



For immediate release

MTN renews Onduparaka FC Sponsorship

- The sponsorship package starts in January 2019 to June 2020
- MTN will become the title merchandise partner on the Onduparaka kit for the duration of the sponsorship
- MTN sponsors two football clubs – Onduparaka FC and KCCA FC.

Thursday 31st January 2019

Kampala – MTN Uganda has today announced the renewal of its sponsorship of the Arua-based Onduparaka FC to a tune of Ushs300m. The renewal of the contract will see MTN become the title merchandise partner on all the Onduparaka FC kits for the 2019/2020 season.

“We’re thrilled to have renewed our sponsorship with Onduparaka FC. Onduparaka’s consistency, fan base and success in the Uganda Premier League (UPL) remains attractive for our sponsorship package. It was an easy decision for us to renew the sponsorship and become the merchandise sponsors,” said MTN Senior Manager Brand and Communications, Mr. Martin Sebuliba on behalf of the MTN Uganda CEO Mr. Wim Vanhelleputte.

The MTN Uganda logo will feature on all the kits of Onduparaka FC. Additionally, MTN will also get content and image rights for players and also get rights to brand at both home and away games. This will bring the total sponsorship for Onduparaka FC since the 2017/18 season to Ushs 690m. In total, MTN will spend about Ushs1.9bn on football club sponsorship by end of the next football season in the Uganda Premier League.

“As a brand, Onduparaka will give us the exposure we need and in turn we will be contributing towards the growth and development of the football club. This will be the first time the MTN Logo will appear at the front of a football kit in the 20-year history in Uganda. MTN’s commitment to sport also continues in athletics through the MTN Marathon Season and the sports facility, MTN Arena in Lugogo,” Sebuliba added.

In the past MTN Uganda has sponsored the Uganda Cranes national teams in football and cricket, a club in the national rugby league and the National Basketball League. In the last season, MTN also engaged fans through the award of Fan’s man of the match for both Onduparaka FC and KCCA FC. This enabled the club fans on Facebook and Twitter to connect to Ugandan football.

Based nearly 500kms from the capital Kampala, Onduparaka is currently in the top four of the Uganda Premier League.

Onduparaka FC Chairman Benjamin Nyakuni noted that the sponsorship will continue to enable the club to keep growing and meet some of its financial obligations.

Media Release



“Onduparaka FC would not enjoy this much success without the generous support MTN has provided to us throughout. We deeply appreciate the willingness with which MTN has and continues to sponsor our efforts towards making our region proud and supporting young people to attain their highest potential through the beautiful game. We thank MTN for having faith in us and seeing the value in associating with the Onduparaka FC brand. We sincerely hope that this association will be maintained in our future endeavours”.

The Patron Onduparaka FC, also Ayivu County Member of Parliament, Honourable Bernard Atiku said, “Onduparaka Football Club has achieved tremendous success against all odds. There were sceptics who thought that we would never become a giant, but we proved them all wrong. Today we pride ourselves as having the biggest sporting brand in the country and aspiring to be one of the biggest in East Africa.”

Further, “One of our long-term objectives is to become a truly continental brand. Forging ties with MTN and their reputation for bringing unmatched technology to sports and innovative marketing takes us a step closer to our goals. We commend MTN for having had the foresight in joining forces with us and thereby making a meaningful contribution in the development of soccer.”

Onduparaka FC unveiled the new jersey for the 2019/2020 season, ahead of their Uganda Premier League tie with Matugga based Bright Stars FC.

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About MTN Uganda

Launched in 1998, MTN Uganda is the leading communications operator in Uganda, offering Mobile and Fixed telecommunications, Mobile Money Services and Internet Service Provisioning. **As at 30th June 2018, MTN Uganda recorded 10.5 million subscribers across Uganda.** Visit us at www.mtn.co.ug or follow us on www.youtube.com/mtnug and www.twitter.com/mtnug or www.twitter.com/mtnugpro for assistance.

About the MTN Group

Launched in 1994, the MTN Group is a leading emerging market operator, connecting subscribers in 22 countries in Africa and the Middle East. The MTN Group is listed on the JSE Securities Exchange in South Africa under the share code: “MTN.” As of 30th June 2018, MTN recorded **223.4million subscribers with 24.1 million active Mobile Money users and 71.2 million active Data users** across its operations in Afghanistan, Benin, Botswana, Cameroon, Cote d’Ivoire, Ghana, Guinea Bissau, Guinea Republic, Iran, Liberia, Nigeria, Republic of Congo (Congo-Brazzaville), Rwanda, South Africa, Sudan, South Sudan, Swaziland, Syria, Uganda, Yemen and Zambia. Visit us at, www.mtnbusiness.com, www.mtn.com and www.mtnmmo.com

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