

Cricket sponsorship renewed for fourth time

Konica Minolta South Africa has renewed its sponsorship of R2.2 million for the 2009/10 season for the bizhub Highveld Lions cricket team, its fourth consecutive season of support.

“As sponsors of the cricket team, we trust that our investment will carry on contributing to the development of players, the franchise and the game of cricket,” says Janine Ferreira, Konica Minolta South Africa PRO.

According to Alan Kourie, CEO of Gauteng Cricket, both Konica Minolta South Africa and co-sponsor 94.7 Highveld Stereo perfectly fits the culture of the bizhub Highveld Lions. “We truly appreciate the continued support and are delighted with the successful partnership that has been built over the years. All parties involved work together exceptionally well with the franchise's best interest at heart.”

The sponsorship agreement includes patronage for the Lions Cricket Academy in Potchefstroom, which plays a role in moulding future cricket players through coaching 8-10 selected players annually, bridging the gap between amateur and professional cricket. These young cricketers are prepared physically, mentally and tactically for the professional game.

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