



CATCH THE BAFANA BAFANA FEVA!!!

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Web links:

www.slam.co.za

www.bafanaonline.com

It's All Happening!!!

Energy is high and we are in it to win it, major events have been initiated last month and Bafana Bafana is rocking the nation and bringing that long awaited excitement and awe inspiring power!!!

We would also like to take this opportunity to welcome **Sporty Pets** and **Badges Unlimited** who have joined the SLAM family in the 'Pet Accessories' Product Category and the 'Button Badge' Product Category respectively.

We would also like to inform you that we have appointed **RED Marketing** as our official PR and publicity agency so as to ensure that we are creating awareness of the Bafana Bafana Licensing Programme and all Bafana Bafana Official Licensed Product.

We look forward to working them as we do each and every one of you.

Bafana Bafana FEVA Tour 2009

Can you hear the crowd?
Can you feel the beat?
Can you taste the excitement?
Catch the FEVA and join the fun!

Bafana Bafana FEVA Tour 2009 kicked off in Rustenburg on the 27th of March and rolled over on the 28th of March just before our game against Norway. The feedback was fantastic, the game was brilliant and we had an all round successful weekend.

Our goal was to engage with fans, generate excitement, to galvanise support for Bafana Bafana and to promote Bafana Bafana official licensed product through a ground activation at the Waterfall Mall. The programme encompassed fun competitions, music, dancing, foos ball, mini fashion shows of the range, beat boxers and ball tricksters.



Madiba is United for Bafana Bafana

SLAM kicked off the Bafana Bafana FEVA Tours 2009 initiative by dressing up the statue of **Nelson Mandela** on Nelson Mandela Square in Sandton, Johannesburg. It took place on Saturday, 21 March 2009 in honour of the Nelson Mandela Challenge that took place in Bafokeng, where Bafana Bafana trashed Norway. The statue remained dressed until the 30th March.

The chief objective was to create anticipation and excitement around the team and their participation in the 2009 FIFA Confederation Cup and 2010 FIFA World Cup. It also serves to boost awareness of all the Official Bafana Bafana licensed products which will be available in stores by the end of this month.

The kitted statue proudly participated in the worldwide Earth Hour initiative on Saturday, 28th March by being the only lit object (energy-efficient lighting) on the square.

Going forward in 2009 ...

Be sure to submit your quarterly royalty report statements and all product designs and samples for approval as per procedure. The sooner you submit, the sooner they'll be approved and your production and preparation for 2009 can begin. Marketing plans should be submitted for approval as well.

Please don't forget to order your Bafana Bafana hologram and swing tags! All official licensed products **MUST** bear the identifying brand protection elements in order for them to be sold in the market. All licensees are required to comply, thereby protecting your official licensed products against counterfeit. The details of where the holograms and swingtags can be purchased can be found on www.slam.co.za

Lets unite for Bafana Bafana, our nation, our team!!!

Bafana Bafana Match Fixtures - VIVA BAFANA BAFANA, VIVA!!!

Date	Opponent	Venue
6 June 2009	Poland	Orlando Stadium (Johannesburg)
14 June 2009	Iraq (Confed Cup)	Ellis Park (Johannesburg)
17 June 2009	New Zealand (Confed Cup)	Royal Bafokeng (Rustenburg)
20 June 2009	Spain (Confed Cup)	Vodacom Park (Bloemfontein)
5 September 2009	Germany	Leverkusen (Germany)
8 September 2009	Republic of Ireland	Limerick (Ireland)
10 October 2009	Norway	Oslo (Norway)
14 October 2009	Iceland	Reykjavik (Iceland)



For any information, please log on to www.slam.co.za or contact SLAM.

