

OFM concludes a team sponsorship deal with the central South African cricket franchise

The new sponsorship means that OFM will be involved in all aspects of the Goodyear Eagles' marketing activities. OFM and the Goodyear Eagles' management are looking at some exciting ideas. These include live broadcasts from the games, on-air competitions and various image-enhancing campaigns. The value of OFM's commitment to the partnership is an estimated R600 000.

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