



1992-2016

CONTACT DETAILS

t: +27 (0) 11 880 5800
f: (+27) 11 442 3091
@: DurellJ@athleticssa.co.za
www.athletics.org.za

POSTAL ADDRESS

P O Box 2712
Houghton Estate
2041

STREET ADDRESS

Athletics House
No. 3, 11th Avenue
Houghton Estate
Johannesburg 2198

BOARD MEMBERS

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VICE-PRES: Dr Harold Adams
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ASA Associates
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SABC
Adidas
Tsogo Sun
SA Sports Trust

MISSION

To make a contribution towards Nation Building and Healing of our land, South Africa, and the Transformation of our Society, through the Development of Athletics, from Grassroots to the highest levels of Excellence

To	ASA Members
From	ASA Office
Date	29 November 2016
Subject	2017 ASA Licenses
No pages	1

ELECTRONIC TRANSMISSION

Dear ASA Members

Circular 61 of ASA 2016 – 2017 ASA LICENSES

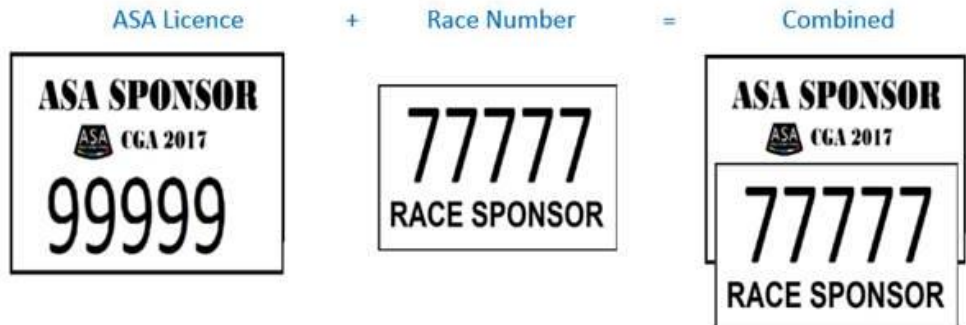
1. After a very constructive ASA Governance Workshop, it was realized that we need to be more creative to provide opportunities for sponsors to invest in athletics.

In this regard, please note that the format and lay-out of the 2017 ASA Permanent and Temporary Licenses will change for the 2017 athletics season.

In the lay-out of both the Permanent and Temporary Licenses, the images below illustrate how the new ASA Licenses will be applied. On the ASA License (both permanent and temporary) the provincial logo and the sponsor logo will be positioned at the top of the license with the number directly below.

In races where race numbers will be used, the number will be positioned at the top of the license while the race sponsor and other related information as positioned below the number. (See 2nd diagram below).

The license and race number lay-outs, as discussed above, will allow race numbers to be positioned on top of the ASA License, without covering the logo of the province an ASA sponsor. (See 3rd diagram)



2. ASA have ordered the numbers in accordance with the amounts provided by the ASA Provinces in September 2016.
3. Due to the late order of 2017 permanent and temporary licences, only the temporary license will be available in the beginning of January 2017. Permanent licenses will only be available around 19 January 2017, and provinces are requested to use the 2016 Permanent Licenses until the end of January 2017. The 2017 permanent licenses will only be effective as from 1 February 2017.

Athletics greetings

Richard Stander
ASA ACEO
OBO: ASA Presidium