

## MTN sites host thousands of fans

Some 3.3 million soccer fans attended the public viewing sites, throughout the duration of the 2010 FIFA World Cup, where MTN was either the key promoter or sponsor.



Billed as the next best place to be if not sitting in a stadium, the company sponsored soccer viewing sites lived up to expectations - so much so that the Fan Zones at Montecasino in Johannesburg and V&A Waterfront in Cape Town begun implementing a ticket redistribution system to accommodate more fans. The place of those who left early was made immediately available to fans waiting at the door. Tickets to the Fan Zone at Montecasino were sold out for 19 of the 25 days that it was open, whilst only one day was not sold out at the Fan Zone

at the V&A Waterfront.

"Eventually we had to stop advertising on radio because we sold out so often," says Anthony Garstang, MTN GM for the 2010 FIFA World Cup. He attributed the two Fan Zones' success to their value for money (R50 entrance at Montecasino and R20 entrance at the V&A Waterfront which included a free beverage and a hotdog); a safe environment for children and families; non-stop entertainment; accessible parking and, last but not least, a festive atmosphere rivalling that of a live stadium match.

### Ekasi TV kept kids off street



Besides the two Fan Zones, the company also sponsored 20 Ekasi TV sites in townships throughout the country. Here fans flocked to watch matches on 4x3m big screens under the big open sky free of charge. According to Garstang, Ekasi TV helped keep thousands of kids off the streets during the World Cup. Attendance at Ekasi sites reached 635 424 in total for the 11 June - 11 July period.

The 10 official FIFA Fan Fests located at the nine host cities (Johannesburg had two Fan Fests - in Sandton and in Soweto respectively) also proved popular with locals and foreigners alike. Having been a huge draw card in Germany in 2006, overseas visitors were familiar with the FIFA Fan Fest concept and didn't waste any time in joining our local crowds. A total of 27nbsp;634 018 fans attended the 10 company sponsored FIFA Fan Fests.

Later this month, MTN will be handing over the monies collected at the Montecasino and V&A Waterfront Fan Zones to selected charities.