



CONTEXT. TIMING. IMPACT. RESULTS.

A once-in-a-cycle year deserves a smarter sports strategy.

Month (Start)	Dates	Sporting Code	Tournament	Host Country	Team SA Update	Brand Sponsors	Possible Challenger Brands
Feb	26 Feb	MMA	EFC Knox Legacy Series	India and Sri Lanka	UFC middleweight champion Dricus du Plessis	Monster Energy, Dragon Energy, Betway	Red Bull, Under Armour, Takeat (fitness gear) Prime, Powerade
	6-22 Feb	Multi codes	Winter Olympics & Paralympics	Milan and Cortina, Italy		Coca Cola, Samsung, Visa, Toyota	Nike, Adidas, Huawei, Garmin, Red Bull, Woolworths (winter hosting)
	7 Feb-8 Mar	Cricket	ICC Men's T20 World Cup			Emirates, Mastercard, Booking.com , Coca Cola	Pepsi, Castle Lite, Black Label, KFC, Steers, Samsung, Hisense, Telkom, MTN
	10-16 Feb	Cricket	Women's T20I Series	SA	Pakistan Women tour of SA		
	22-25 Feb	Cricket	ODI Series (ICC Women's Championship)	SA	Pakistan Women tour of SA		
Mar	8 Mar	Cycling	Cape Town Cycle Tour	Cape Town	New milestone by joining the UCI Gran Fondo World Series, participants a chance to qualify for the World Championships	Pick 'n Pay, Momentum, Garmin, Toyota, Powerade	Discovery Vitality, Adidas, Nike Running, Checkers Sixty 60, Red Bull, Huawei Wearables
	19-22 Mar	Golf	LIV Golf South Africa	Steyn City, Jhb	The four-day event blends elite competition with a strong music line-up	Callaway, Adidas Golf	BMW, Mercedes-Benz, Heineken, Investec Private Bank, Sun International
	Mar-Dec	Motor racing	Formula One		Marks a revolutionary year in Formula One, with: Audi joining F1 as a works team, reshaping the competitive landscape	Heineken, DHL, Pirelli, Aramco, Rolex	Red Bull, Monster Energy, Tag Heuer, Samsung, Apple, Shell, BP, Dunlop
	22 Mar	Football	Carabao Cup final, English Football League Cup	Wembley Stadium, London, England			
	TBC	Football	Nedbank Cup	SA			
	17 Mar-3 Apr	Football	Women's Africa Cup of Nations (WAFCON) 2026 — Continental Tournament	Morocco	Banyana Banyana have qualified.		
	15-25 Mar	Cricket	Women's T20I Series	New Zealand	SA Women tour of New Zealand		
	31 Mar-4 Apr	Cricket	ODI Series (ICC Women's Championship)	New Zealand	SA Women tour of New Zealand		
Apr		Golf	The Masters	Augusta National		Rplex, IBM, AT&T, UPS, Mercedes Benz	Bmw, INVESTEK, hugo Boss, Lexus, Johnnie Walker Blue
May	May-Jun	Tennis	French Open	Paris, France		Rolex, Emirates, Lacoste, Perrier	Nike, Adidas, Evian, Nespresso, Zara, L'Oreal Men Expert
	May-Jun	Rugby	United Rugby Championship (URC)	SA	It features the four South African pro teams: Bulls, Lions, Sharks, Stormers, plus European clubs.		
	May	Golf	PGA Championship	Aronimink Golf Club			
	16 May	Football	FA Cup final	Wembley Stadium, London, England		Heineken, Mastercard, Pepsi, Adidas	Castle Lite, Visa, Samsung, Hisense, Playstations, Uber Eats, Mr D
	20 May	Football	UEFA Europa League final	Beşiktaş Park, Istanbul, Turkey		Heineken, Mastercard, Pepsi, Adidas	Castle Lite, Visa, Samsung, Hisense, Playstations, Uber Eats, Mr D
	27 May	Football	UEFA Europa Conference League final	Red Bull Arena, Leipzig, Germany		Heineken, Mastercard, Pepsi, Adidas	Castle Lite, Visa, Samsung, Hisense, Playstations, Uber Eats, Mr D
	30 May	Football	UEFA Champions League Final	Puskás Aréna, Budapest, Hungary		Heineken, Mastercard, Pepsi, Adidas	Castle Lite, Visa, Samsung, Hisense, Playstations, Uber Eats, Mr D
	23 May	Football	PSL Betway Premiership final ((DStv Premiership))				
Jun	11 Jun-19 Jul	Football	FIFA World Cup	USA, Canada and Mexico	SA qualified	Adidas, Coca Cola, Visa, Hyundai, Kia, Qatar Airways	Nike, Pepsi, Samsung, McDonald's, Betway, Hollywoodbets
	Jun-Jul	Tennis	Wimbledon	London		Rolex, Barclays, Slazenger, Evian	Nike, Adidas, Nespresso, Woolworths, Apple TV +
	Jun	Golf	US Open	Shinnecock Hills Golf Club			
	Jun-Jul	Football	AFCN	Kenya, Uganda and Tanzania		Total Energies, Orange, Puma, 1XBET	MTN, Guinness, Castle Lager, Nike, Samsung
	TBC	Football	PSL Premiership Playoffs	SA			
	12 Jun-5 Jul	Cricket	ICC Women's T20 World Cup (England)	England			
Jul	23 Jul-2 Aug	Multi codes	Commonwealth Games	Glasgow, Scotland			
	Jul	Rugby	Nations Championship	(South Africa, New Zealand, Australia, Argen	World Rugby's new flagship biennial international competition debuts: https://www.sarugbymag.co.za/springboks-2026-schedule/	Castle Lager, Asics, Investec, MTN	Heineken, Adidas, Vodacom, BMW, Nike Training
	Jul	Golf	The Open Championship	Royal Birkdale Golf Club			
	7 Jul	Cycling	Tour de France	Barcelona to France	With South Africa riders taking part and looking to build on recent successes		Red Bull, Garmin, Nike, Adidas, Decathlon
	Jul - Sept	Rugby	Currie Cup	SA			
Aug	Aug-Sept	Rugby	New Zealand Rugby Tour to South Africa	SA, Cape Town and Jhb	Tour includes matches against local franchises and a four-Test series against the Springboks		
	Aug-Sep	Tennis	US Open	New York		American Express, Rolex, Wilson, Emirates	Nike, Beats by Dre, Apple, Samsung, Uber
Sept	1-15 Sept	Athletics	World Athletics Championships	Tokyo	Premier global athletics competition, featuring track and field events.	Adidas, Toyota, Seiko, Omega	Nike, Puma, Red Bull, Under Armour, Powerade
	TBC	Football	MTN 8				
Oct	10-25 Oct	Cricket	ICC Men's T20 World Cup	India	International Twenty20 cricket tournament for men's national teams.	Emirates Mastercard	Pepsi, KFC, Samsung, Vivo, Telkom, MTN
	TBC	Football	Carling Knockout	SA			
Nov	5-15 Nov	Golf	The Masters	Augusta, GA	One of the four major championships in professional golf.		
Dec	1-31 Dec	Football	FIFA Club World Cup	Morocco	International club football competition organized by FIFA.	Adidas, Coca Cola, Visa	Nike, Pepsi, Samsung, Heineken, Amazon Prime Video