

AFRICA

AND
THE Beautiful Game

2010 FIFA World Cup South Africa™
Official Hospitality Programme
11 June - 11 July 2010





MATCH Hospitality is FIFA's worldwide exclusive rights holder of the Official Hospitality Programme for the 2010 FIFA World Cup South Africa™.

For further information and/or to order hospitality packages, please contact:

MATCH Hospitality
Aurorastrasse 100
8032 Zurich
Switzerland

Telephone
+41 (0) 43 222 6801

Fax
+41 (0) 43 222 6848

E-mail
sales@match-hospitality.com

Website
www.FIFA.com/hospitality

MATCH
HOSPITALITY



For the first time ever, the continent of Africa is hosting the world's most prestigious football tournament: the FIFA World Cup™. For the host nation, this spectacular competition means not only intense preparation, but excitement and anticipation to match. South Africa, with its breathtaking natural beauty and vibrant modern cities, is waiting to welcome the best teams in the world as they battle it out under the magnificent African skies for the ultimate football accolade: "2010 FIFA World Cup South Africa™ Champions". The stage is set as South Africa gears itself up to welcome the world.

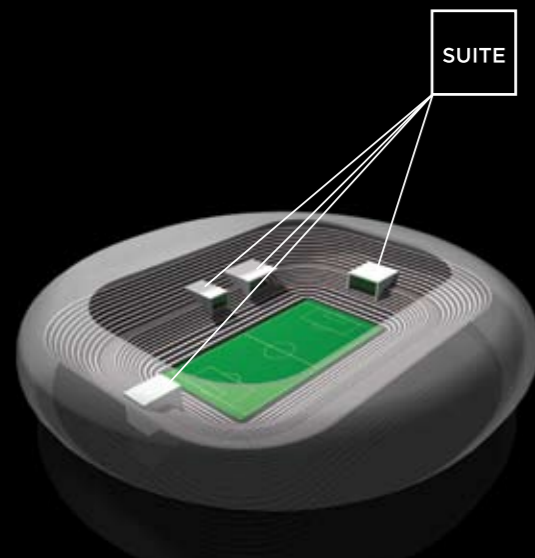
AFRICA. AND THE **Beautiful** **Game**

For those who wish to watch the matches in style, MATCH Hospitality will meet your every need with luxurious and creative hospitality offerings. MATCH Hospitality is FIFA's worldwide exclusive rights holder of the Official Hospitality Programme for the 2010 FIFA World Cup South Africa™. With its experienced team and operational expertise, MATCH Hospitality is committed to deliver a hospitality programme unrivalled in the history of the FIFA World Cup™ to make your experience in South Africa a truly memorable one. And with the very best football comes the very best in hospitality, a programme that will far exceed every expectation in terms of convenience, comfort and style.

THE SUITE HOSPITALITY EXPERIENCE

The SUITE HOSPITALITY offers the most prestigious and exclusive way to enjoy the celebration of the 2010 FIFA World Cup South Africa™

Watch the drama and action on the field unfold from the privacy and comfort of your exclusive Suite.



Exact suite and marquee locations to be confirmed.

Services in Overview:

- Exclusivity for 4 persons or more in a luxurious ambiance
- Adjacent seats with a perfect view of the pitch
- A world-class hospitality service with a main course, a half-time snack, pre- and post-match entrées, hors d'oeuvres and dessert buffet along with an open bar with fine beverages. This service is uninterrupted throughout the match.
- Stylish décor and interior design concept
- Dedicated hostesses
- Match programme
- Exclusive commemorative gift
- Preferential parking

THE FIFA BUSINESS SEAT

For those who wish to watch the matches in style, yet in a more casual ambiance, MATCH Hospitality has developed the FIFA BUSINESS SEAT concept.

The FIFA BUSINESS SEAT Programme features the best available Category 1 match tickets combined with hospitality services provided in outside temporary facilities within stadium perimeters.



Exact suite and marquee locations to be confirmed.

The FIFA BUSINESS SEAT is a great way of enjoying the 2010 FIFA World Cup™ with a perfect mix of hospitality services coupled with the shared excitement of the football in the stands.

Services in Overview:

- Category 1 match ticket
- Shared hospitality experience with a casual ambiance in outside temporary facilities within stadium perimeters
- Buffet catering before and after the match and bar service
- Casual décor
- Hostess services
- Parking facilities
- Access to MATCH Hospitality Domestic Travel Services



THE MATCH 2010

MATCH 2010 is a special offering for the most attractive matches during the Group phase of the 2010 FIFA World Cup South Africa™.

MATCH 2010 will be offered in selected Suites. Once the allocated Suites are sold out, MATCH 2010 Hospitality will be offered with the best available Category 1 Tickets.



THE MATCH PAVILION

The MATCH PAVILION is available for selected matches during the Group phase of the 2010 FIFA World Cup South Africa™.

MATCH Pavilion Hospitality is always offered with Category 1 Tickets, with services rendered in a casual ambiance in temporary facilities within stadium perimeters.

THE **FIVE** EXCITING HOSPITALITY PACKAGE SERIES

THE **BIG FIVE SERIES**

The ultimate Private Suite hospitality experience

This exclusive Series features the most important matches of the tournament, including the Opening Match, the Semi Finals and the Final. Moreover, "Big Five" clients will secure the very best Private Suites combined with the most exclusive and unique hospitality services. The Big Five Series is only offered in Private Suites.

- The best Private Suites for 36 matches, including the Opening Match, the Semi Finals and the Final
- Minimum 850 Private Suite Packages
- Soccer City Stadium Private Suites with minimum capacity of 24 seats
- State-of-the-art exclusive hospitality services including gourmet buffet dining

THE **FINAL ROUND SERIES**

Listen to the heartbeat of the Champions

The Final Round Series are centred around the dramatic knock-out matches of the 2010 FIFA World Cup™. These Series are offered with the option of two, three or four matches, always including the Final at Soccer City Stadium.

- Most exciting and dramatic final round matches
- Two-, three- and four-match combinations
- Includes Final at Soccer City Stadium with "routes" via Nelson Mandela Bay/Port Elizabeth, Cape Town, Ellis Park and Soccer City Stadium

THE **VENUE SERIES**

All matches played in your selected Venue

The Venue Series is the "classic" hospitality solution to cover all matches in the individual Venues.

- Includes all matches at your chosen 2010 FIFA World Cup South Africa™ Venue
- Available for all Venues

THE **TEAM SPECIFIC SERIES 7**

Follow your team or discover the Cape Route

All matches played by the team of your choice. If the team of your choice does not progress beyond the Group phase or it is eliminated at any knock-out stage, then the remaining Hospitality Packages are automatically transferred to the Cape Town match of the corresponding knock-out stage(s) before progressing to the Final in Johannesburg.

THE **SINGLE MATCH PACKAGE SERIES**

For an unforgettable Experience

Choose your favourite match in the Group phase. All Group matches are available until sold out.



THE MATCH SCHEDULE

VENUE CITY VENUE STADIUM	JUNE 2010																			JULY 2010					
	GROUP MATCHES															ROUND OF 16				QUARTER FINALS		SEMI FINALS		3rd PLACE	FINAL
	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	2	3	6	7	10	11
F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	F	S	T	W	S	S	
JOHANNESBURG SOCCER CITY STADIUM	RSA MEX			NED DEN			ARG KOR		BRA CIV			GHA GER				1B 2A			1 3	A				Winner I Winner II	
JOHANNESBURG ELLIS PARK STADIUM		ARG NGA			BRA PRK		SVN USA			ESP HON		SVK ITA				1G 2H				6 8	D				
NELSPRUIT MBOMBELA STADIUM						HON CHI			ITA NZL			AUS SRB		PRK CIV											
RUSTENBURG ROYAL BAFOKENG STADIUM		ENG USA			NZL SVK			GHA AUS			MEX URU		DEN JAP		1C 2D										
MANGAUNG/BLOEMFONTEIN FREE STATE STADIUM				JAP CMR			GRE NGA		SVK PAR		FRA RSA			SUI HON		1D 2C									
CAPE TOWN GREEN POINT STADIUM	URU FRA			ITA PAR			ENG ALG			POR PRK			CMR NED					1H 2G		2 4	B	A C			
DURBAN DURBAN STADIUM			GER AUS			ESP SUI		NED JAP			NGA KOR			POR BRA		1E 2F						B D	I		
POLOKWANE PETER MOKABA STADIUM			ALG SVN				FRA MEX				GRE ARG		PAR NZL												
NELSON MANDELA BAY/PORT ELIZABETH NELSON MANDELA BAY STADIUM		KOR GRE			CIV POR		GER SRB			CHI SUI		SVN ENG			1A 2B				5 7	C				Loser I Loser II	
TSHWANE/PRETORIA LOFTUS VERSFELD STADIUM			SRB GHA			RSA URU		CMR DEN				USA ALG		CHI ESP				1F 2E							

GROUP A		GROUP B		GROUP C		GROUP D		GROUP E		GROUP F		GROUP G		GROUP H	
RSA	SOUTH AFRICA	ARG	ARGENTINA	ENG	ENGLAND	GER	GERMANY	NED	NETHERLANDS	ITA	ITALY	BRA	BRAZIL	ESP	SPAIN
MEX	MEXICO	NGA	NIGERIA	USA	USA	AUS	AUSTRALIA	DEN	DENMARK	PAR	PARAGUAY	PRK	KOREA DPR	SUI	SWITZERLAND
URU	URUGUAY	KOR	KOREA REPUBLIC	ALG	ALGERIA	SRB	SERBIA	JAP	JAPAN	NZL	NEW ZEALAND	CIV	CÔTE D'IVOIRE	HON	HONDURAS
FRA	FRANCE	GRE	GREECE	SVN	SLOVENIA	GHA	GHANA	CMR	CAMEROON	SVK	SLOVAKIA	POR	PORTUGAL	CHI	CHILE

TRAVEL SERVICES

In addition to enjoying your Hospitality experience at the stadium, MATCH Hospitality can separately offer you the option to purchase match transfers by land and air within South Africa and to purchase accommodation in world-class hotels. Details are available upon request.

To experience the magnificence of South Africa's scenic beauty and all the pulsating energy of the rainbow nation, recommended Destination Management Companies can also offer a range of other tourist activities such as wine tastings and activities including golf or sailing and of course probably South Africa's main tourist attraction: safaris.



As the pulse of Africa begins to beat faster in anticipation of the world's greatest sporting event coming to its shores, MATCH Hospitality is totally focused on preparing to make your 2010 FIFA World Cup South Africa™ an experience you will never forget.

As the only hospitality provider officially sanctioned by FIFA, MATCH Hospitality is determined and equipped to make sure that your passion for perfection on the pitch will be more than matched by our passion to achieve perfection off the pitch.

We have the team. We have the experience. We have the concept. We have the style. And all of it will be at your service as we welcome you under African skies to watch the greatest footballing spectacle on earth.

AFRICA. AND THE FULL
Hospitality
Experience

2010 FIFA World Cup South Africa™

FIFA Partners



FIFA World Cup Sponsors

