

SARU renews contract with Megapro

The renewal of its contract with South Africa's leading sport marketing agency, Megapro Marketing was announced by the South African Rugby Union (SARU) earlier this week. Megapro has been reappointed as the official, exclusive commercial agent to SARU for the next five years.



“I'm delighted to confirm that our good friends at Megapro have been reappointed as our exclusive commercial agents,” said Oregan Hoskins, president of SARU.

“We have achieved much together over the past decade and Megapro's track record speaks for itself. Rugby is a vibrant sport, enjoying a prolonged golden age and we're backing Megapro to deliver another outstanding performance for SARU and our highly valued sponsors.”

Critical role

Megapro has played a critical role in commercialising all SARU properties over the past decade. It has successfully planned and procured a wide array of corporate investments in the sport, such as those relating to Springbok team sponsorships as well as associate sponsorships and competition sponsorships for tournaments such as the Vodacom Rugby competitions and the Absa Currie Cup tournament.

“The next five years are going to be exciting times for South African rugby,” said Hoskins. “There are changes in our SANZAR tournaments to look forward to, men's and women's Rugby World Cups and the preparations for Sevens to become an Olympic Sport, as well as the need for funding to continue to develop the game at grass-roots level. We're going to be keeping Megapro busy.”

Strategic role

Megapro played a strategic role in the development and implementation of SARU's current commercial model over the past five-year term, which saw significant growth in SARU revenue.

Kuben Pillay, CEO, Primedia Group - the majority shareholders of Megapro - said the agency would continue to offer the best quality service to all SARU sponsors while seeking out new sponsors whose strategic marketing objectives align with some of the most powerful sporting properties in South Africa.