

Bidvest proud to secure Wanderers naming rights

BIDVEST, the international services, trading and distribution group, today (Wed. October 21) announced in a joint-statement with Gauteng Cricket Board that it has secured the naming rights to Wanderers cricket stadium for the next five years.

The multi-million rand, five-year transaction, negotiated by Brian Joffe, CE of Bidvest, and Alan Kourie, CEO of Gauteng Cricket, reinforces the Group's already strong position as a major South African sport sponsor. The company owns the majority stake in the Bidvest Wits soccer club and is a big supporter of rugby, horse racing and golf.

Brian Joffe commented: "Bidvest Wanderers Stadium is the country's premier cricket venue and a stadium known throughout the world. As an international company with strong South African roots, we see value in partnerships with world-class events or venues that have a quality profile and are unmistakably South African.

"We're Proudly Bidvest and proud to be associated with a South African sporting icon."

Lazarus Zim, chairman of the Gauteng Cricket Board, said: "We welcome this new partnership. Bidvest is a world-class brand and is a household name locally and well known internationally. The Gauteng Cricket Board is proud to be associated with a company of Bidvest's stature. Bidvest was recently ranked No. 37 in the rankings of the world's top companies. We look forward to a long and mutually beneficial partnership.

"The Group is not only a big name in South Africa, it also operates in big international cricket markets such as Australia, the UK and New Zealand. Bidvest Wanderers Stadium therefore creates strong awareness both domestically and internationally. The 'fit' is ideal."

Alan Kourie believes cross-sport synergies will be fostered by Bidvest's association with the stadium. He pointed out: "Bidvest is a high-profile soccer sponsor through Bidvest Wits and we foresee long-term potential for Bidvest Wanderers Stadium as a venue for big soccer events.

"Bidvest Wanderers Stadium is positioned to become a community resource with support from all sections of the community. Bidvest involvement promotes this vision and it is a future we at Gauteng Cricket are eager to embrace."

Bidvest already has strong cricketing connections as one of its Group companies, Konica Minolta South Africa sponsors the Bizhub Highveld Lions. Stadium naming rights therefore underline the positioning of the Bizhub brand under the 'Proudly Bidvest' umbrella.

The deal highlights the Bidvest instinct for growth opportunities, according to Neil Jankelowitz, joint-managing director of BidSport, the Bidvest vehicle for exploring sports marketing opportunities.

"The 20-over version of the game has had huge impact," he said. "Cricket's take-off has been phenomenal. Research shows it has become our fastest growing sport with appeal across all colours, creeds and socio-economic groups.

"Bidvest is a major supplier to and now a major sponsor of the stadium industry."