



1863

ST ANDREW'S SCHOOL
BLOEMFONTEIN

RUGBY

A values-driven opportunity to align your brand with a heritage institution that shapes tomorrow's leaders through discipline, performance, and community.

St Andrew's brand equity is deeply anchored in its rich history and values. This is further strengthened by a highly engaged alumni network, underscoring a powerful legacy that extends far beyond the campus.

Our “brand positioning”

Heritage and prestige

Founded in 1863, St Andrew’s is one of the oldest all-boys traditional schools in South Africa.

Academic excellence

The school consistently achieves a 100% pass rate, with a 95% Bachelor’s pass rate.

Its educational offer encompasses academics, culture, sport, service, and pastoral care.

This positions it as a well-rounded institution that values both performance and character.

Competitive edge

The school’s sports achievements such as the 1st VI Cricket team being Free State Knights Champions since 2016, highlight its strength in our sports facilities, coaching staff and participating boys.

Saints also features in top rankings for golf, squash and hockey, with students regularly selected for provincial and national teams across sports and cultural spheres.

Community

The school promotes values like discipline, respect, empathy, and service to both God and community.

Our “audience”

Parents and Guardians

Educated, professional, upper-middle class, high income

Old Boys

Proud, emotionally loyal, globally distributed, professionals

Stakeholders

Conservative, strategic, community-oriented

Private/ Independent schools

Professionals, business owners, high-income households, nationally distributed

Learners

Disciplined, well-supported, tradition-driven, high-performing

Audience Quality:

Affluent, values-based parent and alumni base, many in influential or executive positions.

Live events

Derby Days, tournaments, cultural events and Touring groups
Average visitors to the Campus - 2 500

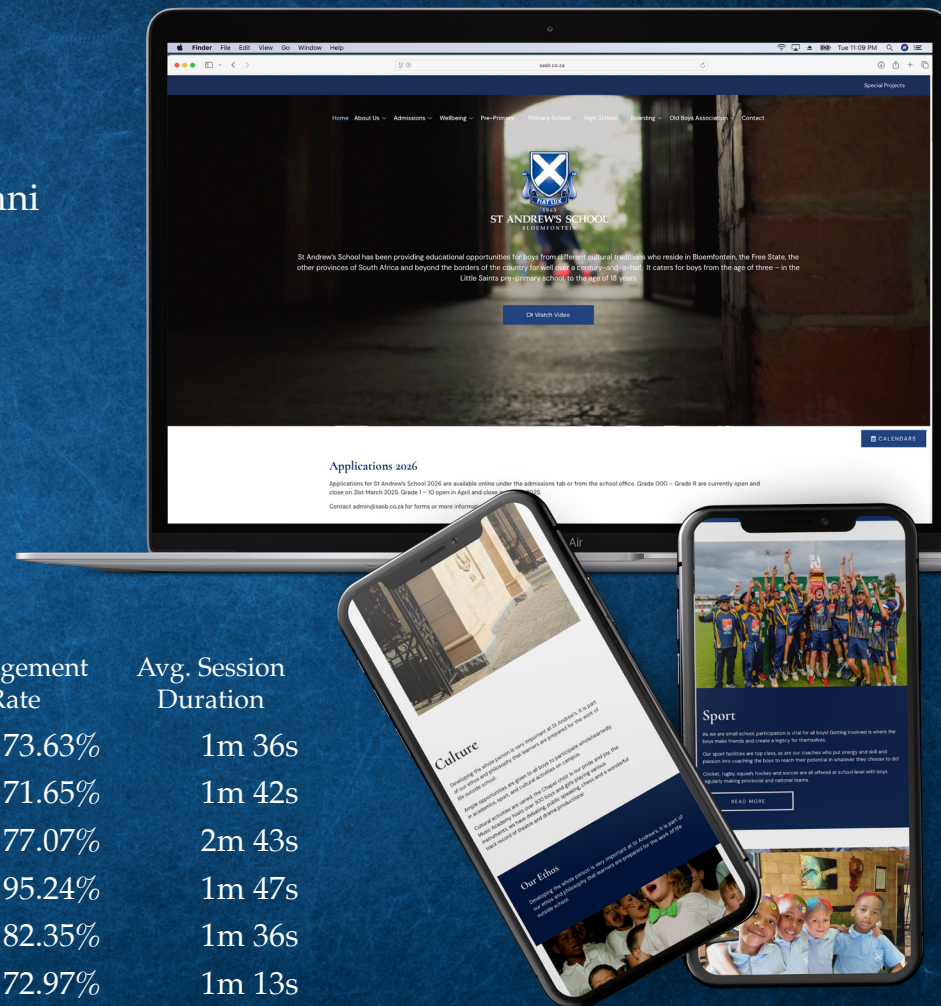
Online “reach”

Website

Dedicated pages for sport, culture, alumni
Access parent and old boy newsletters
Visitors per month: around 2 155

Newsletter

Weekly news and communication
with advertising pages
Mailing list subscribers - 1 700



Website analytics (30 days Average)

St. Andrew's School Bloemfontein
Fees
Application Forms
Vacancies
School Contact and Location
St. Andrew's Boarding
Sport
Message from the Headmaster
Academic
Vision and Mission

Page Views

Sessions

Engagement Rate

Avg. Session Duration

2155
1010
950
260
250
185
155
145
125
115

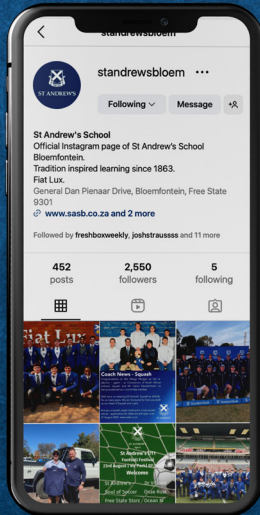
1820
975
785
105
255
185
150
125
105
100

73.63%
71.65%
77.07%
95.24%
82.35%
72.97%
76.67%
92%
100%
75%

1m 36s
1m 42s
2m 43s
1m 47s
1m 36s
1m 13s
2m 25s
2m 40s
1m 30s
4m 25s

Social media “reach”

Social media



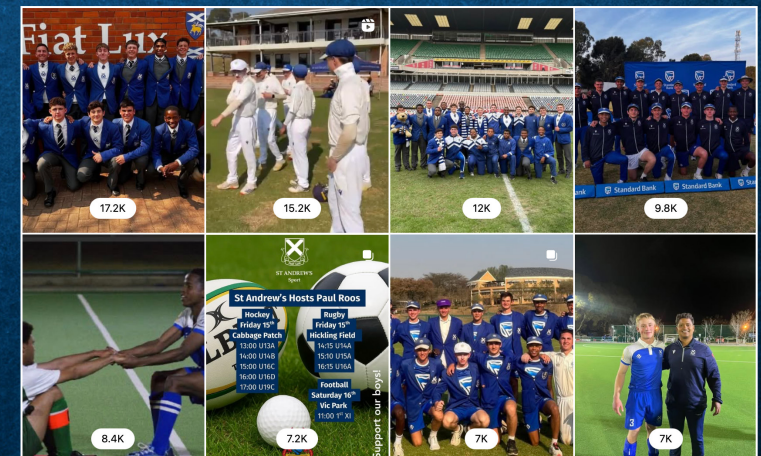
Facebook - 5 300 - 5 400 likes and 9 600 - 9 800 followers
 Posting Frequency, August Approx. 65 to 70 posts
 This includes photos, event updates, match results, student features, and general school life.
Total monthly reach 262 363 (August 2025)
Total Views - 1 128 311



Instagram Standrewsbloem - more than 2 500 followers and around 451 posts
Total monthly reach 21 829 (August 2025)

Instagram The Royal Blue Army - more than 1 600 followers and around 67 posts
Posts receive between 5 000 to 26 900 views

High-frequency, high-engagement channels



Exposure on SuperSport Schools

SuperSport Schools is positioned as a national platform to amplify youth and school-level sports.

Television and live streaming

SuperSport Schools, available via DStv Channel 216 and streaming link (Live TV - Schools SA20 National Finals in cricket)
Cricket, Rugby, and Hockey

Online and Editorial Presence

Featured news articles about St Andrew's School

Social Media cross-posting

Derby match showdowns and school highlights

Overall Performance - First team matches

St Andrew's Sports	Totals	Cricket	Rugby	Hockey
Live App matches	115	34	24	38
App and Channel views	70 537	27 904	23 414	15 481
Consumption minutes	314 062	126 202	98 095	74 343
Average view per Match	612	821	976	407

On match days all other games are also streamed and not included in these figures.

U19 Rugby Festival

St Andrew's	Summary
Live App matches	48
App and Channel views	40 930
Consumption minutes	213 906
Average view per Match	853

Future Events

U14/15 Independent Rugby Festival to be hosted by St Andrew's in June 2027.

Saints could be the partner you are looking for.

We are mindful of preserving the integrity and heritage of the St Andrew's brand,
so, we are approaching sponsorship with intention and care.

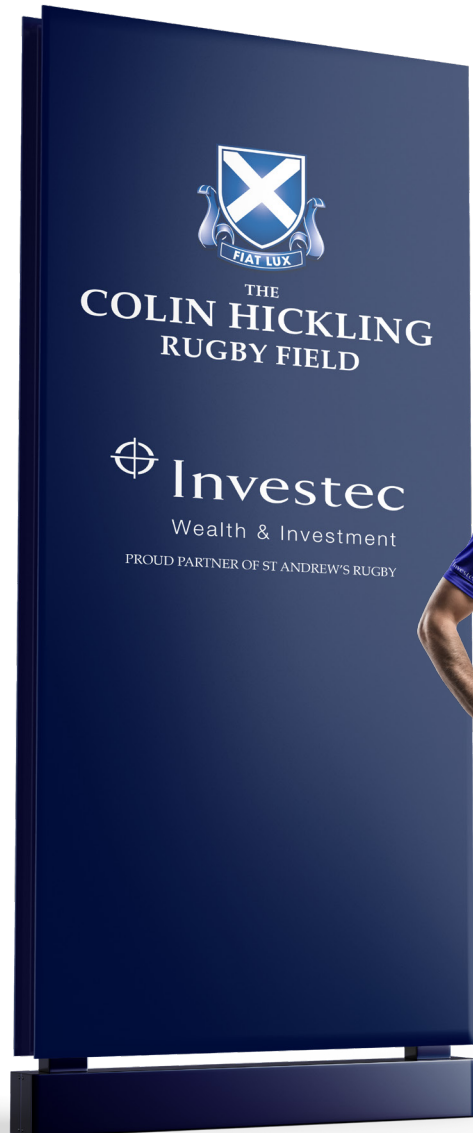
To protect our brand equity, we have chosen not to over-brand or dilute our identity. Instead, we are opening focused sponsorship opportunities within specific areas - namely academics, culture and sport.

Within sport, each individual code will be available for tailored sponsorship,
allowing for meaningful alignment without compromising the school's unified visual
and values-led presence, nor that of our partner.



RUGBY
1ST XV

 Investec







Rugby Primary Sponsorship Value: Investec

Primary Sponsor

R300 000

On campus exposure

Team sports kit

Branding on Match Kit

Warm-up kit and extra jacket/top

Sports travel bag and small rucksack

Signage at field

One big Name board and two small sponsor boards

Exhibition space

Space to put branded gazebo, flags and table on match days

Media exposure

Television and live streaming SuperSport Schools, via DStv Channel 216 and streaming link on match days and touring derbys

Online and Editorial presence

Website

Logo on sponsor website bar

Social media

Normal brand exposure when team is featured (results, general posts etc.)

1 x Team/brand interaction and sponsor brand post (proudly sponsored by)

1 x Video post with sponsor focus

1 x Sponsor post with advert content from sponsor

Newsletter

Featured on Sponsors page with link to your website

6 x Advert post per year

Rugby Secondary Sponsorship Value:

Two Sponsors

R150 000 each

On campus exposure

Exhibition space

Space to put branded gazebo, flags and table on match days

Media exposure

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Online and Editorial presence

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Additional Opportunities: Naming Rights

Events

Naming rights to events i.e. Derby's, Marathon or Festivals can be discussed

Additional Campus exposure

Signage on campus

Additional Advertising space on campus available on further discussions



GILBERT



Investec

PROUD PARTNER OF ST ANDREW'S RUGBY

Win or lose, sponsors always score

Brands invest in sport because it delivers value that few other platforms can.

Parents and Old boys stream, hashtags trend, boys fill the stand, and social media timelines and posts fly.

The scoreboard changes, but the ROI does not,
because when it comes to sport, it's the fans who deliver the return.

Clothing sponsorships, particularly visible through kits, drive massive value.

Importantly, sponsorship extends off the pitch.

Partnerships embed brands into culture, creating trust and reputation that outlast any single match.

Sponsorship delivers more than visibility

For brands, the real ROI of sport isn't on the scoreboard. Instead, it lives in the loyalty,
trust, and culture of the fans who never leave.



PROUD PARTNER OF ST ANDREW'S RUGBY



FIAT LUX

**Partner with a well established, visible
school brand to grow young gentlemen that
will make a difference in the world.**

Let there be Light.



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