

Nike partners with SAFA

NIKE, Inc. and the South African Football Association (SAFA) have announced a new partnership whereby the sports company will design and develop football kits for the men's and women's South African national football teams.



Image:

www.facebook.com/nikefootballza

The five-year partnership commences on 1 February 2014, with all national teams receiving Nike's innovative team kits across performance and training and equipment including match balls.

Nike will provide a limited edition kit for Bafana Bafana for their international friendly against Brazil in Johannesburg on 5 March, and all senior national teams competing until December 2014. The 2015-2016 kit will be unveiled in November 2014, with an assortment of supporter-wear being available from early January 2015.

Support at all levels

"This partnership signifies Nike's deep commitment to support and advance South African football at all levels of the game, from the national team to grassroots football," said Laurent Payre, general manager of Nike Africa. "We look forward to providing innovative product technology to help players reach their full potential, and to helping shape the future success of South African football."

The partnership also provides SAFA with access to the Nike Football Training Centre in Soweto, Johannesburg - a world-class training facility built by Nike in 2010. Through Nike's football training programmes and grassroots initiatives including Nike Chance, Manchester United Premier Cup and the elite training conducted there, the SAFA technical team will have the immediate opportunity to identify, fast track and nurture young football talent.

Focus on development

"We are excited to partner with Nike and look forward to this comprehensive partnership enabling us to focus on the progression of football. This is a significant time for South African football as we embark on strengthening our structures especially across development and grassroots", said Danny Jordaan, president of SAFA.

The partnership includes supplying performance and training kit, and match balls to all nine of SAFA's national football teams at every level, including the men's senior and women's senior teams, men's U23, men's and women's U20, men's and women's U17, men's indoor football and men's beach football.

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