

Worldwide SPORTS

Branding | Signage | Marketing | Logistics



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Worldwide Sports (WWS) is a dynamic, full-service sports marketing consultancy that builds strategic partnerships and maximizes brand visibility. We specialize in branding logistics, signage management, sponsorship, graphic design, corporate clothing, and promotional products.

Founded and led by Nicholas Rabjohn and Lenah Sithole, WWS combines deep industry expertise with a passionate, professional team dedicated to delivering impactful branding and marketing solutions across sport and corporate sectors.

Our strength lies in our passionate and dedicated team, combining experience, creativity, and a strong understanding of brand value. We pride ourselves on delivering projects on deadline, managing logistical details, and maintaining the highest standards of professionalism throughout every project.

WWS offers end-to-end branding solutions that ensure consistency across all visual elements. Our commitment to quality ensures every brand we work with leaves a powerful and lasting impact.

Our clients include sports associations, rights holders, corporates, marketing agencies, stadiums, and professional teams.

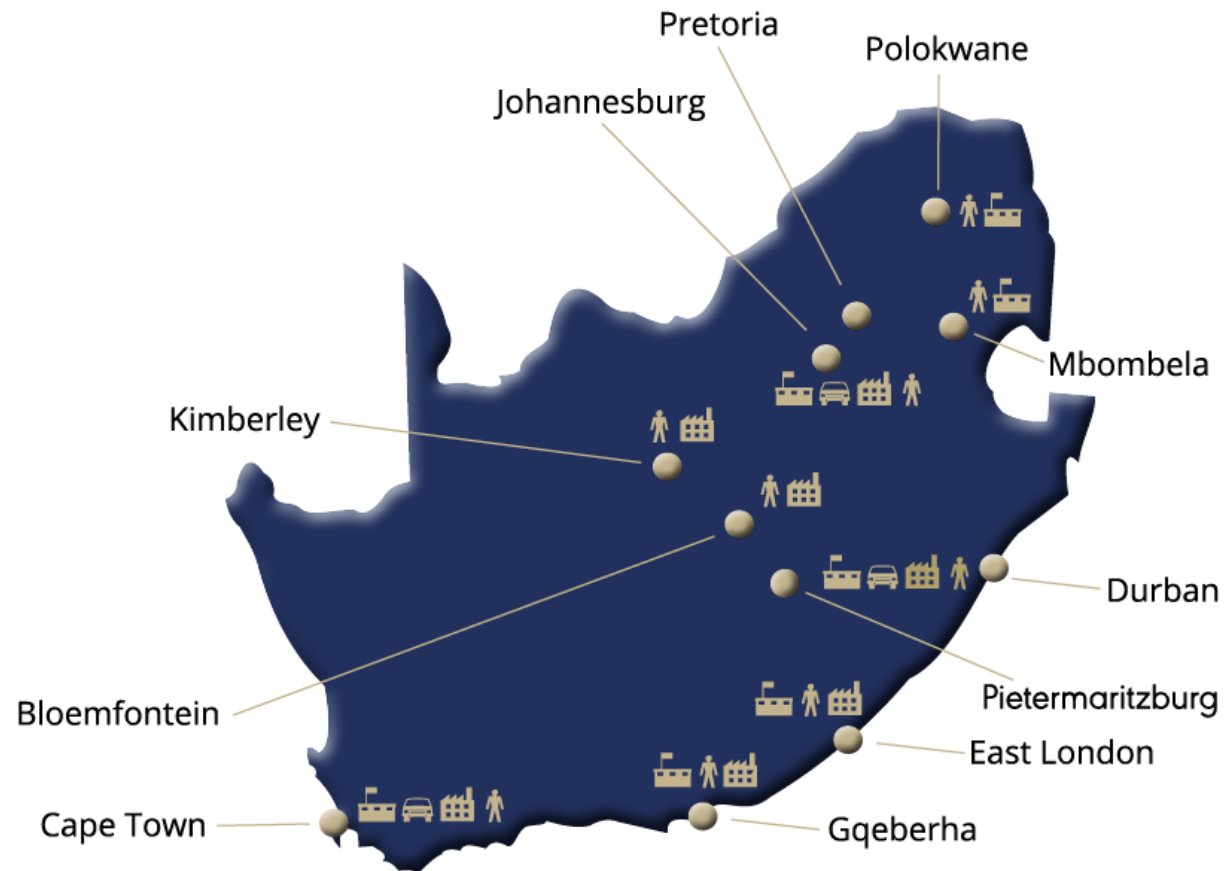
While we specialize in branding, signage, sponsorship, and graphic design, particularly within football and cricket. Our expertise extends across a wide range of sporting codes, corporate events, and promotional activations.

WWS is proud to have delivered branding solutions for some of the world's most prestigious events and organisations, including the 2009 FIFA Confederations Cup, 2010 FIFA World Cup, T20 Champions League Cricket, 123rd IOC Session Durban 2011, ICC, Cricket South Africa (CSA), All Africa Games (AAG), A1 Grand Prix, SoccerEx, Special Olympics Program, Premier Soccer League, Premier Hockey League, Mzansi Super League (2018 & 2019), Betway SA20, CAF Champions League Final, and the FIFA Beach Soccer World Cup 2025.

At Worldwide Sports, we are a focused and dynamic team with a flexible approach, offering fast turnaround times, cost-effective solutions, and a strong commitment to service excellence.

We place both our clients and our team at the heart of everything we do. These pillars form the foundation of our success. More than a service provider, we see ourselves as a family, united in delivering value and representing our clients' brands with pride and purpose.

OUR FOOTPRINT



STAFF



SUPPLIER



STORAGE



VEHICLES

OUR CLIENT EXPERIENCE



WWS provides world-class branding, signage, corporate clothing, and promotional product services that are both impactful and cost effective. With over 33 years of experience in static branding, activations, events management, logistics, and transportation, we have established a strong track record of success.

Our portfolio includes major South African sporting events such as the 2010 FIFA World Cup, the 2009 FIFA Confederations Cup, the 123rd IOC Session, and the 2003 Cricket World Cup. These high-profile projects showcase our extensive expertise in managing global events with precision and professionalism.

Beyond delivering exceptional solutions for our clients, we are committed to preserving the integrity of our clients' brands, their sponsors, and associated franchises. Over time, WWS has developed the skills, resources, and comprehensive understanding necessary to maximize brand value effectively.

Our experienced team—comprising Account Managers, Graphic Designers, Event Coordinators, Branding Activation specialists, and dedicated administrative staff—ensures that we have the capacity to meet and exceed client expectations.

WWS is proud to work directly with local communities and businesses, avoiding subcontracting to third parties. This approach supports economic upliftment while maintaining quality control across all projects.

We have adequate staffing to manage our client's events, guaranteeing that an experienced WWS representative is present to oversee branding and event proceedings. Our flexible workforce allows us to seamlessly rotate or replace account managers when unforeseen circumstances arise.

Operating in a dynamic, fast-paced industry, WWS is fully prepared for last-minute changes and additions, ensuring swift and efficient responses. Our robust change management plan, supported by a wide network of employees and suppliers, guarantees that we deliver under pressure without compromise.

Our team is accustomed to working long hours and understands that excellence in the service industry demands a distinct attitude and dedication. This commitment ensures consistent, reliable delivery on every project.

WWS offers a comprehensive range of branding services, including stadium audits, graphic design, on-site presentations, print production management, installation, maintenance, deinstallation, budget forecasting, and brand project management.

Our extensive experience and dedicated approach provide clients and their stakeholders with full confidence that WWS is well-equipped and qualified to meet all signage and branding requirements.

OUR CLIENT EXPERIENCE



GLOBAL EVENTS

AT WORLDWIDE SPORTS, WE HAVE THE CAPACITY AND EXPERTISE TO DELIVER EXCEPTIONAL SERVICES TO OUR CLIENTS BOTH NATIONALLY AND GLOBALLY

Our expertise in branding and signage management has been further recognized through our appointments at prestigious global events hosted nationally, including:

FIFA Beach Soccer World Cup, Seychelles, 2025

Official signage and branding agency.

Betway SA20, 2022 - 2026

Official signage and branding agency.

Mzansi Super League (MSL), 2018 & 2019

Implementation of all sponsor branding for the tournament.

Championships of African Nations (CHAN), South Africa, 2014

Implementation of all sponsor branding on behalf of CAF and Sportfive.

African Cup of Nations (AFCON), South Africa, 2013

Implementation of all sponsor branding on behalf of Sportfive.

IRB Junior World Cup, Cape Town, South Africa, 2012

Implementation of all branding and signage for event look and feel.

123rd IOC Session, Durban, South Africa, 2011

Official signage and branding agency.

Official design agency for the event look and feel.

T20 Champions League, South Africa, 2010 & 2012

Implementation of all branding and signage.

FIFA World Cup, South Africa, 2010

Signage and branding agency.

FIFA Congress, Sandton, South Africa, 2010

Appointed by FIFA to implement all branding and signage for the Congress.

FIFA Confederations Cup, South Africa, 2009

Signage and branding agency.

A1 Grand Prix, Durban, South Africa, 2008

Branding agency for the event.

ICC Cricket World Cup, South Africa, 2003

Official signage agency for the Local Organising Committee (LOC).

All African Games, Johannesburg, South Africa, 1999

Signage and branding agency for the entire event.

Federation International Hockey (FIH)

Signage and branding agency.



WWS ACTIVE CLIENTS

PREMIER SOCCER LEAGUE (PSL) 1997 – PRESENT

Since 1997, Worldwide Sports (WWS) has been the exclusive branding and signage supplier to the Premier Soccer League (PSL), delivering branding solutions across South Africa's top football competitions.

WWS manages the installation and maintenance of stadium branding at more than 300 matches annually, including perimeter signage, sponsor branding, media backdrops, and post-match interview areas. In addition, WWS delivers branding for PSL press conferences, launches, and sponsor events nationwide.

Competitions serviced include the Betway Premiership, Nedbank Cup, and Motsepe Foundation Championship.

Through nearly three decades of partnership, WWS has consistently supported the PSL's professional presentation and commercial visibility through reliable delivery and operational excellence.



SOUTH AFRICAN SPORTS CONFEDERATION AND OLYMPIC COMMITTEE (SASCOC) 2011 – PRESENT

Worldwide Sports provides SASCOC with a comprehensive branding and signage management solution in support of Team South Africa and its commercial partners.

WWS manages the production, storage, maintenance, and nationwide installation of all event and sponsor branding assets, ensuring a consistent and professional brand presence across every touchpoint. This includes branding for official functions, media events, sponsor activations, and Olympic-related campaigns.

By maintaining the visual integrity of both SASCOC and Team South Africa, WWS ensures that sponsor branding is executed to the highest standard while maximising visibility and impact at events throughout the year.

Through reliable delivery and attention to detail, WWS continues to support SASCOC with world-class branding solutions for South African sport locally and internationally.



WWS ACTIVE CLIENTS

CONFEDERATION OF AFRICAN FOOTBALL (CAF) 1995 – PRESENT

WWS was initially contracted by Sport Five to activate branding for various CAF tournaments, enabling the domestic cup winners—now known as the Nedbank Cup champions—to participate in CAF matches.

Our responsibilities include the setup and activation of branding primarily within soccer stadiums, as well as at press conferences and pre- and post-match interviews. These tournaments take place not only in Gauteng but also across other African countries such as Eswatini and Botswana. This international experience has provided WWS with valuable exposure and the expertise to operate effectively across diverse African markets.

Over the years, WWS has collaborated with multiple CAF agencies and is currently partnered with 1896 Sports Management to activate branding for key CAF tournaments, including the CAF Champions League, CAF Confederations Cup, and CAF Super Cup.

NEDBANK CUP 2008 - PRESENT AND NEDBANK GENERIC 2012 - PRESENT

WWS, the exclusive branding and signage supplier to the Premier Soccer League (PSL), was later appointed by Nedbank to manage branding and signage for the Nedbank Cup.

This long-standing partnership ensures that every tournament activation is strategically planned and fully branded across all 31 fixtures, including the Final. WWS also manages branding for the tournament launch, media days, and press conferences.

In 2012, the partnership expanded when Nedbank entrusted WWS with full management of its group sponsorship and retail branding portfolio.

The agreement includes design, logistical planning, production, and on-site management across all Nedbank events.

Today, WWS continues to deliver exceptional service while maintaining a strong and trusted partnership with Nedbank.



WWS ACTIVE CLIENTS

BETWAY SA20 LEAGUE 2023 - PRESENT

WWS has been the official branding and signage partner of the Betway SA20 League since its launch in 2023, delivering complete tournament branding across all six host stadiums in South Africa.

Our end-to-end services include creative design, production, installation, maintenance, cleaning, and removal of all branding assets, ensuring a seamless, world-class presentation throughout each season.

From stadium signage and sponsor branding to fan engagement areas and broadcast visibility, WWS has successfully delivered four consecutive seasons of the 34-match tournament at Kingsmead, Newlands, Wanderers, Centurion, Boland Park, and St George's Park.

Retained for every season since launch, WWS continues to enhance the league's visual identity through innovative branding solutions that elevate the fan experience, maximise sponsor impact, and reinforce the Betway SA20's position as a premier global T20 competition.





PERIMETER BOARDS



African Cup of Nations, South Africa, 2013
Perimeter Boards and Dividers



Telkom Knockout
Perimeter Boards Setup

STADIUM BRANDING

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123rd IOC Session Durban
Tri Banners



Champions League T20
Full Stadium Branding



2010 FIFA World Cup
Stadium Bowl & Large Banners Branding



Emirates Airline Park
Full Stadium Rebrand

STADIUM BRANDING

Worldwide Sports delivers complete branding and signage solutions for stadiums, tournaments, and major events.

With extensive industry expertise, we provide high-quality, durable, and cost-effective branding solutions designed to maximise visual impact and enhance the venue experience. Our services include pillar wraps, tier branding, building

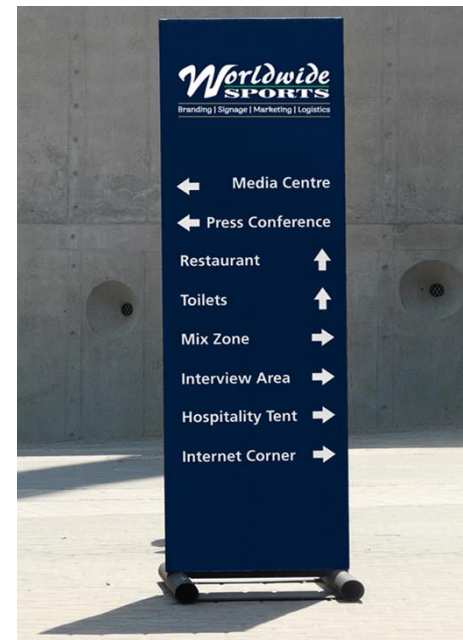
wraps, scoreboard branding, field branding, hanging banners, suite signage, roof branding, billboards and more.

Among our recent landmark projects was the successful rebranding of three of South Africa's most iconic sporting venues — Emirates Airline Park, Wanderers Stadium and Newlands Cricket Ground — as part of major naming rights sponsorships and strategic brand partnership transformations.

Every event or stage requires a professional backdrop to enhance brand visibility and create a strong visual presence. Worldwide Sports provides high-quality backdrop solutions for interviews, red carpet entrances, press conferences, welcome areas, and corporate events.

We understand the importance of showcasing brands and sponsors effectively, ensuring the correct layout, sizing, and positioning for maximum impact. WWS takes pride in delivering backdrop systems that are visually striking, professionally produced, and tailored to each client's event requirements.





Effective directional signage is essential at stadiums, events, conferences, and large-scale venues to ensure guests, spectators, and attendees can navigate spaces safely and efficiently.

Worldwide Sports provides clear, professional, and strategically placed signage solutions designed to enhance the overall visitor experience while supporting event operations and brand presentation. Our solutions include wayfinding signage, access control signage, information points, emergency evacuation signage, and venue branding.

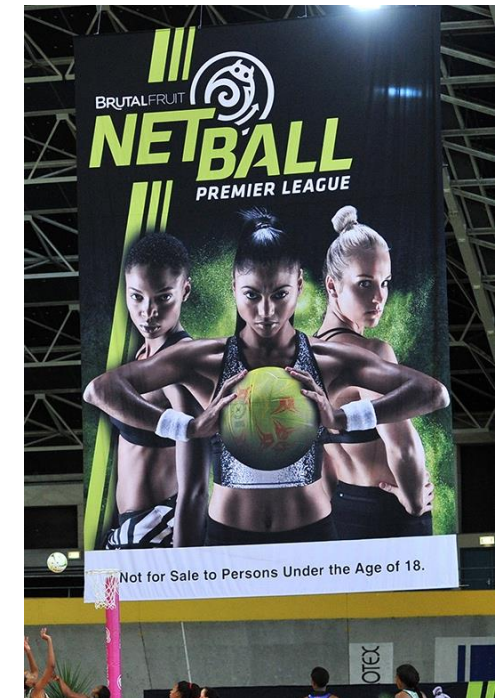
With experience delivering large-scale directional signage projects across multiple venues nationally, WWS understands the importance of creating signage systems that are functional, visually consistent, and easy to navigate.

FLAGS & HANGING BANNERS



Flags and Hanging Banners are a great way to promote more brand exposure at venues or events, these can be utilised indoors or outdoors. These banners can come in different materials; PVC, silk, mesh or fabric. We can produce these in any size, shape or form.

Marching banners; Corporate flags; Street pole flags; Telescopic; Large hanging banners; Silky banners; Outdoor banners.



VEHICLE BRANDING



WWS owns a portable Mobile DJ booth/kiosk and roadshow promo trailer for all outdoor events. These are great to use to generate excitement and promote upcoming events.

In addition, we are able to offer vehicle branding from full wraps to half wraps to decals and magnets.

We branded buses for all 32 teams for the FIFA World Cup 2010 and the Proteas Team.





WWS has a wide variety of stages available to our clients. WWS are able to conceptually design any stage to meet your specific requirements.

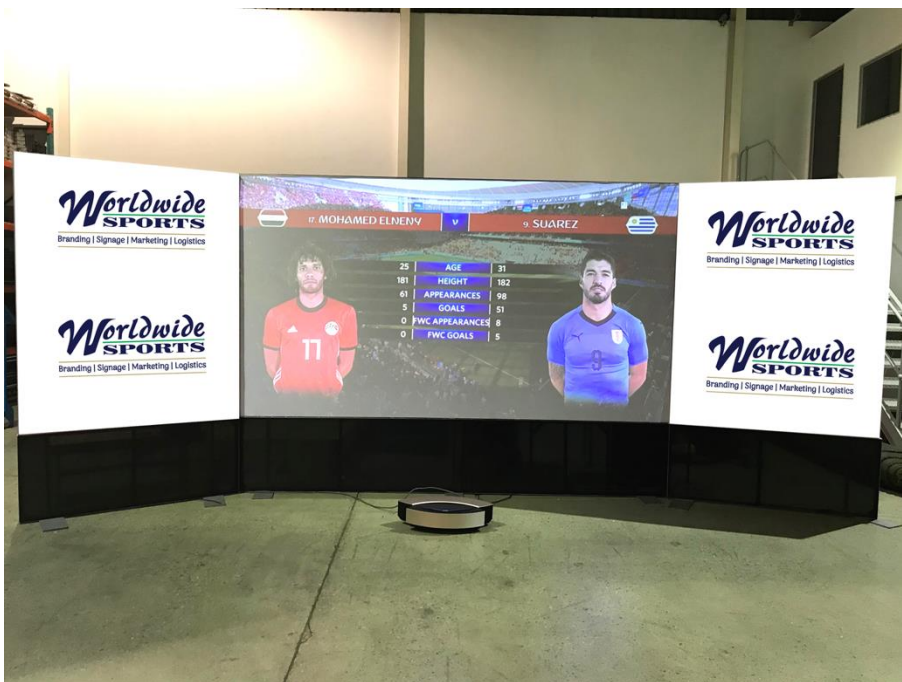
Our stages have been used for the Carling Black Label Cup; Shell Helix Cup; Mzansi Super League; Maize Cup; Cape Town Cup; Premiere Soccer League; Nedbank Cup; Telkom Knockout; RAM Slam; Champions League T20; and FIFA Beach Soccer World Cup.

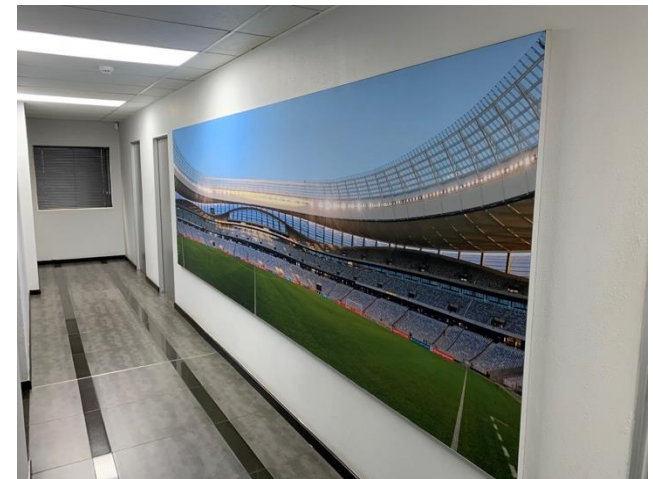
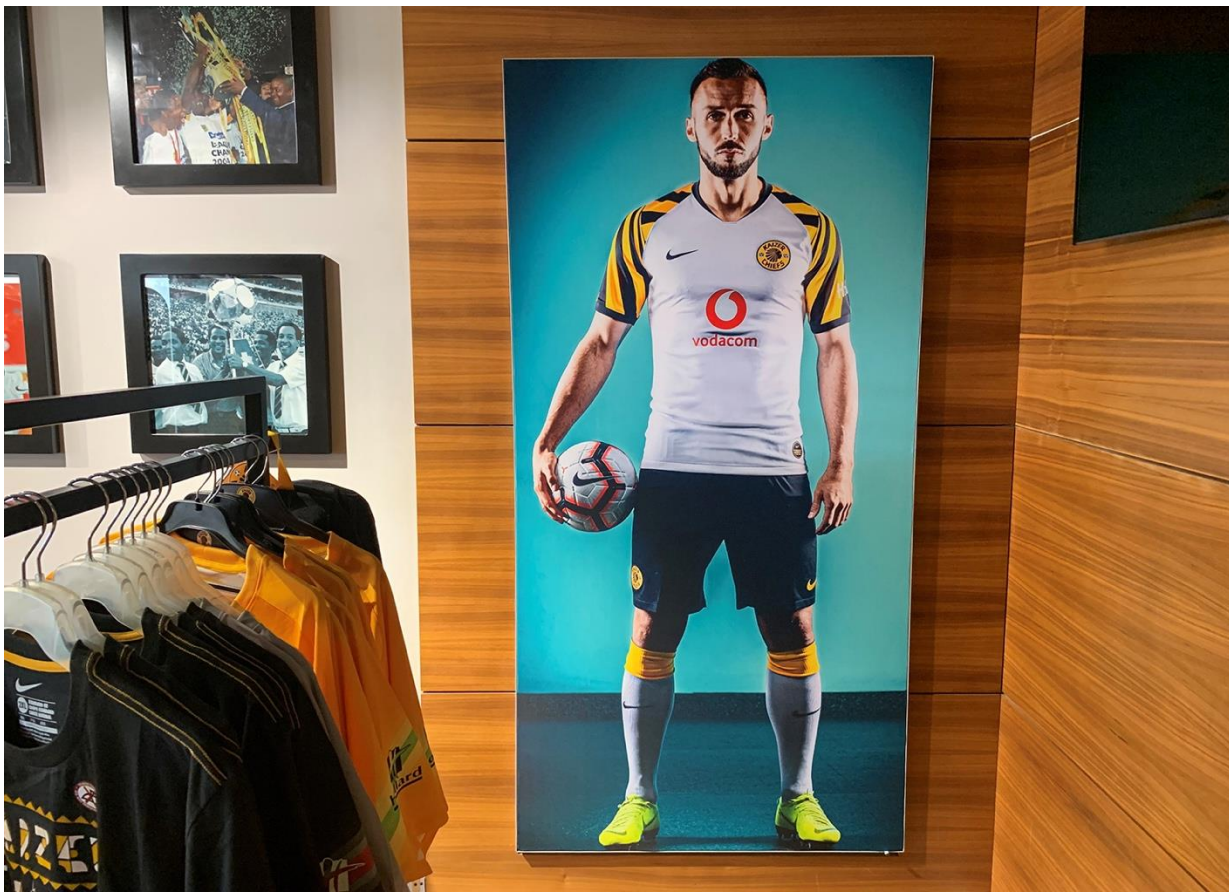




OTHER OFFERING

WWS has no limits when it comes to branding, we are able to offer gazebos, pop up banners, pull up banners, parasol umbrellas, crowd barrier covers, projector and branded sightscreens, concertina tunnel, 3D pitch signs and much more. If it can be done, we can do it!







NEDBANK CUP | 2008 – Present

WWS has been delivering the Nedbank Cup for over 13 Seasons and has covered 403 matches in total.

We have been responsible for the branding from fence scrim; telescopic banners; gazebos; directional signage; hospitality signage; Team changerooms and benches; walkout arches and carpet; trophy and ball stands; centre circle banner; perimeter boards; to final presentation stage.

Over the years we have developed and implemented new and conceptual ideas for PSL and Nedbank.





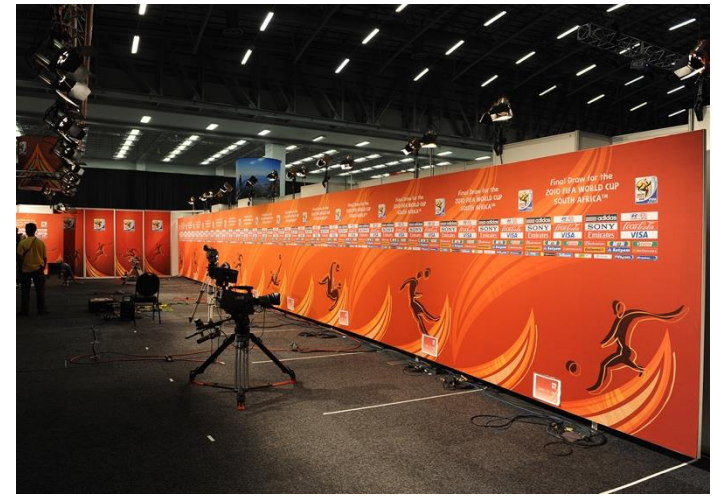


CRICKET SOUTH AFRICA | 2011 – 2021

WWS were appointed as the branding signage agency for CSA in August 2011. The scope of services during this time was to brand at all matches (both domestic and international), as well as brand at all CSA press conferences, events, amateur weeks. This scope would be all encompassing and included the following: consultation, design, production, implementation, storage.

During this period, WWS worked very closely with CSA and its sponsors to ensure that the correct branding rights, which were sold to the sponsors, were in fact delivered on match day.





2010 FIFA WORLD CUP SOUTH AFRICA

WWS worked hand in hand with the LOC (Local Organizing Committee) to complete the mammoth task of hosting a FIFA World Cup on African soil. WWS was responsible for delivering 10 fully branded stadiums across South Africa to FIFA standards for a Global event. WWS branded all the training sites for all 32 teams; team buses; airports; FIFA HQ; International Broadcast Centre; Referee HQ; Media Centre; Directional Signage; Access Maps; Concessions; Volunteer Centres; Accreditation/ Ticketing; Hospitality; Fan Shops and committed to fulfilling FIFA Football for Hope Festival initiative.



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