

Blitzboks and McDonald's SA seal new partnership

SA Rugby has partnered with McDonald's as their newest associate sponsor of the Springbok Sevens team.



Source: www.unsplash.com

The Blitzboks are currently at the top of the HSBC World Rugby Sevens Series standings after winning all four tournaments of the 2022 season.

“We are delighted to welcome such a well-loved global brand as McDonald’s to the Blitzboks family,” said Jurie Roux, CEO of SA Rugby. It is very flattering that such an iconic company should see synergies with our Sevens team as a force to bring South Africans together in the way that McDonald’s restaurants do.”



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8 Apr 2022



“The Blitzboks have carved out a special place in our national landscape and this partnership underlines that relationship. We’re looking forward to seeing the team wear the Golden Arches for the first time in Singapore this weekend,” Roux continued.

This will be the first national sponsorship for McDonald's South Africa.

"We believe in the power of sport to bring people together, and to create connections with our customers and our communities," said supply chain, marketing and technology executive, Daniel Padiachy. "To partner with a world-class national sports team such as the Blitzboks is an honour."



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6 Apr 2022



"It's important for brands to show support for our nations teams, and in doing so creating opportunities for our countries talent to exceed and shine. Through this partnership we are hoping to inspire the youth to follow their dreams too," Padiachy concluded.

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