Foreword - FIFA Message

We are greatly indebted to our six FIFA Partners – adidas, Coca-Cola, Emirates, Hyundai/KIA, Sony and Visa – for sharing our vision of using the game as a platform to try to improve the lives of ordinary people. I would also like to thank the 2010 Organising Committee and SABC for their commitment to making this initiative a reality.

On the following pages you can read more about each of the exciting programmes supported by the 2010 FIFA World Cup Ticket Fund.

Ke Nako – Celebrate Africa’s Humanity.

Dear friends of football,

In keeping with our commitment to the people of South Africa, we are taking steps to ensure that the 2010 FIFA World Cup™ is made accessible to some of the country’s residents who would not otherwise have the means to purchase a FIFA World Cup ticket. On 14 August 2009 we celebrated a significant milestone and moved closer to that vision with the launch of the Ticket Fund – the first of its kind in the 80 years of the FIFA World Cup. Through this initiative, 120,000 complimentary tickets will be awarded to South Africans. It was important to both FIFA and the Organising Committee that the construction workers be the first beneficiaries of the Ticket Fund, as promised.

The Ticket Fund aims to harness the excitement and passion for the game in the country to motivate and engage people, particularly young South Africans, on topics such as education, health and the environment – essential elements to help people to create a better life for themselves and their communities. The Ticket Fund goes beyond just giving a unique opportunity to South Africans to be part of one of the 64 FIFA World Cup matches. Crucially, the Ticket Fund programmes will not end when the final whistle is blown on 11 July 2010 – in fact, this will mark only the beginning of long-term partnerships that will continue to create opportunities for South Africans for years to come.

JOSEPH S. BLATTER

The countdown has begun!

Joseph S. Blatter
FIFA President

The Ticket Fund uses the excitement and passion for the game to motivate and engage people on the key topics of health, education and the environment.

FIFA President
Joseph S. Blatter
Importantly, these tickets are not simply being handed out. Rather, they will be given as a reward or incentive to deserving individuals. 54,000 of these tickets will go to 27,000 stadium construction workers who have literally laid the foundations to make this FIFA World Cup possible.

The remaining tickets will be distributed through initiatives of the FIFA Partners. These Partners are setting up various programmes aimed at assisting disadvantaged communities, in areas such as education, health and the environment. Of significance is that the programmes are ongoing, ensuring that this FIFA World Cup leaves a lasting legacy and brings widespread benefits to the people of this country. We are very happy with the commitment they have shown to this project.

On the 11 June 2010, the FIFA World Cup™ will kick off in South Africa at a packed, colourful and undoubtedly noisy Soccer City stadium. For the last five years, we have been getting ready as a nation for this moment, building and upgrading ten stadiums, improving our infrastructure and beautifying our cities so that in June and July next year, the world will get to experience a FIFA World Cup to remember. Obviously, the infrastructure is important, but as we saw at the FIFA Confederations Cup 2009, it is the people that will make it truly memorable.

It has always been a priority for us to give as many South Africans as possible a once-in-a-lifetime opportunity to experience the world's biggest sporting event for themselves. A FIFA World Cup is something fans will travel tens of thousands of kilometres to be a part of, and millions more can only ever dream about.

On 14 August 2009, the date that marked 300 days to go, we officially launched the 2010 FIFA World Cup Ticket Fund. Through this fund, 120,000 category 4 tickets, from the opening match to the final, will be distributed to deserving South African residents on a complimentary basis.
The programme is aimed at making 2010 FIFA World Cup matches more accessible to those who do not ordinarily have the means to purchase tickets. Tickets will not simply be given as hand-outs but be a reward or incentive for those participating in, or contributing to social and human development activities.

All of the programmes are focussed on one or more of four core areas – health, education and the environment, with the final area of infrastructure represented by the involvement of the construction workers. Three key values represent the objectives of the Ticket Fund reflecting the sentiment of the Official Slogan of the first FIFA World Cup on African soil – “KE NAKO. Celebrate Africa’s Humanity.”

Ubuntu - tapping into the emotions and passion of the 2010 FIFA World Cup, the Ticket Fund aims to bring people together in a spirit of humanity and community.

Possibility – the Ticket Fund is about creating opportunities and supporting those who otherwise could not afford to purchase a 2010 FIFA World Cup ticket.

Diversity – the Ticket Fund initiative will celebrate the vibrant diversity of cultures and peoples across South Africa.

The following pages will give you an insight into the initiatives which are being implemented by FIFA, the 2010 Organising Committee and FIFA’s Partners in South Africa. adidas, Coca-Cola, Hyundai, Kia, Sony and Visa are in the midst of implementing their Ticket Fund programmes in the FIFA World Cup’s host country.

For Ticket Fund updates please visit http://www.fifa.com/worldcup/organisation/ticketfund/
The ten stadiums that will host the 2010 FIFA World Cup™ were all completed six months ahead of the tournament’s kickoff - all built to world-class standards with their own unique characteristics.

This feat was a major tribute to the professionalism, skills and work ethic of South Africa’s construction industry and the tens of thousands of stadium construction workers who worked on the project.

As an additional reward to those workers, the decision was made by the 2010 FIFA World Cup Organising Committee South Africa (OC) and FIFA to provide two Category Four tickets to the workers who helped build the country’s FIFA World Cup stadiums.

The number of Ticket Fund tickets available for construction workers was recently increased to 54 000, up from the initial 40 000 tickets, enabling the 2010 Organising Committee to supply tickets to a total of 27 000 construction workers.

Working closely with the Host Cities and stadium contractors, the Organising Committee has identified eligible workers who qualify to receive the tickets. The OC has individually written to all workers informing them that they will receive double tickets to matches in their cities for their “selfless contribution” to the construction of the tournament stadiums.

Workers will initially receive ticket vouchers which will be distributed across the country in May, with the vouchers enabling workers to pick up their actual match tickets at ticketing centres in every Host City.

“We can say with confidence that we have delivered on our promise of ten world class stadiums and we have delivered them months before the tournament even starts,” Dr Jordaan added. This is testament to the committed men and women on stadium construction sites who have turned South Africa’s FIFA World Cup dream into reality.
adidas has chosen to activate their Ticket Fund programme by teaming up with the South African Department of Education (DoE) and its “My 2010 School Adventure” campaign. This campaign is aimed at all school-goers aged between six and 18, irrelevant of academic background, and aligns with adidas’ own corporate social responsibility (CSR) activities in South Africa which are focussed on:

- education
- HIV/Aids
- footballs for children

The campaign uses the 2010 FIFA World Cup™ to spark interest in education amongst South African kids. At the core of all campaign activities is the “Adopt-A-Nation” theme through which groups of school kids will ‘adopt’ one of the participating teams and learn more about that country’s history, people, politics and more.

The “My 2010 School Adventure” is anchored around two distinct pillars:

- Education (curricular enrichment)
- Participation (soccer events)

adidas will work closely with the DoE, supporting several of the campaign events such as the “SA Schools Football World Cup” and the arts and culture competition. The creative works (writing, design and performance arts) produced by learners as part of the arts and culture competition focus on themes such as football, unity in diversity, reconciliation, anti-discrimination, “my life, my future, my responsibility” and caring for the environment.

adidas has 15,000 tickets from the Ticket Fund which participating learners can “earn” through participation in one of the campaign events. To achieve the objectives set for the programme, adidas has ensured that all learners stand an equal chance of winning the tickets by helping to take the events to all schools in South Africa.

Objectives:

- Create unforgettable experiences for underprivileged kids
- Use the FIFA World Cup™ as a platform to make kids understand that education and sports can go hand-in-hand and complement each other
- Ensure that the 2010 FIFA World Cup™ touches as many South Africans as possible
- Lay the foundation for further cooperation between the Department of Education and adidas
Protecting the environment

Introducing the concept

Coca-Cola envisions a world in which its packaging is no longer seen as waste, but as a valuable resource for future use. Coca-Cola appreciates the need to bring about this change in the market, not only in the present but also in the future. It is with an eye on future generations of South Africans that the company has chosen to activate its Ticket Fund campaign with a focus on recycling.

In order to encourage younger South African generations to consider the importance of protecting the environment, Coca-Cola launched a pilot recycling campaign in May 2009, heavily supported by its partnership with FIFA and the Department of Education. The programme was focussed on two schools in Rustenburg, where Coca-Cola’s “Soccer Crazy Crew” was used to communicate the importance of recycling and encourage learners to participate in a plastic (PET) bottle collection competition.

Within a month, the number of PET bottles collected had reached a total of 67,863, with a prize-giving ceremony on 5 June awarding each school with 100 tickets to a FIFA Confederations Cup match for its top collectors. A total of 200 learners and educators attended the FIFA Confederations Cup play-off match for third place between South Africa and Spain at Royal Bafokeng in Rustenburg.

Give it Back recycling campaign

Building on the success of the pilot project, and leveraging the partnership that Coca-Cola has with FIFA and the Department of Education, the project has taken great strides. To date Coca-Cola and the Department of Education have crafted a curriculum on recycling and the environment. A total of 697 educators were trained by the Department of Education facilitators and Coca-Cola, who rolled out the programme nationwide in 200 schools.

The project was rolled-out over a period of five weeks, where educators conducted fun and interactive classes with learners. Running parallel with these classes was a bottle and can collection competition. Collect-a-Can and PETCO were responsible for the tallying and checking of the numbers to determine the best performing schools in each province. 20,000 FIFA World Cup™ tickets were then awarded to the winners, with the best performing schools in each province receiving a legacy prize.

The knowledge gained by all participants in the project, from experts to learners, will ensure that the topic of recycling receives an awareness boost in the short-term but can also be sustainable post-2010.

Objectives:

- Raise awareness of recycling and promote responsibility
- Instil the habit of recycling among South African children
- Reward behaviour with prizes including up to 20,000 FIFA World Cup™ tickets
- Create sustainability – ensure that the message is long-lasting
- Drive home the legacy – continue the good work post-2010
Hyundai have used the Ticket Fund initiative to not only offer underprivileged children the opportunity to attend a live soccer game, but also to address the shortage in learning infrastructure and effectively educate children, learners and the community around road safety practices.

There are currently over 3.5 million school children in South Africa who have little or no use of a desk in their classroom environment. Hyundai South Africa, through Lapdesk, a company providing ergonomically designed lapdesks that fit comfortably on children’s laps, have engaged communities in six provinces to undertake a social investment campaign in the form of a learning experience. 7,000 children will benefit from the campaign through which selected schools will be approached to enter a competition to “earn” FIFA World Cup tickets.

Learners will be divided into teams and, guided by their teachers, will design or colour-in the supplied campaign competition poster and write a motivational paragraph incorporating the Official Slogan of the 2010 FIFA World Cup™: ‘KE NAKO. Celebrate Africa’s Humanity™’.

“The team element to this campaign is vital as it not only encourages a team spirit, but also aligns to that of a football game. Through such a campaign, core educational values of creativity and literacy are encouraged,” says Alan Ross, CEO of Hyundai South Africa.

Each school will filter through the competition entries and select one entry to represent the school. Hyundai South Africa, will then select the winning schools which will be recognised at an official handover ceremony to take place at the respective schools early in 2010. The schools will receive tickets to selected FIFA World Cup matches (including collection, supervision and drop-off of the children) but more importantly, Hyundai will provide each school child with a Lapdesk, branded with safety graphics to encourage awareness of local road safety rules and compliance requirements. “This initiative delivers the Hyundai road safety message to parents/guardians and siblings linked to the schools involved, and research has shown that each Lapdesk is viewed by a minimum of 25 community members each day – further driving the safety message,” adds Mr. Ross.

“As a committed Official FIFA Partner, our endeavour is to ensure that the experience is viewed as one that adds value to the learners’ life and educational practice. There is no doubt that this is Africa’s World Cup and our intent as the local ambassador, is to support this premise through well placed initiatives,” concludes Mr Ross.

Objectives:

- Encourage team involvement and collaboration – working together towards a unified educational goal in line with the Department of Education’s objectives
- Effectively inform and educate learners and the broader community around safe road practices
- Address the shortage of learning infrastructure and directly improve the quality and outcome of South African and African education
- Provide a phenomenal life experience for underprivileged learners, that would otherwise not be possible
Instilling a healthy lifestyle

Sport is an extremely effective tool to build self-esteem, inspire and educate young people. KIA and its chosen partner Sporting Chance, recognise this and have initiated a programme which aims at using the power of football in extremely humble environments to educate children from disadvantaged backgrounds.

Through the KIA Charity and Care Street Soccer campaign disadvantaged children from around South Africa will be given the opportunity to participate in street soccer leagues as well as an accompanying health education programme. The KIA Street Soccer programme, which targets children under the age of 13, will give participants in four main urban centres the opportunity to get active, develop self esteem and equip them with the knowledge to stay healthy for the rest of their lives.

The KIA Street Soccer programme will include three phases, the first being the health education programme which is in an ‘edutainment’ form and focuses on three core areas which have been identified by the South African Government as being of vital importance:

- **Nutrition** – what to eat and how to eat healthily
- **Hygiene** – drinking plenty of clean, safe water, washing hands before eating and keeping the body clean
- **Being Active** – how to lead an active lifestyle in order to prevent obesity

The second phase is the KIA Street Soccer league which will take place in communities around Cape Town, Durban, Pretoria and Johannesburg for over two months leading up to the start of the FIFA World Cup. Respective PSL clubs in the four areas, namely Ajax Cape Town, Orlando Pirates, AmaZulu and SuperSport United have joined in the programme to impart their technical expertise and to nurture any promising talent. KIA Street Soccer teams will include both boys and girls, with team formation ensuring that one-third of the team is made up by girls (two players per team).

Fair Play will be encouraged throughout and a team will be awarded a fair play award for the way they support, encourage and induce their teams into the genuine spirit of football, sport and fair play.

The KIA Street Soccer league and the accompanying Health education sessions will act as the qualifying factors for phase three of the programme whereby KIA will be distributing 4,000 match tickets to the FIFA World Cup to KIA Street Soccer participants.

**The FIFA World Cup™ - A new ‘Sporting Chance’**

Sporting Chance has a proven track record having implemented similar programmes around South Africa. This new programme will use the excitement generated by the FIFA World Cup to further strengthen the organisation’s mission “To provide the children of South Africa with a Sporting Chance”.

**Objectives:**

- Emphasise to children the value of sport and physical activity in building a bright future.
- Use sport and the FIFA World Cup as a vehicle for building self-esteem and educating children about the importance of health and nutrition.
- Develop and nurture individuals to serve as future role models for their communities.
Combatting HIV / Aids

The fight against HIV and Aids is an ongoing battle in South Africa. Sony has teamed up with Grassroot Soccer (GRS) to initiate a programme which aims to help the fight against these diseases through the power of football.

For the Next Generation

This initiative fits perfectly into Sony’s extensive global CSR (corporate social responsibility) activities for the next generation, and ‘Dream Goal 2010’ – a CSR project developed around the FIFA World Cup™. Sony employees around the world are also taking part in supporting the project, and together with its partners such as GRS, Sony aims to support the Millennium Development Goals.

Football as a common starting ground

Grassroot Soccer is a South African-based non-profit organisation that uses football as a common starting ground to promote the fight against HIV and Aids by providing young people with the knowledge, skills, and support to remain HIV-free. GRS’s flagship site is in South Africa and forms part of the greater Football for an HIV Free Generation initiative in South Africa. GRS focuses on the transfer of the necessary skills, tools and content to individuals and implementing partners to enhance their ability to implement effective HIV prevention activities.

Sony and GRS plan to educate 230,000 young people in South Africa over the next three years and reach in excess of five million people on a quarterly basis with prevention and stigma reduction messages. The FIFA World Cup™ tickets available as part of the Ticket Fund are to be used as an incentive for service or participation in GRS’s many campaigns and programmes in South Africa. They will be awarded as rewards for commitment, not as prizes in lottery-style competitions.

Objectives:

- Give young people and adults from disadvantaged backgrounds an unprecedented football experience
- Effectively distribute up to 15,000 tickets to disadvantaged young people and adults involved in development programmes around South Africa – particularly in and around the nine host cities
- Use the tickets as a tool for stimulating and rewarding the development of communities by the communities themselves
- Create strong links between Grassroot Soccer, Sony and other organisations within South Africa, with a focus on long-term change
- Ensure that those attending matches are delivered to and returned home safely from the FIFA World Cup venue(s)
Inspiring financial literacy

Financial literacy is fundamental in empowering people to take charge of their financial destiny. Money matters impact on almost every sphere of a person’s life – and financial literacy gives people the power to take more control of their lives. Visa recognises that corporate citizens have an important role to play in providing economic empowerment and has allied itself with consumers to promote responsible money management and its twin, economic growth. Visa has a decade-long commitment to promoting financial literacy worldwide and has pledged to empower twenty million people with financial literacy skills by 2013.

In South Africa, this message is being spread through, among others, an industrial theatre roadshow, where the audience learns basic financial skills. This format builds on the strong oral tradition in Africa. The learning experience is fun and improves the financial fitness of the audience as they follow the lead characters, Andile and Nhlanhla, though their trials and triumphs in becoming money wise. The audience learns as the characters learn. This industrial theatre performance is an ideal platform to achieve the desired objectives set by FIFA and the LOC for the Ticket Fund. Financial education is a cornerstone in social upliftment and can result in a lasting change and help to build a better future for the performance attendees.

**How the FIFA World Cup™ can help**

In the build-up to the FIFA World Cup™, the script has been adapted to integrate a football theme. Just as FIFA in all nine provinces working in the hospitality and tourism sector who are the face of South Africa when welcoming tourists to our country for the 2010 FIFA World Cup. The target includes hotel/resort staff and the workforce in the fuel sector and tourism sector. The target group falls into the low-income bracket, often has low literacy levels and their earnings will be mainly spent on daily staple requirements, not tickets for the 2010 FIFA World Cup™. All employees of the companies visited by Visa who attend the show will receive a ticket. So far Visa has been able to reach over 120,000 people with the roadshow. This has been aided by partnerships with its client financial institutions (banks) as well as the Department of Trade and Industry of South Africa.

**Objectives:**

- Contribute towards sustained economic growth, development and social transformation in South Africa and sub-Saharan Africa through financial literacy education
- Celebrate the FIFA World Cup™ with the people of South Africa
- Bring financial literacy education directly to communities to help create better access to financial services in South Africa and sub-Saharan Africa
- Present a show that is educational, but also entertaining, relevant and delivered in such a way that the audience both understands and remembers the core messages
- Reward participants for openness to personal development (including 5,000 FIFA World Cup tickets)
- Extend the reach of the Visa financial literacy roadshows to an even greater audience
- Give South Africans the opportunity to experience soccer and the community unity that an event like the 2010 FIFA World Cup™ offers
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