

PRESS RELEASE: BLUE LABEL ENGAGE AND CGF BRING THE BULLS TO CORPORATES

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Blue Label Engage specialises in the development and execution of a diverse range of customer engagement (membership and loyalty) programmes. As a part of Blue Label Telecoms LTD, we design, host and deliver turnkey customer engagement solutions that offer brands, retailers and organisations, insight driven engagement solutions.

One of our focus areas is working with sporting brands to realise much needed alternate revenue streams from their supporter bases. To this end, we develop and run Supporter Engagement programmes, each customised to address the unique passion points of individual entities or sporting clubs. As such, we have developed *Sports Engage*, a division responsible for these solutions.

One of our Sports Engage examples is our partnership with the Blue Bulls Company, where we have generated a consistent annuity revenue stream from their over two million supporters. While our supporter centric solution's overarching goal is to enrich the lives of the supporters through enriching their sporting experience, our key business goal is to create a sustainable revenue stream through the project.

Following the successful national launch of the Blue Bulls Supporter Club, (offering a R49 and R24 per month membership), we have recently launched the *BULLS SEAT FOR LIFE*. This concept was created from supporter research insights conducted around Season Ticket sales and the general stagnation of stadium attendance. More importantly, however, it was launched to address the continual decline in revenue from classic season ticket sales; a phenomenon not unique to the Bulls, or rugby, in South Africa.



The *BULLS SEAT FOR LIFE* is a South African first, offering true Bulls supporters not only access to a supporters club, but also a permanent seat at their home stadium, Loftus, for life, or for as long as they continue to pay their membership fee. All for as little as R99 per month! The *BULLS SEAT FOR LIFE* concept addresses both the supporters and the club's needs by offering supporters a piece of the stadium; and the club, a

guaranteed seat revenue stream, regardless of actual crowd attendance. We predict that once a passionate supporter owns a permanent seat in the stadium, he, or she, is more likely to attend as many games as possible. Full stadiums make for better games and better TV coverage, which results in a stronger, more engaged, supporter base.

FEATURES OF THE BULLS SEAT FOR LIFE:

- Brand your seat however you like
- Get your name on the seat
- Includes all match tickets (19-22 games per year with an average saving of R1 800 per annum)
- Includes the Bulls supporter club membership (Saving of R600 per annum), with all the benefits, such as:
 - Free entry into the Chill Zone at Loftus
 - Free food and one free beer on game day at the Chill Zone
 - Player meet and greets
 - Exclusive invites to the Captain's Run Training Sessions
 - Access and entry to various exclusive competitions
- Preferential option to purchase test match/International tickets
- Take Me Home services (a post-game driver, getting you home safely)

Following the enthusiastic uptake from individuals, Blue Label Engage, with CGF Research Institute (Pty) Ltd on board as the exclusive partner in the corporate arena, is offering the *BULLS SEAT FOR LIFE* packages to corporates. So, whether you want to buy for yourself, your friends, your family, or offer it to your clients and staff as an added incentive with immediate benefits, the *BULLS SEAT FOR LIFE* is the more affordable way to enjoy the Loftus and Bulls experience!

PACKAGES:

Packages range from the R99 per month Silver tier up to the exclusive Platinum tier for R359 per month.

WANT TO KNOW MORE?

For more information, please contact Lana Helberg on lane@blengage.com or call Lana at 011 523 3595 or 082 388 4081

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