



UNITED 4 BAFANA BAFANA!!!

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Web links:

www.slam.co.za

www.bafanaonline.com

Season's Greetings and Welcome Back!!!

Bafana Bafana ended 2008 with a winning streak and a fresh, vibey look for all supporters that is sure to stop traffic!

Now that 2009 has begun and the Confed Cup is upon us, let's work together in making the United 4 Bafana Bafana campaign a raging success that will etch the name Bafana Bafana into the history books (again) and into the minds of soccer loving fans and South Africans alike.

We would also like to take this opportunity to welcome the **Anoplate Group** who have joined the SLAM family of Licensees in the DOMING Product Category; we look forward to working them as we do each one of our existing Licensees.

2008 Review

We have our work cut out for us, but before we start let's quickly recap on 2008.

Last year we launched the **Bafana Bafana Official Style Guide and Website** www.slam.co.za where all licensees and partners are able to access the Official Style Guide, logos, logotypes, fonts, images and further information about the programme.

On the 24th on November Maude Street in Sandton set the scene for an event of a lifetime. SLAM, together with the **Gauteng Province Government**, launched the first ever **supporter range** with a **street fashion show**.

The entire event was a resounding success and generated excitement for 2009 and 2010. Be sure to keep an eye out for the pictures on www.slam.co.za



Capitalizing on this initiative, we also launched the Bafana Bafana Official Online Shop www.bafanaonline.com The online shop was launched with our partner, **The Supporter Shop**, on the platform of the **SoccerEx 08**. The website is currently live and will be regularly updated with official licensed products and information.

Gauteng Provincial Government also gave us a platform to host **mini fashion shows** which drew major attention. People were so impressed that they were ready to buy official licensed product there and then.

2009 Reminders

We have a lot to look forward to this year!

Be sure to submit your **quarterly royalty report statements** and **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.

Also, don't forget to order your **Bafana Bafana holograms** and **swing tags** from the official supplier. Details can be found in the style guide and on www.slam.co.za. Please note that the hologram and swing tag form part of the brand protection programme and are mandatory for all Bafana Bafana Official Licensed Product.

Bafana Bafana Match Calendar: January - March 2009

29/01/2009	Bafana Bafana vs. Zambia	Super Stadium - tbc
11/02/2009	Bafana Bafana vs. Chile	venue tbc - confirmed
28/03/2009	Bafana Bafana vs. Norway	Royal Bafokeng - confirmed

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

Let the best of 2008
be the worst of 2009!!!



Bafana Bafana

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