

MSCSPORTS makes sport count in August

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Leading sports marketing company, **MSCSPORTS** of BidSport, has successfully recorded their most triumphant month of business.



Having established the business in 2000, Joint MD Neil Jankelowitz identified a gap in the sports market both in terms the sales of sports memorabilia as well as the activation of sports sponsorships, whether it be on an event, broadcast or public relations level. His theory rang true when CEO of The Bidvest Group, Mr. Joffe identified the business as profitable and purchased 50% in the formation of the Bidvest subsidiary BidSport.

Shortly after opening the business, Joint MD Barney Girnun joined the team. Barney is the main force behind the company having raised over R22 000 000 for various charities through the auctioning of sports memorabilia.

But it was the month of August that saw the company record it's busiest month to date, with a total of 6 events in 4 weeks.

The month kicked off with the launch of the Toyota Fathers & Sons cricket coaching clinics taking place in Durban on 1 August, then East London the following weekend and two in Johannesburg on the 21st and 22nd of August. In between these nationwide clinics, the memorabilia department assisted with the management of a sports quiz for Bidvest company, Konica Minolta.



On August 15th, The Bidvest Group hosted the Bidvest Unity Walk: a 10km walk starting and finishing at Bidvest Wanderers. With over 16 000 participants including 4000 Bidvest employee's, the walk broke the Guinness Book of World Records for the biggest charity

walk from one corporate group. MSCSPORTS managed and implemented the race from start to finish line including material design, RSVP management, entertainment management as well as public relations.

Neil Jankelowitz is delighted with his teams podium finish for the month of August: "When forming the business we made it our mission to Make Sport Count. Our clients continuously allow us the opportunity to work with their brands in the formation of strategies and implementation thereof, thus sweating their assets and securing the highest return possible. The victories of the last few weeks can be based on our ability to work together as a team, work hard and smart, and remain 100% passionate to the end result."

"As a business we continuously thrive on South Africa's passion for sport, and as our team regroup, we look forward to a whole host of innovative and exciting prospects that await discovery!" Concludes Barney Girnun.

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Mscsports was established as a sports memorabilia business in 2000. From humble beginnings with ambitions of shaping the local sports & entertainment industry, Mscsports has evolved into the award-winning full-service sponsorship agency of choice to leading South Africa brands and rights holders.

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