



International Softball Federation
 9th Junior Women's World Championship (U/19 Fast Pitch)
 7–17 December 2011: CAPE TOWN

UPDATE

News From the Local Organising Committee

9 August 2011

PREPARATIONS FOR JWWC 2011

With less than 120 days to the first pitch on 7 December, preparations shifted to a higher gear with the event launch function of JWWC 2011 on 8 August. The Local Organising Committee (LOC) is preparing world-class conditions for softball teams from 16 countries and an anticipated 3,000 spectators per day for 11 days.

Numerous meetings, consultations and operational interactions with a myriad of service providers, potential sponsors, construction companies, government officials, has taken place since the right to host JWWC 2011 was awarded by the International Softball Federation (ISF) to Softball South Africa (SSA) in October 2007.

The Turfhall Softball Complex in Belthorn, Cape Town is currently being refurbished to the tune of R18 million (USD\$2.7m). A brand new floodlit skin diamond and a refurbished main diamond has been installed. New world-class player areas including dugouts, change room facilities and bullpens are in the process of build or refurbished. A comfortable technical facility for umpires and scorers will be ready by November 2011.

A permanent electronic scoreboard, closed-circuit television system (CCTV) and public address system will be installed. This system and all the facilities will be for the regular use of Western Province Softball Federation after the completion of JWWC 2011.



Artist impression of the Umpire / Scorers Lounge

Funding for the refurbishment of Turfhall Softball Complex is from the City of Cape Town—a partner to the hosting of JWWC 2011.

Accommodation

Secure and comfortable surroundings, distance to the competition venue - are but some of the factors that has to be considered in the procurement of suitable accommodation for the visiting teams.

A leading hotel in the Southern Suns Hotel Group has been procured as the venue where the 16 countries' team members including team officials will be accommodated.

Another hotel from the same group will house the ISF / SSA officials and umpires. Accommodation arrangements has also been secured for spectators that will travel from abroad and from outside of Cape Town for JWWC 2011



ISF Secretary General Low Beng Choo (third from right), ISF VP/Africa Guillo Marapjane (second from left), and 2011 World Championship Organizing Committee Chair Noore Nacerodien (right end) with many community officials in South Africa who are supporting the event.

JWWC Sponsorship

Obtaining sponsorship for the event is an ongoing task. More than 60 leading businesses in South Africa has been professionally approached for sponsorship. A total of R7.5 million is required for the successful operation of JWWC 2011.

The City of Cape Town pledged financial support for operations. The National Lottery Development Trust Fund (NDLTF) is currently considering an application from SSA for funding to JWWC.

Major sponsorship and activity for the FIFA 2010 World Cup event by businesses, the down turn in global economy and the lack of media exposure and support for softball in South Africa are a few major factors in the struggle to obtain a headline sponsor.

To date three companies pledged their support for the event in providing infrastructure and marketing tools to the value of R1.5million (USD \$220,000)

They are Media 24 publications who will provide advertising space for R500,000 (USD \$73,000) in The Peoples Post, Tyger-Burger, City Vision and Blitz; Peninsula Beverages licensed producers / distributors of Coca Cola, Energade etc who will supply to all teams daily refreshments and provide the traders infrastructure and entertainment facilities for the Softball Village; a.k.a Coca Cola Softball Village and South African Breweries who will provide the infrastructure, stock and trading facilities for the JWWC Beer Garden

Meetings with potential sponsors are ongoing.

Tickets Available at Computicket

Entry to the event is R20 (USD \$3) per day, / per person which includes parking for a vehicle in a secured area (limited parking within the Turfhall Complex)) Tickets obtainable from Computicket or your nearest Shoprite/Checkers Retail Outlet

For more information: www.jwwc2011.co.za

The JWWC UPDATE will be produced and distributed WEEKLY until the start of the Championship. Please forward the electronic publication to as many readers as possible

NEXT WEEK: Update on Transport, Volunteers, Awareness Campaigns, and Accreditation

E-mail your to comments to: trevor@pendragonhouse.co.za