

SPONSORSHIP PROPOSAL



Previous Confederations Cup tournaments:

- 1997: Saudi Arabia (winner Brazil)
- 1999: Mexico (winner Mexico)
- 2001: South Korea/Japan (winner France)
- 2003: France (winner France)
- 2005: Germany (winner Brazil)



GENERAL INTRODUCTION

The 2009 FIFA Confederations Cup will be the eighth Confederations Cup, and will be held in South Africa from 14 June to 28 June 2009, as a prelude to the 2010 FIFA World Cup. The FIFA Confederations Cup is an association football tournament for national teams, currently held every four years by FIFA.

It is contested by the winners of each of the six FIFA confederation championships (CAF, CONMEBOL UEFA, AFC, OFC, CONCACAF), along with the FIFA World Cup winner and the host country. It is considered a dress-rehearsal for the World Cup it precedes; it uses around half of the stadia intended for use at the following year's World Cup.



GENERAL INTRODUCTION (Cont'd)

The confederations cup attracts players and fans from all over the world. It is in its own right a major sporting event bringing together regional champions from all corners of the globe . it has become one of Fifa's most important events, as can be seen from the prize money at stake of US\$17.6-million in total.



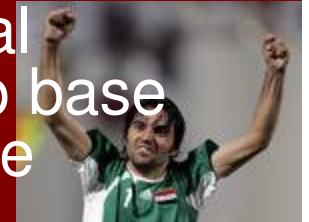
African champs Egypt, Asian champs Iraq, European champs Spain, Oceania champs New Zealand, South American champs Brazil, Concacaf champs USA, 2006 World Cup winners Italy, and 2010 hosts South Africa will all be competing in this years cup. With such diverse teams from all over the globe it is guaranteed that the fan base will be vast in both size and characteristics.



General Introduction (cont'd)

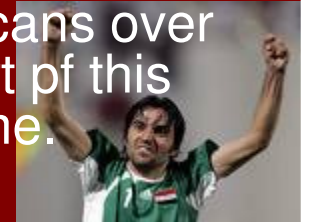
An official association with FIFA represents a two-pronged approach - sponsors can promote their brand on a global basis and, at the same time, target local markets. Television Malawi has a wide viewership base of 5.0 million, which puts it in a position to target the Malawian market.

This proposal briefly introduces you to the package and an opportunity to be an official sponsor in the Malawian territory. It is the first step towards a great working relationship which we hope to develop with you in order to bring the best football has to offer to your targeted market.



General introduction (cont'd)

Once this proposal is agreed with you TVM shall offer the coverage of the Confederations Cup to our 5.0 million viewer ship. This provides Malawians with free access to all the games to be held in South Africa. The Confederations Cup this year is extra special for Africans as it will be hosted by an African country. This has created excitement amongst Africans over the games more so now than ever. many Malawians are also part of this excitement including those that are not dedicated fans of the game.



We thank you for your interest and look forward to a successful working relationship.



Daniel Tambala
Controller of Business
Malawi Television Ltd
June 2009



The Live Free to Air Package (cont'd)

1. The African Broadcast Territory

The Live free-to-air Package is available for exploitation in each broadcast Territory within the African Broadcast Territory as defined in schedule one of this document.



2. Term of Agreement

The term of all agreement in relation to the Live Free-to-Air Package shall be one (1) Football seasons commencing with the 2007/08 football season.



3. General

The content of the Live Free-to-Air Package must be made available on a channel by means of Terrestrial Broadcast. No other means of delivery will be permitted as part of the Live Free-to-Air Package. The rights included in the live free-to-air Package will be exclusive to TVM on a Free-to-Air platform only.



The life free to air package (cont'd)

4. Match Content

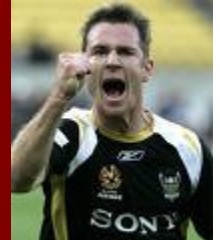
All references to timings in this paragraph are those prevailing in the South Africa at the relevant time.

4.1 The Live Free-to-Air package comprises the right during the term, within the Malawian territory and, in accordance with paragraph 4 above, to make free-to-air terrestrial broadcasts on designated free-to-air channel of the following Confederations Cup Programming:



The life free to air package (cont'd)

- 16 live matches for the competition from 14-28 June. the kick off times will be at 20.30 pm, 16.0pm Or 15.00pm this will be at the absolute discretion of FIFA. The games will be at two stages (see game schedule) the first of which is the group stage. In this stage teams in each group will compete with each other to get a place in the semi finale where only four teams will compete. Of these four the winners from each game will compete for first place while the losers will play for third and fourth place
- 16 match highlights package of Confederations Cup 2009 Highlights of the each game will be transmitted after the games.



- **5. Exclusivity**

The rights included in the live Free-to-air Package will be exclusive to the TVM on a free-to-air platform only.



- **6. Sponsorship and Advertising**

Official Broadcast sponsors shall be appointed by TVM for both exclusive sponsorship and syndicate basis.



- **7. Broadcast arrangements**

TVM is ready to commence broadcasting of the Confederations Cup subject to confirmation for 75% of the games.



Match schedule

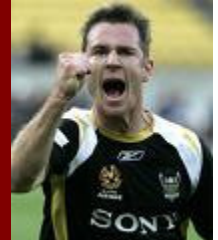
Group A

Match	Date - Time	Venue		Results
1	14/06 16:00	Johannesburg	 South Africa	- Iraq 
2	14/06 20:30	Rustenburg	 New Zealand	- Spain 
5	17/06 16:00	Mangaung/Bloemfontein	 Spain	- Iraq 
6	17/06 20:30	Rustenburg	 South Africa	- New Zealand 
9	20/06 20:30	Johannesburg	 Iraq	- New Zealand 
10	20/06 20:30	Mangaung/Bloemfontein	 Spain	- South Africa 



Group B

Match	Date - Time	Venue		Results
3	15/06 16:00	Mangaung/Bloemfontein	 Brazil	- Egypt 
4	15/06 20:30	Tshwane/Pretoria	 USA	- Italy 
7	18/06 16:00	Tshwane/Pretoria	 USA	- Brazil 
8	18/06 20:30	Johannesburg	 Egypt	- Italy 
11	21/06 20:30	Tshwane/Pretoria	 Italy	- Brazil 
12	21/06 20:30	Rustenburg	 Egypt	- USA 



finals

MATCH	SEMI FINAL	Venue	Match	Date	Time
13	Group A Winner VS Group B Runners up	Mangaung/Bloemfont ein		24/06/2009	20:30
14	Group B Winner VS Group A Runner up	Johannesburg		25/06/2009	20:30
	THIRD PLACE	Venue	Match	Date	Time
15	Loser Match 13 VS Loser Match 14	Rustenburg		28/06/2009	15:00
	FINAL	Venue	Match	Date	Time
16	Winner Match 13 VS Winner 14	Johannesburg		28/06/2009	20:30



PRICING

- PER MATCH: 400,000.00 MK
- THIRD PLACE AND FINALE: 600,000.00 MK
- TOTAL PACKAGE: 6,800,000.00 MK



- **NOTE: There will be a 15% discount during world cup games for all those who sponsor 3 or more of the group matches plus the finale match.**



Schedule one

The Live FREE-TO-AIR Rights Packages are available for exploitation throughout Sub-Sahara Africa (the Territory).

Angola
Benin
Botswana
Burkina Faso
Burundi
Cameroon
Cape Verde
Central African Republic
Chad
Comoros Islands
Congo
Democratic Republic of Congo
Djibouti
Equatorial Guinea
Eritrea
Ethiopia
Gabon

Gambia
Ghana
Guinea
Guinea Bissau
Ivory Coast
Kenya
Lesotho
Liberia
Madagascar
Malawi
Mali
Mauritania
Mauritius
Mayotte
Mozambique
Namibia
Niger

Reunion
Rwanda
St Helena
Sao Tome and Principe
Senegal
Seychelles
Sierra Leone
Somalia
Swaziland
Tanzania
Togo
Uganda
Zambia
Zimbabwe



CONTACTS

TVM Head office

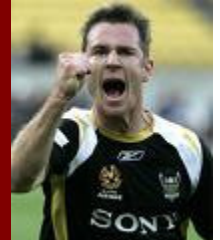
Television Malawi Limited

Kwacha Int. Conference Centre Building

P/Bag 268, Blantyre, Malawi

Fax:+ 265 01 876 627

- **Mr. P. Bello**
Cell: 0999690384
- **Mr. Z. Meke**
Cell: 0999344467
- **Miss. N. Mbale**
Cell: 09995563707
- **Miss. E. Luwani**
Cell: 0888398550



Contacts (cont'd)

TVM Regional Office
Television Malawi Limited
Area 3 next to Transworld Radio
P.O Box 30370, Lilongwe, Malawi

- **Miss. Bhima**
Cell: 0995414441
- **Mr.. Mwale**
Cell: 0888398550

Fax: + 265 01 756 556





THANK YOU

