



Raising The Bar

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## **SPEECH BY FAM PRESIDENT FOR AIRTEL TOP 8 CONTRACT SIGNING CEREMONY**

**WEDNESDAY 30<sup>TH</sup> JUNE 2021**

### **IN ATTENDANCE / SALUTATION**

#### **A. Team Airtel**

1. **Charles Kamoto**, Managing Director, Airtel Malawi PLC
2. Aashish Dutt, Chief Commercial Officer
3. Hlupikire Chalamba, Director of Legal and Company Secretary
4. Polycarp Ndekana, Airtel Money Director
5. Misheck Kavuta, Acting Sales Director
6. Thokozani Sande, Acting Marketing Director

#### **B. Team FAM**

1. **Walter Nyamilandu Manda**, FAM President
2. Alfred Gunda, General Secretary
3. Limbani Matola, Commercial and Marketing Director
4. Gomezgani Zakazaka Competitions and Communications Director

#### **C. Media, ladies and gentlemen**

## TALKING POINTS

1. **TODAY** I am glad that we can afford to share smiling faces despite the stressing COVID – 19 environment.
2. Airtel has offered the Football fraternity in Malawi another good reason to celebrate.
3. I mean the news you have shared is just too sweet to our ears.
4. To set aside **MK234 million** towards football sponsorship in this tough economic environment compounded by the COVID – 19 pandemic is not a small fit.
5. Airtel deserves a huge round of applause!
6. Some doubting Thomases thought you were not coming back after sponsoring Airtel Top 8 for the last three years. And the breakout of COVID – 19 pandemic was indeed justifiable reason for you to stop the sponsorship.
7. Today, your coming back in such a big way tells us something, that you are happy and satisfied with the way we managed the first sponsorship.
8. And that you were able to achieve your strategic business objectives, as reported in the media some few weeks ago that you now have achieved to onboard over 5 million subscribers on Airtel network.
9. And the resounding performance of Airtel Counter on the Malawi Stock Exchange bears strong evidence that your business strategies including the sponsorship of Airtel Top 8 is not in vain.

10. As FAM we are happy to be associated with such an achievement because we know that Airtel Top 8 sponsorship is one of the key reasons our football fans patronise Airtel products and services.
11. We remain overly optimistic that Airtel will continue to grow even more with this sponsorship renewal.
12. Airtel Top 8 sponsorship renewal could not have come at a better time than now, when the Malawi national team (the Flames) have qualified for AFCON Qualifiers scheduled to take place in Cameroon in the year 2022.
13. Airtel Top 8 is the most competitive elite cup as it is participated by the top 8 elite clubs on the land, and it is from these clubs that the bulk of our national team players come from.
14. The Cup will therefore offer our players great opportunity to remain active, focused and in form as they prepare for this great continental show piece.
15. This is why as FAM, we remain grateful to Airtel for bringing this platform which will help our national team players to competitively participate at AFCON Qualifiers in Cameroon.
16. We face a huge task to ensure that we mobilize adequate resources to enable our players prepare beyond local elite competitions. We need to expose them further by playing with other countries within the COSAFA / SADC region and more importantly with teams in West Africa against whom the Flames have been paired in the AFCON Cameroon Qualifiers.
17. We appreciate that we cannot leave the responsibility of funding the national team to Malawi government alone. The government faces a daunting task to fund equally pressing priorities of other sectors such as health, education and agriculture to name just a few.

18. This is why we have constituted a Special Taskforce comprising eminent and respected personalities from both the public and public sectors of our economy, to help mobilize the necessary resources towards the Flames successful AFCON Qualifiers.
19. The Taskforce is being led by FAM 1<sup>st</sup> Vice President, Justice Jabbar Alide, who is also Chairperson of Marketing and Competitions Sub – Committee of FAM.
20. I recall in 2015 Airtel supported us with a cheque of MK15 million towards FIFA World Cup qualifiers and I am sure you will do the same once the Taskforce formally knocks on your door.
21. At this point allow me to extend this call for support to all well-meaning institutions from both private and public sector.
22. It will be great to see all Malawians coming together in the spirit of solidarity and patriotism and contribute resources towards the Flames who have done the nation proud by this historic AFCON Qualification coming on the heels of our 57<sup>th</sup> Independent Celebrations.
23. COMING BACK to Airtel Top 8 sponsorship, I would like to assure you that you have not gone wrong. You have made the right decision.
24. Airtel Top 8 is now a household name. Our fans could not wait any longer. They have been asking us when is Airtel Top 8 coming back again? Today you have answered them resoundly.
25. You have given another reason why teams in the Super League should fight tooth and nail not only to avoid relegation but now to be in the Airtel Top 8.
26. The biggest differentiator with Airtel Top 8 is that it is not only very competitive but also highly rewarding to the teams.

27. The Champion goes to the bank smiling with a whooping **MK17 million cheque** by just playing 4 (four) matches.
28. Despite COVID – 19 pandemic you have managed to raise this amount from MK15 million which was in the previous contract!
29. In addition, each of the 8 (eight) teams receive **MK1 million** as participation fees.
30. You have also dangled **K500,000 each** to both Top Goal Scorer and Player of the Tournament. As if that is not enough Man of the Match for the 11 games will each receive **K50,000** plus a miniature. And **K200,000** to the Best Fan.
31. And this is why our fans say with Airtel Top 8 everyone is a winner!
32. **Apapa Airtel Yabeba** (their current Marketing campaign)!
33. The Football loving Malawians will not leave you alone. Surely, they will reward you handsomely. And I can assure you here and now that your business will no longer remain the same.
34. Before I resume my sit, let me on behalf of FAM and all football loving Malawians, most sincerely thank Airtel Managing Director, Mr. Charles Kamoto and your management team for your commitment and passion for the game of football in Malawi.
35. You have proven that Airtel is a very patriotic and sporting brand, which is ready to give back to the majority of Malawians who support its business through the Airtel Top 8.
36. Let me also thank the team (led by our Commercial Director, Limbani Matola) that successfully negotiated this deal and worked tirelessly behind the scenes to ensure this dream becomes a reality.

37. Lastly let me wish all of you a healthy life. Please stay safe by observing all the COVID – 19 protocols. (Washing hands, sanitizing, staying home, masking up and observing physical distance)
38. Many thanks for your kind attention.
39. May God bless us all.

**Ends.**