

OFM and Toyota Free State Cheetahs - a winning combination

Issued by [OFM Radio](#)

30 Apr 2015

OFM, the sound of central South Africa, is proud to announce that it will once again be the exclusive electronic media sponsor of the Toyota Free State Cheetahs during the ABSA Currie Cup tournament over the next three years.



The radio station has always had a strong relationship with all the provincial rugby teams in central South Africa, including the Cheetahs, Griquas, Leopards and Griffons, as well as the rugby teams participating in the Varsity Cup, namely the Shimlas (University of the Free State), NWU-Pukke and Ixias (Central University of Technology). It is therefore very exciting to once again place its logo on the rugby jerseys of the Toyota Free State Cheetahs in the coming

seasons.

"OFM has always been committed to the Toyota Free State Cheetahs, as we have been to all our other rugby teams in central South Africa. With this sponsorship, we hope to even further strengthen our relationship with the pride of rugby fans who listen to OFM. We also remain Griquas biggest fan, as well as a media sponsor of the Leopards and Griffons," says Nick Efstathiou, OFM's General Manager.

The sponsorship of the Toyota Free State Cheetahs will include interviews, broadcasts from the stadium on game day and a detailed analysis of the team's performance throughout the season on www.ofm.co.za. Rugby fans and listeners alike will no doubt also be thrilled at the prospect of hearing their favourite players as guest present on some of the shows.

Says Efstathiou: "The Toyota Free State Cheetahs has always been the heartbeat of central South African rugby. As passionate Cheetahs fans ourselves, we cannot wait to show our support in a tangible way. We hope that our listeners in the will join us in our support of this great team.

- **OFM celebrates moms with special broadcast** 10 May 2024
- **The value of relationships in content creation** 16 Apr 2024
- **OFM returns as media partner for Central SA sports teams** 15 Apr 2024
- **Upington listener wins OFM's Big Radio Registration grand prize** 3 Apr 2024
- **From retail to radio** 22 Mar 2024

OFM Radio



OFM, is Central South Africa's premier commercial radio station, offering a mix of music, news and entertainment. The station serves the affluent SEM 7+ economically active marketplace with a broadcast footprint across the Free State, Northern Cape, southern Gauteng and North West.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>