

# Openfield teams up with Matchworld to service Engen sponsorship account

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A new journey awaits Matchworld after its recent successful pitch for Engen Petroleum's sponsorship account. Matchworld and its partner, Openfield, have joined forces to become "Team Engen" in servicing South Africa's leading Petroleum Brand.

The three-year appointment, formalised at the end of July, will include the provision of sponsorship marketing consulting, strategy development, activation, evaluation and measurement and spans across the Group's sponsorship portfolios of Football, Motorsport, Athletics, Cycling as well as the Engen Charity Golf Event.

Recently voted South Africa's favourite Petroleum Brand for the second year running, the Group's sponsorship activity has generated considerable traction in the market, a trend which Openfield and Matchworld are well positioned to enhance.

Engen Group Sponsorship Manager, Brad Bergh commented: "Engen has had a long fruitful history in the sponsorship arena, which has significantly contributed to elevating the Brand to its recent stature, having been voted the Top Petroleum brand in the recent Sunday Times Top Brand Survey. We are excited to enter this new chapter in our sponsorship activation journey and with two such reputable agencies as Openfield and Matchworld who both have distinguished track records with blue chip brands in the country. We look forward to the potential value that this commercial blend will offer in solidifying our leadership position in the industry."

Openfield MD, Marc Tudhope said: "We are excited to be working on one of South Africa's leading brands and believe that the team we have assembled will be well positioned to build on the successful sponsorship portfolio that Engen supports."

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## Openfield



Openfield is a sponsorship marketing consultancy which focuses on providing strategic expertise on sponsorship matters to key corporates, as well as assisting clients with the implementation of these strategies.

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