

Standard Bank happy with AFCON commitment

Contributed by Confidence Musariri in Luanda
Thursday, 04 February 2010

THE Standard Bank Group Limited, the only African corporate sponsors for the African Nations Cup (AFCON) tournament to a six year deal.

The bank, which says it was delighted with the just-ended Angolan safari, re-committed itself to the Confederation of African Football (CAF) will cover five tournaments under the auspices of the continent's soccer controlling body. The tournaments include the Orange AFCON tournaments till 2016, the 2011 African Nations Championship (CHAN) and the Orange Africa Youth Championship (Under-20) which will run till 2015.

The 2010 Orange African Champions League and the Orange African Confederations Cup will also be covered by the sponsorship deal till 2016.

"It is appropriate that Standard Bank which has an association with Africa that stretches for almost 500 years and a large presence on the continent, should be a key sponsor of African football," said Andisa Ntsubane, Standard Bank Senior Manager Africa and Global Sponsorships. The bank does not operate in Angola but Ntsubane said they had just been granted a full service banking licence and their football partnership will allow them to establish meaningful connections through their passions for African football.

Currently, Standard Bank is based in 17 African countries where in some countries it is called Stanbic.

"We now know where the world looks for talent. It's like the World Cup of Africa being at AFCON. So far we have not let anybody down and neither have we been let down," Ntsubane said.

Having initially signed up in 2008 at the Ghana Nations Cup, Ntsubane said the bank is keen on solidifying their presence at the football tournaments; hence there was marked difference between AFCON 2008 and AFCON 2010.

"2012 is expected to be much bigger according to Standard Bank," he said.

This year the bank promoted events in 13 countries from where 120 clients were invited to the AFCON in Angola.

The bank sponsored the Standard Bank Goalkeeper Award of the tournament which went to Essam El Hadary of Egypt, while the SB Discovery of the Tournament, another first at AFCON went to Egyptian rising star Mohammed Nagy Gedo, scorer of the Cup Final goal. The winners were allowed to select an all-expenses paid international sporting event they wish to attend with a partner within the next 12 months.