

Optimize agency keeps scoring

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Optimize agency, a football niched sports marketing agency, has just secured a three-year contract with BTCL, Botswana Telecommunications Company Limited, as their sports marketing agency and Foundation consultants.



BTCL recently announced a renewal of their sponsorship of the Botswana Premier League in what is hailed as Botswana's largest sports sponsorship to date.

"We are extremely excited about this great opportunity and look forward to making a difference in the Botswana market," said CEO Emy Casaletti. "We have opened an office in Botswana and are equally excited about having former Botswana International, Dipsy Selolwane join us as our sponsorship manager in Gaborone."

Optimize boasts an impressive stable of clients and pride themselves in professionalism and delivery. Optimize Marketing Director Vivian Casaletti: "We insist on being innovators and are always creating new concepts and strategies."

"We are extremely lucky to be constantly exposed to international best practices." Emy is a FIFA marketing instructor and Kabelo Bosilong, the company's Marketing Manager, a CAF club licensing instructor, through whom the company gets to experience many other countries' football environments. "We constantly attend international football events and are able to translate learnings to the African market."

"Our key differentiator is passion and a deep understanding of the market. Moreover, we are a lean and mean agency that is able to churn out the work at lightning speed. This sets us apart from many other agencies whose turnaround time sets them at a disadvantage."

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Optimize Agency is a strategic sponsorship agency that specialises in sports & entertainment. With experience in the local & international market, we represent the top sport & entertainment clients. Driven by pure passion for what we do, we assist in creating commercial partnerships that take experiences far beyond the event itself whilst driving commercial value.

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