- Makhulu Open Water Swim



Our reach



Clients & Events

- J.P. Morgan Corporate Challenge:
R4 million operational budget
13,000 participants (capped)
Corporate Hospitality – 9,000 pax and
R3 million budget
- Spar Women's Challenge:
15,000 participants
- World Duathlon Championships:
Appointed by IPA. Participation from
various countries
- City2City Ultra Marathon:
7,000 runners
R3.3 million budget
- The Color Run:
National Series – 16 events in SA
- J.P.Morgan Chase
(New York & South Africa)
- Nedbank Group
- Bonitas Medical Fund
- Comic Relief (London)
- Medihelp Medical Scheme
- McCarthy Group
- Bank Windhoek (Namibia)
- SA Pork Producers
- South African Bureau of Standards (SABS)
- Kaya FM 95.9
- Nelson Mandela Foundation
- New York Road Runners (USA)
- Discovery Medical Fund
- Spar





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Core Competencies – Event Operations

- Event and venue construction and infrastructure
- Working and partnering with multiple organisations on one event
- Presenting an event on a national level
- Managing crowds of thousands of participants and spectators
- Managing and working within large event and hospitality budgets
 - Close to 100,000 participants annually
 - Total annual operational budgets of over R30 mill



Design

Our design studio is well equipped to handle all creative and design requirements, from concept stage, through to design and finished art.

- Corporate identities
- Hospitality requirements
- Marketing material for brand activations and promotions
- Vehicle Branding and Signage
- Large and small format branding for billboards, banners and posters
- Branding and design for all types of collateral
- Above-the-line and Below-the-line elements

Design





Marketing

Our experience across the gamut of digital and traditional marketing has positioned us at the forefront of promoting sporting events. Be it a soccer or rugby match, marathon, relay, cycle challenge, or triathlon, we are equipped to increase the public footprint of any event with extensive experience in:

- Event CI design
- Print material
- Website design and management
- Electronic communications
- Branding design, production and activation



PR & Communication

Managing our clients' reputations is an area in which we pride ourselves. Our most successful work is when PR and advertising is totally integrated and aligned for seamless executions based on the exact-same strategic objectives.

Our areas of expertise in Public Relations include:

- Media relations and publicity
- Press releases
- Editorials
- Advertorials
- Newsletters
- Speech writing



Other Clients

Events, Activations and Conferences

Don't take our word for it...

“Leon, where do we begin to thank you and the Sportsvendo team for all the extra efforts to accommodate all of us with the Johannesburg J.P. Morgan Corporate Challenge. We had an excellent race!

We are appreciative of you & your team's commitment to the Corporate Challenge – last night was a perfect kick off to the 2011 series. The Joburg event is the Jewel in the global series and appreciate how we are able to engage our clients, employees & the community at large.”

Lisl Stanton, Vice President, J.P Morgan Chase & Co.
Strategic Philanthropic Initiatives, New York

“In my opinion, the Powerman Duathlon in Pretoria is one of the best organised events I have ever been fortunate enough to attend”.

Libby Burrel, International Triathlon Union - Africa



THANK YOU

