



OFFICIAL LAUNCH 2020

SPEECH: Managing Director
Mr. Zakhele Lukhele

DATE: 11 February 2020

VENUE: Royal Swazi Spa Convention Centre, Ezulwini

PROGRAMME DIRECTOR

HON. MINISTER OF SPORTS, CULTURE & YOUTH AFFAIRS,

PRINCIPAL SECRETARY, MINISTRY OF SPORTS, CULTURE & YOUTH AFFAIRS,

UNDER SECRETARY, MINISTRY OF SPORTS, CULTURE & YOUTH AFFAIRS,

DIRECTOR OF SPORTS

CEO SPORTS COUNCIL

ESWATINI OLYMPICS & COMMONWEALTH GAMES ASSOCIATION CEO

PRESIDENT OF ESWATINI FOOTBALL ASSOCIATION AND HIS EXECUTIVE

CHAIRMAN OF THE PREMIER LEAGUE OF ESWATINI AND HIS EXECUTIVE

ESWATINI FOOTBALL ASSOCIATION CEO

PREMIER LEAGUE OF ESWATINI COO

TEAMS REPRESENTATIVES

ESWATINI BANK MANAGEMENT & STAFF

MEMBERS OF THE MEDIA

DISTINGUISHED LADIES AND GENTLEMEN

I greet you all!

WELCOME

It is my honour to welcome you all to the official launch of the 2020 edition of Eswatini Bank Cup.

It is once again that time of the year in our football calendar when this tournament is played.

Today we launch the 17th edition of the tournament and third edition of the Ladies Tournament.

SPONSORSHIP

The Bank has always been proud to be associated with local football hence the consistent sponsorship over the years.

We believe that both parties are benefitting from the relationship.

I am pleased to announce that this year's Eswatini Bank Cup sponsorship is E3.4million, an increase from last year's E2.9million.

Notable changes in this year's sponsorship include;

- Champions will this year walk away with E1.2million, an increase from last year's E1.1million. In addition, the champions qualify for the Total CAF Confederations Cup.
- Semi-finalists prize is E130, 000 each.
- Quarter-finalists prize is E30, 000 each.
- Second round losers will receive E12, 500 each.
- First round losers will receive E10, 000 each.

You will note that prize monies for all the categories (from First Round to the Champions) have been increased, except for the Runners-up which remains at E500, 000.

The tournament has a host of other prizes on the side which are part of the tournament. These include;

- Best Finisher First Division and Best Finisher Super League (E15, 000 each)
- Top Goal Scorer (E10, 000)
- Player of the Series (E15, 000)
- Coach of the Tournament (E10, 000)
- Media Awards (E40, 000)
- Player of the Match (E2, 000 each match, starting from Quarter Finals)
- Referee of the Tournament (E10, 000 – E2, 500 each)
- Best PRO (E7, 000).

KICK OFF

The tournament kicks off this weekend, Friday, 14 February.

ADVANCE PAYMENTS

The Bank has noted football is a very expensive and financially challenging sport.

These financial challenges can impact negatively on teams' preparations for a match.

I am happy to announce that in this year's edition, the 32 teams that have qualified for the First Round will receive their First Round prize money of E10,000 in advance instead of at the end of the tournament.

We hope this will assist the teams in their preparations.

It is important to note that this will only apply in the First Round and NOT in the other stages of the tournament.

Prizes for the other stages will be awarded as usual, that is, at the end of the tournament.

LADIES TOURNAMENT

The Ladies Knockout Tournament adds a significant dimension to the tournament.

As a Bank, we are committed to contribute towards the development of football in all dimensions – regional, youth, ladies and elite divisions.

I am pleased to announce that the Bank will once again sponsor a Ladies Knockout Tournament with E175,000, which is an increase from last year's E150,000.

PRODUCT PROMOTION

The Eswatini Bank Cup also seeks to empower and excite the public through various promotions and competitions.

The Bank has lined up a promotion that will benefit individuals who will stand a chance to win a share of E4, 500 every fortnight.

In this year's promotion, one has to open any of Eswatini Bank investment accounts at any branch and stand a chance to win the following cash prizes;

- 1st prize: E2, 000
- 2nd prize: E1, 500
- 3rd prize: E1, 000

The promotion starts 17 February 2020 and will run for the duration of the tournament.

The investment accounts include Siphephelo, Insika, Swazi Save, Fixed Deposits, etc. These will be unpacked to public in the forthcoming weeks through various media.

Other exciting competitions by the Bank will be announced in due course.

SLOGAN

As you are now all aware, it has become a norm for each edition of the tournament to have a slogan.

I am happy to announce that this year's slogan is **"Idlala Kamnandzi"**

This speaks to the spirit of the tournament whereby we see the excitement and enjoyment by the fans, the suspense and surprises, the thrilling matches, the players' exciting skills, the happiness that the tournament brings to the public in various ways through competitions, promotions, etc.

The Eswatini Bank Cup "Idlala Kamnandzi" in the hearts of the entire nation due to the impact it has in different ways to society.

CONCLUSION

In conclusion, I would like to thank all football stakeholders (Government, Football Association, PLE, teams, players, media, administrators, officials, referees, supporters and fans) for their support in the tournament.

It is our wish that this year's tournament be a success like the past editions and urge teams to continue with the spirit of fair play.

I thank you and let the games begin!

Indla Kamnandzi!