

Orange signs on as official CAF competition sponsor for eight years

From the year 2017 to 2024, Orange will sponsor five major Confédération Africaine de Football or CAF competitions as part of a new partnership deal.

The sponsorship kicks off with the Total Africa Cup of Nations (AFCON) in Gabon in January 2017 and will include the Total U-20 Africa Cup of Nations, the Total Women Africa Cup of Nations, the Total CAF Champions League and the Total CAF Super Cup.



This serves as an extension of the successful sponsorship partnership dating back to 2008.

Bruno Mettling, Deputy CEO of Orange, and CEO of Orange Middle East and Africa, explained that football is the number one passion of Orange's customers in Africa and the Middle East, so the partnership extension brings them even closer to the events and things they love.

The core objective of Orange's sponsorship strategy, Orange Sponsors You, is to give fans recognition by putting them centre-stage, turning the spotlight on them and rewarding them for their passion in a number of ways.

Key among these, Orange will double the amount of data in its offers to help enable fans to stay on top of all the football action, starting in Mali. Fans can also look forward to live football action in stadiums, with almost 30,000 match tickets to be

rewarded to fans over the lifetime of the partnership, with the fan that stands out the most at every finals match to be recognised by Orange as the tournament's official fan of the match, as well as three fans getting access to watch pre-match warm-ups.

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