



Events & Communications

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Amanda Rogaly, kicks off the year by looking at FIFA's World Cup licensing requirements.

In 2010 you need a licence to thrill

by Amanda Rogaly

Many industry players – and lots more on the fringes of our industry – are preparing to pursue attractive business opportunities during the World Cup. Preparations should include scrutiny of FIFA's commercial public viewing regulations and licensing requirements.

Failure to obtain a FIFA licence or a breach of licence conditions could result in a hefty fine. FIFA has indicated it will pursue licence transgressors, ambush marketers and others that infringe the rights of FIFA and its partners.

South Africa authorities have promised their cooperation. This means both FIFA and local organisers will be alert for unauthorised commercial exploitation of the event.

You may have heard that the SABC, FIFA's local broadcast partner, wants the games to reach as many South Africans as possible and is happy for public, unlicensed screenings of the games to take place. BUT this relaxed attitude applies only to non-commercial public viewing.

Scrutiny will be rigorous in all other cases.

A screening is regarded as a commercial public viewing event if the organiser or exhibitor stages it for commercial gain. Key tests are whether a direct or *indirect* admission fee is charged, if sponsorship or other commercial rights are exploited or if any other commercial gain accrues.

Only live broadcast coverage is permitted. Delayed and repeat exhibitions are prohibited.

Furthermore, you can't try to 'borrow' the World Cup halo-effect by pretending or suggesting that the screening is associated with FIFA, the competition or official sponsors when no such connection exists.

FIFA's website lists many more stipulations. Read the regulations carefully. If you don't and go ahead anyway, you could score a damaging 'own-goal' as a crackdown on irregular marketing activities is widely anticipated.

A licence costs money, but a fine could cost a lot more.

About Kadoro Events and Communications:

Kadoro Events and Communications is an event management and brand activation company, which focuses on creating strong brand awareness – all enhanced with supplementary public relations activities. Kadoro looks at events from a strategic point of view, by analysing the brand intrinsics, strategic plans, creative developments, current market place and client issues. Kadoro is the Khoisan word for tinderbox of stories. The name was chosen because it is symbolic of creativity and diversity, while uniquely South African. Each event tells its own story, and Kadoro is set to create stories of exceptional events and campaigns for many years to come.

Issued on behalf of : Kadoro Events and Communications
Contact : 011 788 6470
www.kadoro.co.za or info@kadoro.co.za
Issued by : Tale Spin Media
Contact : 011 794-5366 or 082 461-0689
zelda@talespin.co.za