

MSCSPORTS continues to make sport count

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MSCSPORTS has had a busy time scoring goals for their clients. Their sports marketing team successfully placed their client Ram Hand to Hand couriers as the broadcast sponsor of four Tri-nations matches on Supersport in July and August.

Castle had to withdraw as the broadcast sponsor due to advertising laws pertaining to liquor and this allowed Ram to secure this exclusive rights package. In addition, Ram Hand to Hand couriers have renewed the broadcast sponsorship of test cricket on Supersport for the upcoming season. The rights include the test series against Australia, New Zealand and Sri Lanka.

MSCSPORTS have also introduced their client Sasfin Bank to the sponsorship of sports programming on Supersport. Sasfin were the official broadcast sponsors of the cricket world cup in India and they have recently taken ownership of the Tour de France as the official broadcast sponsor on Supersport together with MTN.

The activation team at MSCSPORTS has also been busy. They hosted The Annual Sasfin bank Sports Quiz evening in June this year for the tenth year running. The event is a highlight of the Johannesburg social calendar and was once again a sell out and raised over R600 000 for the relevant charity. In addition, they recently completed the Continental Run 2 Stop campaign which was a resounding success as man raced against machine from Cape Town to Johannesburg. The cars covered a distance of 6 000 km whilst the runners ran 1 400km. amazingly the cars and runners arrived 5 minutes apart.

All in all MSCSPORTS has been *Making Sport Count!*

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Mscsports was established as a sports memorabilia business in 2000. From humble beginnings with ambitions of shaping the local sports & entertainment industry, Mscsports has evolved into the award-winning full-service sponsorship agency of choice to leading South Africa brands and rights holders.

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