



ASA president  
Aleck Skhosana.  
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# NEW SPONSORS FOR ASA EVENT!

By CHARLES BALOYI

**IT'S a new dawn for Athletics South Africa!**

The organisation has finally clinched a major sponsorship deal worth millions of rands.

The great work local athletes have put in all over the world at major events has not gone unnoticed.

The SA athletics federation seemed to be in intensive care for many years but has now made a miraculous recovery and is starting to attract sponsors.

The ASA's financial injection comes after great performances at the 2016 Olympic Games in Rio de Janeiro, Brazil, and at the IAAF World Championships in London, England, earlier this year.

ASA has sealed a major sponsorship partnership with marketing agency Stillwater Sports to launch the Athletix Grand Prix Series, set to debut early next year.

Managing director of Stillwater Sports, Michael Meyer, said they would pay out more than R1,365 million for the three night events of 90-

minute action. A total amount of R450 000 will be on offer each night, with the top eight athletes in the disciplines sharing the money between them.

Ruimsig Stadium in Joburg will host the inaugural event on 1 March, followed by another event at Tshwane's Tuks Stadium on 8 March. The Western Cape will host the last leg of the series in Paarl on 22 March.

Meyer said: "With the performances of superstar athletes from SA around the world we decided to get involved to help meet the needs of athletics.

"We will also invite guest athletes from all over the world to spice things up. We came to an agreement in June – we want to go on for at least 10 years."

The SA season starts one month before the Commonwealth Games scheduled for Gold Coast in Australia in April.

ASA president Aleck Skhosana was over the moon about the new series. He said: "These are exciting times for ASA and athletes."