



ZENOWETHU CUP

Proudly sponsored by Zenowethu Foundation



2024 Edition



About Zenowethu Cup

The Zenowethu Cup is a yearly soccer tournament started in 2022, as part of Zenowethu Foundation community development programs. The tournament is one of many social events organized and funded by the foundation.

The tournament is hosted by Zenowethu, together with our partner, the TNRFML over a period of 8 weeks, during the months of September until November.



Our Partner

Tshwane Northern Region Masters Football League (TNRMFL) is an organization that organizes and manages the football league in the Tshwane region, with 20 affiliated teams.

TNRMFL has been in existence for over 20 years, with its own management structure (EXCO), from the affiliated teams. It is a profession set up with by laws and regulations, adopted from the football leagues associations like FIFA and SAFA.

Their motto is “keep fit and social” which is aimed at keeping players over the age of 35 years fit and creating a platform to socialize.

Our partner manages the football part of the tournament, from appointing match officials, scheduling the fixtures and taking disciplinary actions against the teams and their players.



Media

TNRMFL has a long-standing relationship with Soshanguve community radio. This relationship allows for live radio interviews during the tournament.

The league has its own Facebook page that has an active engagement throughout the league season and adds more activities during the tournament. Some of the matches are broadcasted live on this page.

The match results are announced weekly, every Monday, on Radio 2000, which has a national coverage. This allows the league, its affiliates and partners to be mentioned on the biggest platform on radio.



Prizes

The TNRMFL emphasis is on “keeping fit and socializing” and have refrained from commercializing the league beyond the necessary needs of teams. It is in this spirit that the prize money is kept at a reasonable amount for the winners.

All the participating teams are allocated a share of the prize money, with the winners and the semi-finalist given a bigger share. In addition, the four semi-finalists are given a complete set of soccer kit and socks.

As part of the excitement building for the tournament, there are individual prizes for the player of the tournament, top goal scorer and the goalkeeper of the tournament.



The Benefits

The tournament, although its primary purpose is to contribute towards the social programs of the company, with no immediate benefit expected, has been highly beneficial to the company.

The players and officials are over the age of 35 years and with approximately 80% of them employed in various companies, the exposure harnessed through our partnership has significant value to the company, as the people involved represent the target market of Zenowethu Debt Management.

The tournament has been pulling big crowds, around 500 per Sunday, which further exposes the company services to many potential clients. We have seen in the past 2 years how this tournament has benefited the company, by getting clients directly from the matches.

The commentator is mandated to announce all the partners involved during every match, which also has a direct impact on our public relations



The Participants

The third edition of Zenowethu Cup will kick off on the 8th of September and continue for the consecutive 8 weeks until the final day. There will be a tournament launch event hosted by Zenowethu Foundation on the 7th of September, which will be attended by 2 reps from each team and 10 TNRMFL officials.