

Major boost for Nigerian athletics body

Nigerian Telecommunications giant Globacom has signed a US\$2 million deal with the Athletic Federation of Nigeria (AFN) to sponsor the Lagos International Half-Marathon.

 By [Emeka Enyadike](#) 4 Jul 2007

Lagos - The event, until now sponsored by MTN, began in 2002 has attracted international athletes especially from East Africa. This development is a significant shift for Globacom who are currently the biggest football sponsors in Nigeria with properties like the Super Eagles and The Globacom Premier League. The company also funded the employment of the Super Eagles German Coach Bertie Vogts and co-sponsors Coca-Cola FA Cup as well as the official Nigerian Football Supporters Club.

The marathon is much more than a sports event; it is a one-day lifestyle adventure open to all. Last year's theme highlighted the fight against Aids. Participants include professional athletes, company CEOs, street traders and students.

AFN President, Violet Odogwu-Nwajei describes the deal as a landmark development "The signing of the contract agreement between Globacom and our federation on the Lagos International Half-Marathon is the beginning of a new dawn..."

Okon Iyanam, Globacom's Executive Director, Marketing Communications said: "We will continue to invest in sports because we believe that sports can have a huge impact on society in terms of health and huge impact on society in terms of health and positive social value"

Globacom also sponsors the CAF African Footballer of the year Awards – also previously sponsored by MTN.

ABOUT EMEKA ENYADIKE

Emeka Enyadike is a multi-dimensional writer on sports, marketing, sponsorship, broadcasting and online trends drawing from his rich diverse global expertise. He has deep industry know-how, built through a distinguished sporting career that makes him one of the most respected sports commentators and analysts from Africa. Contact Emeka at livermeke@yahoo.co.uk. View my profile and articles...

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