

## SA ready to launch 2010 World Cup logo

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South Africa will officially unveil its World Cup 2010 emblem in Berlin on July 7.

Significantly this will be before the end of the World Cup in Germany and, as such, is a first in the history of the tournament.

This will be followed by a concert in the German capital on the same evening and later South Africa will also unveil their African Legacy Programme - a new venture in that for the first time a hosting World Cup country will attempt to make the event one of total continental involvement. The aim is make it a truly African affair.

This was announced on Thursday by Danny Jordaan, CEO of the SA World Cup committee, at a media briefing at the ICC in Durban following another in the series of Host Cities Forum meetings aimed at consolidating all resources as the 2010 World Cup organisational programme takes shape.

### Study structures in Germany

The forum meeting confirmed that at this stage there was full co-operation throughout South Africa with regard to the management and presentation of this major sporting event in which the financial implications already far exceed anything ever achieved at World Cup tournaments over the past 100 years.

The Durban Host Cities Forum was the last before a delegation of South Africans leave for Germany to study the structures in place for the 2006 event to give them a feel of what will be needed in South Africa over the next four years.

Danny Jordaan pointed out that agreements for 10 venues had been completed with nine cities and these had been submitted to Fifa and subsequently confirmed by them.

He said that a most frequently asked question about South Africa's hosting of the prestigious event was whether it would be commercially viable.

He was able to reveal that South Africa had so far managed to complete 70 percent of the contracts including broadcasting rights, sponsorships and other forms of involvement. "That is because of the high level of confidence of the World Cup in South Africa," said Jordaan.

Commercially viable

He stressed that the most important issue at the moment is the construction of the hosting stadiums.

In June 2009 South Africa will host the Confederation Cup ahead of the 2010 World Cup.

"Everything is on track as we have more than the 10 stadiums at our disposal including five that will be built over the next couple of years in Cape Town, Port Elizabeth, Durban, Nelspruit and Polokwane."

As far as the operating budget for World Cup 2010 is concerned, Jordaan revealed that all the revenue has already been secured - approximately R3,2-billion which is needed to deliver this event.

Mike Sutcliffe, Durban City manager, confirmed that the city, as a semifinal venue, was well on track to play its full role in the preparations along with the other participating cities and interested parties.

Danny Jordaan said: "Our research has shown that the World Cup in South Africa will generate the highest revenue ever for Fifa in the history of the tournament.

"It is essential, therefore, that we emphasise that this is an African World Cup in the making but that it will be world class. It is already a commercial success in that it has outperformed any previous World Cup tournament over the past century."

The clear message was that South Africa's World Cup 2010 success rating would depend on the total support of the whole nation to deliver a world class event.

In conclusion Jordaan said: "Africa has waited 100 years for this event. It is our responsibility to ensure that the continent does not have to wait another 100 years for a second bite of the cherry."

Jordaan leaves for Germany on Friday night. - Sapa