

FNB BOTSWANA × BOTSWANA PREMIER LEAGUE · 2026/27

What is P9.5 million a season buying?

FNB Botswana's naming-rights deal with the league enters its final season. This review sets out what the deal delivers, where value is being lost, and what should be measured before renewal.

P28.5m

League deal over three seasons, 2024/25 to 2026/27

P9.5m

Per season, for prize money, awards, grants and administration

240

League matches a season: 16 clubs, 30 matches each

P39,583

Sponsorship cost per league match

FIVE THINGS TO KNOW

A strong deal, with value left on the table

- 1 This is the decision season.** The P28.5m deal covers 2024/25 to 2026/27. What FNB can prove this season will shape the renewal.
- 2 It is part of a P54m football commitment,** alongside P13.5m for the Mares and P12m for BFA benefits and activation.
- 3 The name is not used consistently.** Public sources use at least three names, and major results sites drop FNB altogether.
- 4 Attendance is the known weakness.** Sports analyst Mqondisi Dube said better packaging is needed to attract spectators, beyond the money itself.
- 5 No public measure of return exists.** There are no published figures on exposure, reach or business results from the deal, so its value cannot yet be shown.

The league is just over half of FNB's P54m in football



NAMING RIGHTS

Three names for one league

Naming rights pay off when every fixture list, results page and news story carries the sponsor's name. Today, the name depends on where you look.

FNB Premiership League launch, Mmegi and Daily News (Aug 2024); Global Sports Archive	SPONSOR NAMED
FNB Botswana Premier League Wikipedia season pages	SPONSOR NAMED
Botswana Premier League Futbol24, Flashscore, FootyStats, LiveSoccerTV	SPONSOR MISSING

Why it matters. Results sites and data providers feed apps, betting pages and search results that fans check every weekend. Each unbranded mention is naming-rights value the sponsor has paid for but not received.

WHERE THE VALUE COMES FROM

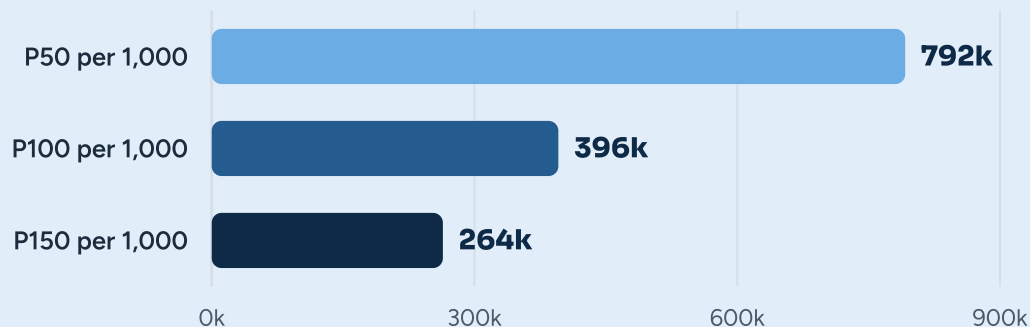
Five channels, one measured today

CHANNEL	WHAT TO MEASURE	PUBLIC DATA
Naming rights	Share of media and online mentions that use the sponsored name	Partial
Broadcast	Televised matches, audience size and seconds of clear logo exposure	Not published
Stadium	Attendance per match and visibility of branding in the ground	Not published
Digital	Reach and engagement of league, club and FNB posts about the league	Not published
Business results	Sponsor recall among fans, brand preference and accounts opened by fans	Not published

How much exposure P9.5m needs to deliver

If a sponsor impression is worth as much as an advert, this is how many impressions per match the league must deliver to match the fee.

SPONSOR IMPRESSIONS NEEDED PER MATCH, AT THREE ILLUSTRATIVE ADVERTISING RATES



RATE PER 1,000	PER SEASON	PER MATCH
P50	190 million	792k
P100	95 million	396k
P150	63 million	264k

RECOMMENDATIONS

Four steps before the renewal decision

1 Fix the name everywhere

Agree one official name and ask broadcasters, media and data providers to use it, starting with the major results sites.

2 Measure this season, not next

Track televised logo exposure, media mentions, social reach and attendance for every match of 2026/27.

3 Put fans in the stadium

Use part of the activation budget for matchday offers that raise attendance, the weakness analysts point to.

4 Link the deal to business results

Survey fans on sponsor recall and track sign-ups from league offers, so renewal rests on evidence.



We can measure the 2026/27 season for you

Sponsorship value reports for sponsors, leagues and clubs. Konfidence Analytics · +267 7804 9731 · info@konfidenceanalytics.co.bw