



Experience Life

| Project | Sportfive Hospitality Preliminary Draw |

Background:

From 22 to 25 November 2007, the eyes of the football world were on Durban, the city that hosted the first international 2010 FIFA World Cup™ event in the shape of the preliminary draw at the International Convention Centre. The highlight was the live broadcast of the draw, scheduled in the presence of South African President Thabo Mbeki, FIFA President Joseph S. Blatter, some of the best footballers of all time and representatives of more than 110 FIFA member associations.



SPORTFIVE is the world's no.1 football agency and one of the largest sports agencies worldwide. SPORTFIVE handled the exclusive marketing of the European TV rights for the UEFA EURO 2008™. The TV rights for the Africa Cup of Nations and the CAF Champions League round off an outstanding portfolio. In all, SPORTFIVE has co-operations with more than 30 football associations and over 250 clubs, as well as 10 leagues. SPORTFIVE is also the exclusive agent of MATCH Hospitality in the territory of Continental Europe for the sale of the Official Hospitality Programme for the 2010 FIFA World Cup™.



Facts & Figures:

- Date: 21 - 26 November 2007
- 31 executive management members of Sportfive
- 250 VIPs
- 30 Football Association's



180 degrees project responsibilities:

1. Project Management of the Sportfive preliminary draw programme in Durban
 - VIP business meetings between 22. - 25.11.
 - VIP events 22. - 25.11.
2. Hospitality
3. Transport & Accommodation
4. Safety & Security



Project duration:

June - November 2007

180 degrees

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