

# Bamburi Rugby Super Series 2011 Launch

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**Title sponsor Bamburi Cements renews rugby super series deal**

*...unveils Kshs 11.7 million package ahead of April 30th kick-off*

**Nairobi, 24<sup>th</sup> February 2011** .... Bamburi Cement the leading local cement manufacturer Bamburi Cement, has once more "cemented" its commitment to the development of regional rugby with a **Kshs 11.7 million Title Sponsorship** deal for the forthcoming Bamburi Rugby Super Series 2011 tournament.

The major title sponsorship support was presented to the Kenya Rugby Union by Bamburi Cement Managing Director, Hussein Mansi.

During the event held today, Bamburi Cement's Marketing Director Robert Nyang'aya revealed that the title sponsorship will cover the costs of staging of this year's Rugby Super Series tournament scheduled for kick off on Saturday 30<sup>th</sup> April 2011.

Speaking during ceremony at Bamburi Cement's Nairobi offices, Nyang'aya said his firm's experience from the past 7 Bamburi Rugby Super series tournaments, 6 as the Title Sponsor, had inspired them to renew the title sponsorship package to ensure the sustenance and development of the popular game's standard of play.

"The attributes of rugby such as strength, endurance and resilience are similar to those of our brands and make such sponsorships appealing to us," he said.

Nyang'aya added that this firm has consistently demonstrated its long-term commitment to sports sponsorship with particular emphasis on rugby development in Kenya, Uganda and Tanzania.

The Bamburi Rugby Super Series is now an East African tournament with eight franchise teams from the region expected to play. The teams include two from Uganda and one from Tanzania and matches will be played in Nairobi, Kampala and Arusha, Nakuru and Mumias.

Besides its title sponsorship of the Bamburi Rugby Super Series tournament, Bamburi Cement is involved in the development of the game through its subsidiary in Uganda - HIMA Cement. The company continues to sponsor university side Hima Impis as well as the popular Hima Ten Aside annual tournament.

On his part, Kenya Rugby Football Union Chairman, Mr. Richard Omwela extended the sporting unions appreciation for the gesture, which he described as a worthy corporate example.

Preparations for the event, he confirmed, are already in high gear for the tournament that is set to kick-off on Saturday 30<sup>th</sup> April 2011 at the RFUEA Grounds.

The tournament will continue for six weekends, five of which are competitive with one weekend dedicated to CSR activities ahead of the tournament final to be on Saturday 4<sup>th</sup> June 2011 at the same grounds. Fixtures leading up to the final will be played in Arusha, Kampala, Nakuru, Mumias and Nairobi.

*Notes:*

### **Bamburi Rugby Super Series History**

1. 2004: Bamburi Cement as Franchise Sponsor

2. 2005 - 2010: Title sponsor - 2011 will be the 7<sup>th</sup> year with Bamburi Cement as Title Sponsor
3. 2007 - Nakuru introduced as a venue, matches televised for first time by KBC
4. 2008 - Increased franchises to 6 - Sharks team representing Universities, and Tanzania Twigas
5. 2009 - Increased franchises to 8 - Rwenzori & Victoria, both from Uganda SuperSport televised finals across Africa
6. 2010 - Buffaloes franchise relocated to West Kenya, inaugural match played in Mumias Sports Complex, Mumias.
7. SuperSport and K24 televised all Nairobi matches on all 5 matchdays

### **Bamburi Cement Sponsorship History**

2004: Bamburi Cement as Franchise Sponsor

2005 - 2011: Bamburi Cement as Title Sponsor

### **Bamburi Cement Sponsorship Value:**

2007: Kes. 5M (Cash 1.2m, Media 2.59m)

2008: Kes 9M (Cash 4, Media 5m)

2009: Kes 9M (Cash 4m, Media 5m)

2010: Kes 11m (Cash 5.5m, Media 5,5m):

### **Bamburi Cement 2011 Sponsorship Breakdown**

Cash Sponsorship - Kes 3,200,000

Prize money /match officials - Kes 1,000,000

Kit - Kes 2,000,000

Publicity - Kes 5,500,000

**Total - Kes 11,700,000**

### **Bamburi Rugby Super Series 2011 Tournament Details**

Bamburi Rugby Super Series 2011 will take place between Saturday 30th April 2011 and Saturday June 4th 2011.

The tournament will be spread over six weekends, five of which are competitive with one weekend dedicated to CSR activities ahead of the tournament final.

### **Bamburi Rugby Super Series 2011 Fixtures**

April 30, May 7, May 14 - Pool Matches

May 21 - Semi-finals

May 28 - Break - CSR Weekend

June 04 - Final

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