

AFRICA

AND
THE Beautiful Game

2010 FIFA World Cup South Africa™
Official Hospitality Programme
11 June - 11 July 2010

Suite Hospitality

MATCH
HOSPITALITY





MATCH Hospitality is FIFA's worldwide exclusive rights holder of the Official Hospitality Programme for the 2010 FIFA World Cup South Africa™.

Nickes.com is the authorised agent of MATCH Hospitality in Sweden for the sale of the Official Hospitality Programme for the 2010 FIFA World Cup South Africa™.

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MATCH
HOSPITALITY



For the first time ever, the continent of Africa is hosting the world's most prestigious football tournament: the FIFA World Cup™. For the host nation, this spectacular competition means not only intense preparation, but excitement and anticipation to match. South Africa, with its breathtaking natural beauty and vibrant modern cities, is waiting to welcome the best teams in the world as they battle it out under the magnificent African skies for the ultimate football accolade: "2010 FIFA World Cup South Africa™ Champions". The stage is set as South Africa gears itself up to welcome the world.

AFRICA. AND THE **Beautiful** **Game**

For those who wish to watch the matches in style, MATCH Hospitality will meet your every need with luxurious and creative hospitality offerings. MATCH Hospitality is FIFA's worldwide exclusive rights holder of the Official Hospitality Programme for the 2010 FIFA World Cup South Africa™, as well as for the FIFA Confederations Cup 2009. With its experienced team and operational expertise, MATCH Hospitality is committed to deliver a hospitality programme unrivalled in the history of the FIFA World Cup™ to make your experience in South Africa a truly memorable one. And with the very best football comes the very best in hospitality, a programme that will far exceed every expectation in terms of convenience, comfort and style.

In 2010, every person from every footballing nation will be focused on South Africa. Not every football fan will have this once in a lifetime opportunity to personally attend this greatest of all sports events, and not all those privileged to do so will have the same requirements when it comes to watching the FIFA World Cup™.

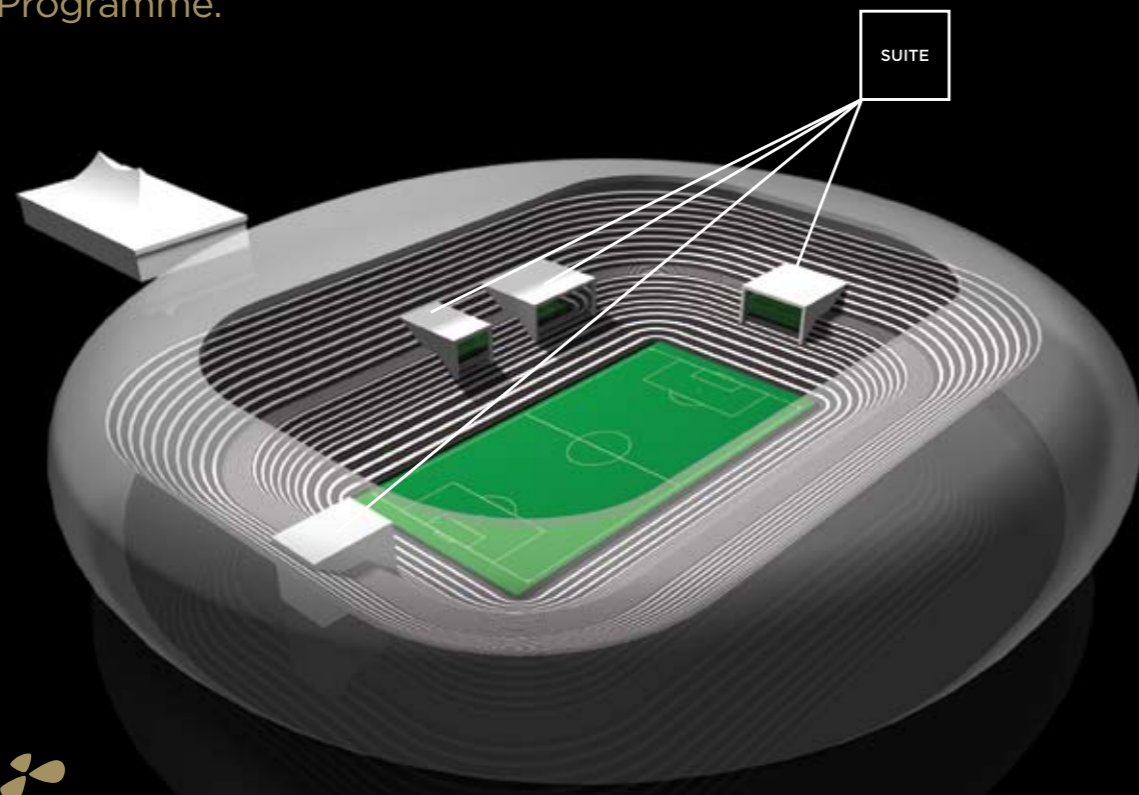
For the most discerning, MATCH Hospitality has put together a comprehensive set of programmes that will cater to their every need. Whether it is luxurious exclusivity that appeals to you, the right environment for business networking that you require, or the emotions of the excited crowds that add to your enjoyment, you will find whatever you desire in the Official Hospitality Programme.

THE SUITE HOSPITALITY

- The Suite Hospitality offers the most prestigious and exclusive way to enjoy the celebration of the 2010 FIFA World Cup South Africa™

THE FOUR HOSPITALITY PACKAGE SERIES

- The **Big Five Series** gives you a Private Suite for every match in the five largest stadiums
- The **Venue Series** allows you to select a stadium and attend all the matches played there
- The **Final Round Series** lets you follow **all the excitement in the knock-out stages** as it builds up to the Final
- The **Team Specific/Cape Route Series** enables you to follow the team of your choice, **or discover the wonders of the Cape Route**



Exact suite and marquee locations to be confirmed.



THE SUITE

Hospitality Experience

Watch the drama and action on the field unfold from the privacy and comfort of your exclusive Suite which offers you:

- Exclusivity for 4 persons or more in a luxurious ambiance
- Adjacent seats with a perfect view of the pitch
- A world-class hospitality service with a main course before or after the match (depending on kick-off time), a half-time snack, pre- and post-match entrées, hors d'oeuvres and dessert buffet along with an open bar with fine beverages. This service is uninterrupted throughout the match.
- Stylish décor and interior design concept
- Dedicated hostesses
- Match programme
- Exclusive commemorative gift
- Preferential parking

THE **FOUR** EXCITING

Hospitality Package Series

THE
**BIG FIVE
SERIES**



The ultimate Private Suite
hospitality experience for every
match in the five biggest 2010
FIFA World Cup™ Stadiums



THE
**VENUE
SERIES**



All matches played in your
selected Venue



THE
**FINAL
ROUND
SERIES**



Listen to the heartbeat
of the Champions



THE
**TEAM
SPECIFIC
SERIES**



Follow your team or
discover the Cape Route



**THE
VENUE
SERIES**

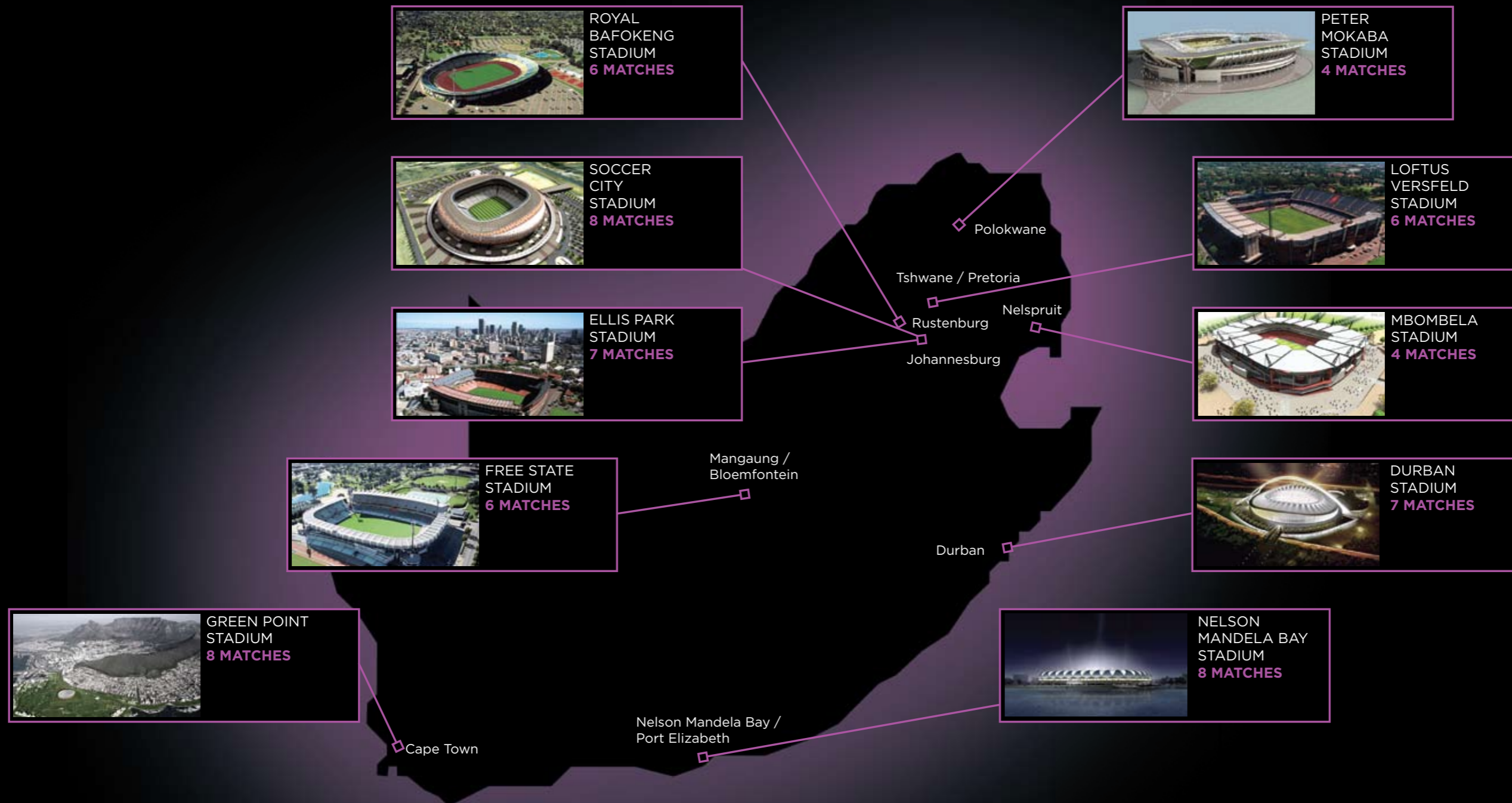


All matches played in your selected Venue

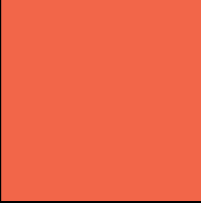
The Venue Series is the “classic” hospitality solution to cover all matches in the individual Venues.

- Includes all matches at your chosen 2010 FIFA World Cup South Africa™ Venue
- Available for all Venues

Domestic travel packages including match transfers by land/air within South Africa and accommodation are available upon request.



**THE
TEAM
SPECIFIC
SERIES**



Follow your team or discover the Cape Route

Three Hospitality Package Series options:

- TSS1: one match of the team of your choice in the Group phase (including Opening Match); or
- TSS3: the three Group Matches of the team of your choice; or

Domestic travel packages including match transfers by land/air within South Africa and accommodation are available upon request.

- TSS7 (The Cape Route): all matches played by the team of your choice. If the team of your choice does not progress beyond the Group phase or it is eliminated at any knock-out stage, then the remaining Hospitality Packages are automatically transferred to the Cape Town match of the corresponding knock-out stage(s) before progressing to the Final in Johannesburg



VENUE CITY: VENUE STADIUM	JUNE 2010																	JULY 2010								
	GROUP MATCHES														ROUND OF 16			QUARTER FINALS		SEMI FINALS		3rd PLACE	FINAL			
	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	2	3	6	7	10	11	
	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	F	S	T	W	S	S	
JOHANNESBURG: SOCCER CITY STADIUM	A1 A2			E1 E2			B1 B3			G1 G3			D4 D1				1B 2A			1 3	A					Winner I Winner II
JOHANNESBURG: ELLIS PARK STADIUM		B1 B2			G1 G2			C4 C2			H1 H3		F4 F1					1G 2H			6 8	B				
NELSPRUIT: MBOMBELA STADIUM						H3 H4			F1 F3			D2 D3		G2 G3												
RUSTENBURG: ROYAL BAFOKENG STADIUM		C1 C2		F3 F4				D4 D2		A2 A3		E2 E3			1C 2D											
MANGAUNG/BLOEMFONTEIN: FREE STATE STADIUM				E3 E4		B4 B2		F4 F2		A4 A1			H2 H3			1D 2C										
CAPE TOWN: GREEN POINT STADIUM	A3 A4			F1 F2			C1 C3			G4 G2		E4 E1									1H 2G	2 4	B	A C		
DURBAN: DURBAN STADIUM			D1 D2		H1 H2		E1 E3			B2 B3			G4 G1						1E 2F				B D			
POLOKWANE: PETER MOKABA STADIUM			C3 C4			A4 A2				B4 B1		F2 F3														
NELSON MANDELA BAY/PORT ELIZABETH: NELSON MANDELA BAY STADIUM		B3 B4		G3 G4		D1 D3			H4 H2		C4 C1				1A 2B						5 7	C			Loser I Loser II	
TSHWANE/PRETORIA: LOFTUS VERSFELD STADIUM			D3 D4		A1 A3		E4 E2			C2 C3		H4 H1														

REFERS TO THE MATCHES ON THE CAPE ROUTE (INCLUDING THE FINAL AT SOCCER CITY STADIUM)

REFERS TO THE MATCHES PLAYED BY THE SOUTH AFRICAN TEAM IF THEY WIN GROUP A AND MAKE IT ALL THE WAY TO THE FINAL. THIS EXAMPLE IS FOR ILLUSTRATION PURPOSES ONLY.

Magnificent mountains. Untamed bush. Abundant game farms. Sparkling sandy beaches. Pulsating cities. These are but samples of what South Africa has to offer. The football may be central to your visit, but the splendour of the host nation is there to be experienced along with it. If you want to take advantage of all the exotic beauty that this unique country has to offer, then MATCH Hospitality can recommend Destination Management Companies to assist you with your enquires.

AFRICA. AND THE FULL Hospitality Package



TRAVEL SERVICES

In combination with your Hospitality experience at the stadium, domestic travel packages including match transfers by land/air within South Africa and accommodation in world-class hotels are available upon request. To experience the magnificence of South Africa's scenic beauty and all the pulsating energy of the rainbow nation, recommended Destination Management Companies can also offer a range of other tourist activities such as wine tastings and activities including golf or sailing and of course probably South Africa's main tourist attraction: safaris.

CORPORATE BASE CAMP

Once the spectacle of the 2010 FIFA World Cup South Africa™ begins, you may not want to spend time and energy packing and unpacking as you move about the country to watch the games. That's why we have developed our Corporate Base Camp concept. Corporate Base Camp provides a "home away from home", allowing you to set up base, say, in Cape Town, and simply travel out on day-return trips for specific games in other Venues. For example, if Cape Town were your Base Camp, you could:

- Reside in a single hotel throughout your stay
- Arrange for ground transfers to matches in Cape Town or ground and air transfers to any other Venue when the team of your choice plays in another Venue
- Enjoy tours and entertainment in the Cape Town region on match-free days
- Make use of facilities on an ongoing basis for conventions, meetings and presentations
- Establish convenient offices and service counters
- Decorate your hotel accommodation to make it feel more like home

As the pulse of Africa begins to beat faster in anticipation of the world's greatest sporting event coming to its shores, MATCH Hospitality is totally focused on preparing to make your 2010 FIFA World Cup South Africa™ an experience you will never forget.

As the only hospitality provider officially sanctioned by FIFA, MATCH Hospitality is determined and equipped to make sure that your passion for perfection on the pitch will be more than matched by our passion to achieve perfection off the pitch.

We have the team. We have the experience. We have the concept. We have the style. And all of it will be at your service as we welcome you under African skies to watch the greatest footballing spectacle on earth.

AFRICA. AND THE Unforgettable Experience

2010 FIFA World Cup South Africa™

FIFA Partners



FIFA World Cup Sponsors



MATCH
HOSPITALITY

