



Loftus 200 Branding Opportunities



SINCE 1984 · LOFTUS VERSFELD

Your brand, inside Loftus 200 — every match.

Since 1984, Loftus 200 has been more than a corporate suite — it's an institution built and run by Corporate Members and ex-Blue Bulls players who share a genuine love of the game. That heritage is what gives the room its character: current members and Bulls legends gathering side by side, match after match, season after season. A branding placement puts your brand inside that room, in front of that community, for a minimum of 12 months — not just for a single event.

Every Loftus 200 branding placement includes automatic season-ticket access

The Loftus 200 Suite Experience

- ✓ Waiter service at every match
- ✓ A reserved table under your company name
- ✓ Curated wine list
- ✓ 6 flat-screen televisions
- ✓ Full cash bar with card facilities
- ✓ Match-day menu options (additional cost)
- ✓ Free private-function bookings for members (subject to availability)

Additional Brand Exposure

- ✓ Featured on the Loftus 200 & Silver Crest Event Management website, Facebook and Instagram
- ✓ Complimentary t-box at the Annual Loftus 200 Golf Day
- ✓ Minimum 12-month branding exposure
- ✓ First option on Test / external matches at Loftus Versfeld, at preferential ticket prices

Existing members receive a discount as per current ticket allocation & time frame.

Choose Your Branding Package

Seven ways to put your brand in front of Loftus 200's members, guests and match-day crowd — from a single brand placement to full suite-wide branding.

CUSTOM WALL / WINDOW ART — INSIDE BRANDING

LOWEST ENTRY POINT

Aluminium Logo on Member Wall R 25 000

Includes full Loftus 200 suite benefits, plus:

- Company logo displayed on member wall above the sliding doors
- Maximum size 600mm x 600mm

★ 2 x Season Tickets included · valid 12 months

Light Box R 35 000

**subject to availability*

Includes full Loftus 200 suite benefits, plus:

- Light Box displayed above the entrance door

★ 2 x Season Tickets included · valid 12 months

CUSTOM WALL / WINDOW ART — OUTSIDE BRANDING

Window Branding

R 35 000

Includes full Loftus 200 suite benefits, plus:

- Branding of window in the Loftus 200 area

★ 2 x Season Tickets included · valid 12 months

ACCESSORIES — CLOTHING

Waiter Uniform – Summer (20 sets)

R 55 000

Includes full Loftus 200 suite benefits, plus:

- Branded uniform per waiter: short-sleeve shirt
- Co-branding on apron – full length (bar) / half length (waiter)
- Co-branding on waiter / barman cap

★ 4 x Season Tickets included · valid 12 months

Waiter Uniform – Winter (20 sets)

R 55 000

Includes full Loftus 200 suite benefits, plus:

- Branded uniform per waiter: long-sleeve shirt, jacket & scarf
- Co-branding on apron – full length (bar) / half length (waiter)
- Co-branding on waiter / barman cap

★ 4 x Season Tickets included · valid 12 months

ACCESSORIES — SEAT CUSHIONS

Bottom Cushion (250 cushions)

R 75 000

Includes full Loftus 200 suite benefits, plus:

- Co-branding of 250 seat cushions with company logo and Loftus 200 logo

★ 4 x Season Tickets included · valid 12 months

MAXIMUM EXPOSURE

Dual Cushion – Top & Bottom (250)

R 110 000

Includes full Loftus 200 suite benefits, plus:

- Co-branding of 250 seat cushions on both top and bottom, with company logo and Loftus 200 logo

★ 4 x Season Tickets included · valid 12 months

★ LIMITED SPOTS — PACKAGES ARE ALLOCATED FIRST-CONFIRMED, FIRST-BRANDED ★

Contact:

Juanita da Matta

Silver Crest Event Management

juanita@loftus200.co.za | 071 457 2696

