

## **Brand restrictions**

### **Can any business market the 2010 FIFA World Cup logo for its own benefit?**

No, you have to get permission from the 2010 Office to team up with the Host City or you have to get permission from FIFA.

### **FIFA has very strict regulations for the use of World Cup-related words and terms in marketing material. What exactly can be used and what cannot?**

Unless you have a direct relationship with FIFA or the Host City of Cape Town, you are not allowed to make any direct or indirect association with the FIFA marks, logos, events and names, etc.

## **Marketing and advertising**

### **How should we handle our advertising for the 2010 FIFA World Cup?**

Work with the City, via Cape Town Tourism or Cape Town Partnership, who are agents of the City.

### **What are we doing – and what can we do – to increase awareness of the 2010 FIFA World Cup?**

Endorse and participate in the programmes that Cape Town Tourism, Cape Town Partnership and the 2010 Office are driving.

### **How far is the process with the outdoor signage bylaw?**

According to City of Cape Town 2010 marketing manager Chris Bruwer, the bylaw should be approved in August.

### **When does the tender for Host City signage close?**

All stakeholders have been briefed and can contact Chris Bruwer directly. Only once the consultant's plans are approved in August will the City be able to fix a date for the tender – the City needs to know what it is offering on tender first.

### **What do we do with concepts we have for outdoor advertising? Who do we speak to and how do we get them approved? So far, no-one from Environmental Resource Management or the 2010 Office has come back to us.**

The City cannot entertain unsolicited proposals. During August, the City will put forward its plans to decorate Cape Town. There is an official process that needs to be followed in respect of the Host City Agreement with FIFA.

## **Promoting 2010 as a city**

### **What will we be doing to communicate a common message, idea and spirit as a Host City for the 2010 FIFA World Cup?**

It's not a one-line answer. City of Cape Town 2010 marketing manager Chris Bruwer is happy to present the marketing plans at any forum. Contact Chris Bruwer on +27 21 401 4004 or [chris.bruwer@capetown.gov.za](mailto:chris.bruwer@capetown.gov.za).

The City, its agents (ie Cape Town Tourism and Cape Town Partnership), as well as Cape Town Routes Unlimited and the Province are all driving this process.