



# PRESS RELEASE

ASSOCIATION OF NATIONAL OLYMPIC COMMITTEES OF AFRICA



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## PARTNERSHIP



ACNOA – ANOCA



**SPORTFIVE**

# THE ASSOCIATION OF NATIONAL OLYMPIC COMMITTEES OF AFRICA AND SPORTFIVE AGREE EXCLUSIVE MARKETING AND MEDIA RIGHTS PARTNERSHIP





JULY 2021

## ***SPORTFIVE to become exclusive marketing and media rights partner for the African Games 2023 and 2027***

# SPORTFIVE

**Abuja, 15 October 2021** – ANOCA, the Association of National Olympic Committees of Africa, and the global sports marketing agency SPORTFIVE have signed a long-term commercial cooperation. As exclusive media and marketing rights partner, SPORTFIVE will be responsible for the exclusive distribution of all global media rights (excl. domestic FTA) and marketing rights (incl. domestic) of the African Games in 2023 and 2027. This

partnership has been approved by the Executive Committee of the ANOCA at its 56th ordinary session held on 29-30 September 2021 in Abuja.

Joint target of the partnership is to drive the commercial and sporting value of the African Olympic movement. SPORTFIVE will act as a holistic partner providing ANOCA with its vast service portfolio alongside distribution, production and commercialization. In addition,





SPORTFIVE will support the technical delivery of the African Games by providing strategic guidance, event planning, production services and operational expertise.

The African Games are a continental multi-sport event held every four years and sees more than 7.000 athletes and coaches from 50 nations competing in more than 20 sports. The sports programme includes main sports such as athletics, cycling, gymnastics and swimming as well as boat sports (i.e. rowing and sailing), team sports (i.e. basketball, football, handball), combat sports (i.e. boxing, fencing, karate), racquet sports such as tennis and squash and other sports (triathlon, equestrian).

Idriss Akki, Managing Director at SPORTFIVE Middle East & Africa, explains: "SPORTFIVE has long-term experience and proven track record in marketing African sports events. We are more than proud to work closely together with ANOCA and help take the African Olympic

movement to the next level; and we are convinced that we will justify this shown trust in us by taking the African Olympic movement to the next level."

Robert Müller von Vultejus, Chief Growth Officer at SPORTFIVE, adds: "We have helped to stage some of the world's largest, most successful sporting events and have been involved in just about every Games cycle since Sydney 2000. We know from our own experience that every major sport event brings unique challenges and opportunities and are more than happy to support the African Olympic Movement with the technical implementation."

On ANOCA's side, Mr. Kamal Lahlou, ANOCA Vice-President and Chairman of the ANOCA Marketing Commission signed the contract with SPORTFIVE.

ANOCA President, Mustapha Berraf said he was deeply satisfied with this partnership agreement with Sportfive which has been approved





by the Executive Committee of the ANOCA at its 56th ordinary session held on 29-30 September 2021 in Abuja and opens up new horizons for the development of African sport and for our athletes.

## **ABOUT ANOCA**

ANOCA The Association of National Olympic Committees of Africa (ANOCA) is an international organization based in Abuja, Nigeria, which brings together the fifty-four African National Olympic Committees. ANOCA was founded on June 28, 1981 in Lomé by Anani Matthia and Juan Antonio Samaranch with the help of Ydnekatchew Tessema. It was then called the Pan-African Olympic Institution at the service of sport, youth, human development and the promotion of Olympic values.

## **ABOUT SPORTFIVE**

SPORTFIVE utilizes the unique emotional power of sports to create and enable pioneering partnerships in sports. By delivering

responsible commercialization, full-service-solutions and long-term value for all stakeholders in sports, SPORTFIVE strategically and creatively connects brands, rights-holders, media platforms and fans by leveraging a global network paired with decades of experience and innovative spirit. As market leader and with customer centricity and vast data intelligence at its core, SPORTFIVE often leads the sports business into the future through its innovative digital solutions and thereby always aims to be the most progressive and respected partner in sports. SPORTFIVE operates as an international sports business and marketing agency with a global mindset and network of over 1,200 local experts based in 15 countries around the world, active in football, golf, esports, motorsport, handball, tennis, American football and many more. For more information please visit SPORTFIVE's website, content hub and social profiles.

