



PITCH DIRECT

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BOTSWANA FA PARTNER WITH PITCH DIRECT FOR FUTURE GROWTH

The exciting, fast-changing landscape of African football provides new commercial opportunities for brands seeking to grow their footprint but also requires global experience, knowledge and expertise to unlock the game's full business potential.

Pitch Direct, a full service sports marketing agency, has enhanced its growing reputation as a trusted partner within the African game after signing a three-year contract with the Botswana Football Association (BFA) to oversee the marketing, commercial strategy, and future planning for the organisation, with a key focus of repositioning the brand and creating greater value.

It is similar to a recent partnership announced by Pitch Direct with the Football Association of Zambia (FAZ), and several other countries are currently in discussions over how they can enhance their marketability and organically grow their brand.

"We are delighted to welcome Pitch Direct on board and have been hugely impressed with the vision for the future they have shown us. We believe in the rich potential of football in Botswana, Southern Africa and the continent as a whole, and it is now about unlocking that for the future growth of not only our organisation, but the game in Botswana as a whole," BFA President Maclean Letshwiti said.

"There are exciting times ahead. We have a five-year roadmap to achieving a sustainable and professional football organisation which will improve the football industry and contribute positively to Botswana's economy. Pitch Direct will be an important partner in assisting us on that journey."

Botswana football has had some notable successes on the pitch in recent years – not least the women's national team reaching the quarterfinals of the 2022 Women's Africa Cup of Nations, leading club side Jwaneng Galaxy playing in the group stages of the CAF Champions League last year, and a solid start in the 2023 Africa Cup of Nations qualifiers for the men's senior national team.

The potential for success is clearly there, together the BFA and Pitch Direct intend to further enhance the commercial operations of the BFA.

“This appointment is part of a broader marketing transformation and vision that will accelerate and professionalise the growth and commercial development of the Botswana Football Association,” says Nicolette Packwood-Clover, Pitch Direct Founder & Chief Executive Officer. “In addition to Pitch Direct fulfilling marketing services, we will also operate as the BFA’s exclusive sponsorship agency, managing all the organisation’s rights and commercial assets.

“I would like to thank BFA for placing their trust in Pitch Direct and we are incredibly excited to travel this journey together. It is a continuation of our strong in-roads into the African football market. We already have a relationship with the Football Association of Zambia and have been having ongoing conversations with other associations as we look to position ourselves as the 'go-to' marketing agency across the African continent.”

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FOR FURTHER INFORMATION PLEASE CONTACT :

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About:

Pitch Direct is a boutique sports marketing agency who are passionate about all things sport and delivering strategic purpose-led marketing services and partnerships.

We work with a range of clients from individual’s, start-ups to some of the most distinguished organisations globally. And provide consultancy and marketing services to Sport Rights Holders, Governments and Federations.

Headquartered in the UK, our agency works across three continents; Africa, Europe and North America

Botswana Football Association:

The Botswana Football Association is the governing body of association football in Botswana, and controls the national football team.

It is an affiliate of FIFA, CAF and the COSAFA. National football leagues include the beMOBILE Premier League, First Division North and First Division South.