

Business opportunities at Mary Fitzgerald Square PVA

The Mary Fitzgerald Square in Newtown will host the City of Johannesburg's Public Viewing Area (PVA) for the World Cup from 11 June to 11 July 2010. The PVA will hire exhibition, retail and food stalls at the event, in varying budget categories, to entertain the anticipated 200 000 visitors who will watch the soccer matches on big screens.

The event is proving popular with local and international companies, with many stalls having been booked by corporates including Coca Cola, and organisations such as the Apartheid Museum, Ezemvelo KZN Wildlife and the Small Enterprise Development Agency.

Entertainment planned for before and after match screenings will add to the square's festive atmosphere. The line-up will include live performances, DJ battles, food festivals, street marches from different countries and much more.

Hospitality packages are available for those spectators who wish to be a part of the vibrant PVA with the option of a more upmarket and warmer indoor viewing area. Extra screens will ensure none of the action is missed, while catering, an open bar and waiter service should make for a relaxed experience.

The City has contracted local companies, Scan Display and Zanusi Brand Solutions as the official event and hospitality organisers for the Mary Fitzgerald PVA.

For more, visit: <https://www.bizcommunity.com>