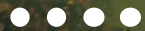


MEGAPRO

"Megapro is a giant of the South African sporting commercial landscape and have represented SA Rugby for three decades – a testament to their success."

Rian Oberholzer
CEO of SA Rugby



Africa's Leading Commercial Agency

About

Who We Are

- Africa's leading commercial agency, dedicated to unlocking the commercial power of sport.



- Sponsorship Sales
- Media Rights Packaging & Sales

NEW



- Hospitality & Events



- Production

NEW



- Branding Solutions



- Licensing & Merchandising

What We Do

- We facilitate mutually beneficial partnerships between rights holders, brands and broadcasters, offering the best access to sport and entertainment marketing platforms across Africa.

Why Megapro?



39+ years of experience and expertise



Local and global sports industry insight



Unmatched industry network and long-standing relationships



Trusted **commercial** partner
to multiple rights holders



Our people



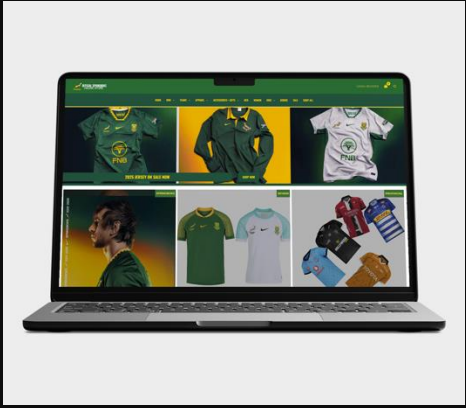
Deep **passion** for
what we do

Our Approach

- **Listen**
Understand our client's needs
- **Analyse**
Identify the strategic opportunity
- **Connect**
Align the right partners
- **Deliver**
Develop bespoke solutions that deliver mutual value



Our Work



Full-service Offering

Sponsorship Sales



1. Sponsorship Sales

We help rights holders optimise their sponsorship revenue through creative packaging of their commercial assets.

Hospitality & Events



2. Hospitality & Events

We deliver professional hospitality and event management services across South Africa's top sports and entertainment events.

Licensing & Merchandising



3. Licensing & Merchandising

Signet Licensing provides clients with comprehensive licensing, merchandising, retail, and brand management solutions that deliver lasting value for all stakeholders.

Full-service Offering

Branding Solutions



4. Branding Solutions

Megaview, in partnership with DNA Entertainment Networks, provides brands with in-stadium advertising opportunities across multiple sporting codes through high-impact digital, static, and virtual displays, including:

- Pitch-side advertising
- On-field branding
- LED big screen displays
- Digital side screens
- **Virtual graphics** NEW

Production



5. Production NEW

MegaLive offers rights holders and brands a dynamic platform to engage audiences through high-quality productions and bespoke short-form content.

Media Rights Packaging & Sales



6. Media Rights Packaging & Sales NEW

We offer rights holders and broadcasters unparalleled experience and insight in packaging and optimizing media rights across sub-Saharan Africa.

Get In Touch

Let's Discuss

Whether you are seeking innovative solutions across sport, entertainment, hospitality, branding, production, or licensing and merchandising, our expert team is here to help elevate your brand.

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MEGAPRO

WE ARE SPORT.

