

R5 million sponsorship of soccer coaching

Carling Black Label's "Coaches Academy" initiative, in conjunction with the South African Football Association (SAFA), will facilitate the sponsorship of up to 36 aspirant soccer coaches from the SAFA regional league to participate in tailored coaching workshops at the end of July 2011. It is also investing R1 million a year, for five years, in the development of 180 young, up-and-coming soccer coaches.

"Our selection criteria will look for coaches who have the potential, passion for the game and tenacity to succeed as soccer coaches in South Africa," said Andrea Quaye, GM of Carling Black Label.

The workshops will be developed, managed and run by [Bafana Bafana](#) coach, Pitso Mosimane, with the help of SAFA and utilising facilities offered by Carling Black Label. In addition, each year 11 of the coaches who successfully complete the workshops will be selected to attend an all expenses paid Level 1 SAFA accredited coaching course.

This will not only go a long way to developing the skills and job opportunities for passionate young coaches over the next five-years, it will also have a positive ripple effect on the game of soccer over the long term. A decision on the brand's involvement in South African soccer in future years will be made towards the end of this five-year period, in 2015.

Ruud Gullit, ex international soccer star and coach, who visited South Africa to show his support of the initiative, says, "Not many young coaches have the funds to actualise their dreams of becoming a champion coach but with this investment in the Coaches Academy, more talented potential coaches will be given the chance at a rewarding career as a soccer coach."

The 'Be The Coach' campaign to select candidates, which kicked off on 1 June 2011, has already had more than 2.3 million entries as of 22 June 2011. "The brand hopes that the Coaching Academy initiative will make as much of a positive impact on the game of soccer and the coaching community as the consumer campaign has had on soccer fans around South Africa," concluded Quaye.

For more information, go to www.bethecoach.co.za.