

STADIUM MANAGEMENT SOUTH AFRICA IN ACTION

Stadium Management SA (SMSA) is South Africa's leading stadium management group managing four multi-million rand venues in Johannesburg: the iconic FNB Stadium, historic Orlando Stadium, Dobsonville Stadium and the Rand Stadium. These government-owned venues are privately and independently administered by SMSA on a full financial risk basis. SMSA were appointed by the City of Johannesburg in 2009. In contrast to other management fee based/municipal council based stadium management operations, SMSA is responsible for all the costs in managing the stadium. SMSA is self-funded and does not receive any management fee, subsidy or grant.



ADAPTABLE VENUES FOR WORLD CLASS EVENTS

A few examples of our prestigious events:

- ENTERTAINMENT EVENTS FEATURING INTERNATIONAL STARS & BRANDS:**
Lady Gaga | Justin Bieber | Rihanna | Metalica | Red Hot Chili Peppers | U2 | Neil Diamond
- SPORTING EVENTS - EPIC FOOTBALL AND SOCCER MATCHES:**
2010 FIFA World Cup™
Soweto Derbies attracting more than 80 000 spectators per event
PSL prestigious Cup Competitions e.g. Nedbank Cup | Telkom Charity Cup | MTN Cup | Telkom Knockout Cup
Carling Black Label Cup
The Orange Africa Cup of Nations
Attracts SA teams such as Orlando Pirates F.C. | Kaizer Chiefs F.C. | Moroka Swallows F.C.
- International and local rugby matches**, including famous matches e.g. Springboks (SA) versus All Blacks (NZ). Part of a **proud moment in post-apartheid rugby history** when an influx of conservative Bulls rugby supporters came to the Orlando Stadium in 2010
- OTHER SMALL, MEDIUM AND BIG EVENTS:**
Private and corporate functions | Big religious gatherings | Conferences, exhibitions and weddings | Political rallies

SUCCESSFUL, PROFITABLE, SUSTAINABLE!

700+ EVENTS HOSTED
8.000.000 SPECTATORS ATTENDED

HOSTED MORE EVENTS THAN ANY OTHER STADIUM IN SOUTH AFRICA

- Manages the **only profit-producing stadium** that is financially viable in all stadiums in South Africa and of all the stadiums used in the 2010 FIFA World Cup™
- Saving tax payers' money**, through a successful public-private partnership with COJ, the economic multiplier effect pumps R1bn into the COJ economy* and saves COJ R54m p/year by reducing the community development budget
- SMSA engineered **groundbreaking long term hosting agreements** with South Africa's largest football clubs
- Jacques Grobbelaar: award winning CEO with a vision!** His leadership created significant paradigm shifts in each of the stadiums under SMSA management. He has over 22 years' experience in hosting major events at large stadiums, has influenced some industry best practise, and he was consulted as subject specialist on the 2010 FIFA World Cup™ consultancy team and many organisations on all topics relating to the sports and event management industry.
- SMSA has a Level 3 (110% BBBEE Recognition Level) gender equality status**

MEETING ALL YOUR EVENT REQUIREMENTS

Excellence in providing for all your event needs

VENUE HIRE	EVENT MANAGEMENT	TICKET MANAGEMENT	MARKETING AND ADVERTISING
HOSPITALITY, CATERING, FOOD AND BEVERAGE SALES	CLEANING AND MEDICAL ASSISTANCE	HEALTH AND SAFETY, DISASTER MANAGEMENT, SECURITY	SPONSORSHIPS AND RIGHTS AGREEMENTS
TENANT TEAM MANAGEMENT	SUITE SALES	STADIUM TOURS AND MERCHANDISE	CONFERENCES AND EXHIBITIONS

HIGHLIGHTED ACHIEVEMENTS AND AWARDS

- EXPERIENCED INDUSTRY EXPERTS - EXCELLING AND RECEIVING AWARDS INTERNATIONALLY**
- WINNER 2017 INTERNATIONAL ARCH OF EUROPE (IAE) AWARD
 - WINNER 2017 THE BIZZ AWARD FOR BUSINESS EXCELLENCE
 - NOMINEE STADIUM BUSINESS AWARDS 2017 FAN EXPERIENCE OF THE YEAR AWARD
 - CHAMPION SOUTH AFRICAN OF THE WEEK (RADIO SAFM)
 - WINNER 2017 IMPUMELELO TOP EMPOWERMENT AWARD FOR TRANSFORMATION
 - WINNER 2017 EUROPE BUSINESS ASSEMBLY ENTERPRISE OF THE YEAR AWARD
 - WINNER 2017 EUROPE BUSINESS ASSEMBLY MANAGER OF THE YEAR (JACQUES GROBBELAAR)
 - WINNER 2017 EUROPE BUSINESS ASSEMBLY EUROPE TRADING LICENSE AWARD
 - WINNER 2016 PEACE AMBASSADOR AWARD FROM THE UNIVERSAL PEACE FEDERATION REVELATION (MR. JACQUES GROBBELAAR)
 - WINNER 2016 BUSINESS INITIATIVE DIRECTIONS (BID) CORPORATE AWARD FOR EXCELLENCY (GOLD CATEGORY)
 - WINNER 2015 IMPUMELELO TOP EMPOWERMENT AWARD FOR TRANSFORMATION
 - 2015 HIGHEST CONCERT TICKET SELLING WORLDWIDE BY POLLSTAR - TOP 5 TICKET SALES IN THE WORLD
 - THIRD HIGHEST CONCERT TICKET SELLING WORLDWIDE FROM POLLSTAR
 - FINALIST 2013 STADIUM BUSINESS AWARDS EXECUTIVE OF THE YEAR (CEO JACQUES GROBBELAAR)
 - WINNER 2011 STADIUM BUSINESS AWARD

GIVING BACK: MAKING A POSITIVE IMPACT THROUGH TRANSFORMATION

The SMSA Trust: benefiting stadium communities through social economic development, skills development and enterprise development. The SMSA Trust has implemented many initiatives that positively impact the underprivileged and disadvantaged local communities.

OVER 14 000 COMMUNITY JOB OPPORTUNITIES CREATED

EDUCATIONAL INITIATIVES AND A LEARNING CENTRE

COMMUNITY WASTE MANAGEMENT AND RECYCLING

OVER R7, 000 000 SPENT ON TRANSFORMATION BY THE SMSA TRUST

HEALTH AND WELLNESS CARE, FEEDING SCHEMES

STADIUM TOURS AND COMPLIMENTARY TICKETS

INTERNSHIPS AND UPSKILLING COMMUNITY MEMBERS

SPORTS DEVELOPMENT AND FACILITIES

MOVING FORWARD

SMSA strives to continue being the leaders in the industry and to provide world class services, professionalism and experiences at its venues.

They aim to expand as an internationally established stadium management specialist, while continuing to be focused on transformation in South Africa.

