

The clever boys team up with MSCSPORTS

Issued by [Mscsports](#)

14 Aug 2009

"Being passionate about sports and committed to making sport count to every South African is our aim," says Barney Girnun, Joint Managing Director as he opens his address to the crowd of more than 100 students during a CSI Campaign at Seana Marena School in Soweto.



As part of their contribution to the community, MSCSPORTS has adopted a school in Soweto, called Seana Marena. For the past three years they have been working with the school to make a positive and sustainable difference in the lives of the pupils whether it be through donations, celebrity visits or coaching sessions.

MSCSPORTS was established as Momentous Sport Corporation in 1999. Its three core competencies are sports marketing, event management and memorabilia. The three directors are Barney Girnun, Neil Jankelowitz and Steven Kapeluschnik and their mission is to make sport count for South African businesses.



MSCSPORTS' sister company, Stellar Africa, was formed in 2002. Stellar Africa represents over 150 South African sportsmen including Moeneeb Josephs, Siyabonga Nkosi, Katlego Mphela, Bevan Fransman and Jeffrey Ntuka. These two businesses form the core component of the new Bidsport Unit, which is proudly part of The Bidvest Group.



One of the strategic objectives of the company is to help children to grow their sporting talent by ensuring that the sporting needs of the children are addressed. This year MSCSPORTS donated soccer balls, volleyball balls, netball balls, basketball balls, pinnies and other sporting equipment. A special word of thanks must be given to Hertz for bottled water, Crown National for hampers and SABMiller for bottles of Energade.

Joint Director Neil Jankelowitz explains the purpose of the event, "Today was about MSCSPORTS wanting to establish strong sporting interest in students, motivate them to participate in sport and to pursue sport as a career. We felt that bringing the PSL side, Bidvest Wits Football Club to be present on the day and interact with the students

would be a significant motivator for these kids. The team was fantastic in giving their time and dedication to the children. The scholars were very proud to be associated with 'the students' and to be coached and mentored on a one to one basis."

Barney concludes with his business partner, "Our passion and energy comes from developing young talent and we look forward to working with the school in the future. We promise to be here once again giving back to the students, our time, knowledge and resources in order for them not only to enjoy sport, but to making sporting their way of life."

MSCSPORTS information:

The company was established as Momentous Sport Corporation in 1999 essentially to offer sports memorabilia for auction at golf days and charity fundraisers. Barney and Neil Jankelowitz have been partners ever since, striving to make sport count for South African businesses.

MSCSPORTS has three core competencies: sports marketing, event management and sports memorabilia.

A sister company, Stellar Africa, was formed in 2002 and Steven Kapeluschnik was appointed MD of the player-management business.

Clients include rugby players Schalk Brits, Peter Grant and Ernst Joubert; cricketers Paul Harris, Faff du Plessis and Rilee Rossouw; and footballers Bevan Fransman, Siyabonga Nkosi and Moeneeb Josephs.

Bidvest acquired half of the sports marketing company in October last year. Neil and Barney brought in Steven as the third partner. Bidvest also acquired 24,5% of Stellar Africa.

With the purchases came the formation of BIDSport, a Bidvest subsidiary, which the trio intend to extend into the arenas of hospitality and TV production.

MSCSPORTS' current clients include Toyota, Samsung, Hyundai, Bidvest Bank, Ram Hand-to-Hand Couriers, Outsurance, Gree Air-conditioning and Lexus. The company has also raised close to R20 million for various charities over the last eight years.

Seana Marena background information:

The school, Seana Marena was founded in 1975 as a school designated for Sotho speaking learners in the area, but over the years it has integrated and catered for other ethnic groups in its feeder area.

The school currently has 1500 students enrolled. Principal Mr SM Monyemorathoe, has been at the helm for the last 29 years and has a teaching staff of 55 Educators and 10 PS staff. On the sporting front the school has done exceedingly well and was recently voted the best secondary school in the district for more than two years.

The school has produced the following professional soccer players, the late Clifford Moleko, Sammy Magalefa, Irvin Mhlambi, David Twala, Tshepiso Tshabalala, Sibusiso Nhlapa and the National team player Siphiwe Tshabalala. The school's basket ball teams for both boys and girls have represented the district at provincial and national level.

The sports master Mr Bongani Makhathini says, "Most of our successes have been made possible by generous donors such as Don King, who donated \$20 000 when he visited South Africa, and MSCSPORTS who annually makes a sizeable donation of sporting equipment and apparel. Last year MSCSPORTS donations went beyond sports as it included office furniture and stationary, thus our institution has been able to maintain a vibrant extra-curricular programme for our learners."

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