

# Phumelela Sports partners with Levergy

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*Local agency start-up joins forces With Africa's best*



Newly formed and 100% black-owned sports agency Phumelela Sports Management (PSM) have agreed a skills transfer, mentorship and supplier agreement with Levergy, South Africa's leading sport and entertainment marketing agency. PSM was co-founded in early 2017 by Luxolo Ngcuthushe and Sabelo Lukhele as a specialist branding, logistics and event management solution looking to service the broader South African sports industry. Ngcuthushe and Lukhele have over 17 years' combined experience in the sports industry, having worked with the continents biggest rights holders, brand and events in previous roles.

The agreement between the two agencies will see PSM moving their base to the Levergy offices, from where Levergy will provide support in the form of business mentorship, financial management, facilities, software, design, marketing and PR.

"We are extremely excited at the opportunity to partner with Levergy," commented Ngcuthushe, director at PSM. "The ability to work together with them in an effort to grow our business gives us a major boost in achieving our goal of creating a world class, 100% black owned sports marketing agency that services the local industry."

In addition to the skills transfer and business programme, the agreement will see PSM benefit from a preferred supplier agreement with Levergy on all projects in an effort to kick start their business.

"Having gone through the start-up process almost six years ago, we see a lot of similarities in the ambition of Lux and Sabelo that resonated with us," said Levergy CEO Clint Paterson. "We are passionate about the opportunity to help them grow by offering our support in any way we can, starting quite simply with a place to set up a base and access to phones and internet, our team, case studies and IP. We'll also look to bring them into existing and new opportunities where we can, which will allow them a platform to expose their skills to our existing network."

PSM will now be based at the Levergy offices located at the M&C Saatchi Campus – 9 8th Street, Houghton Estate. Their

new website will be launching soon at [www.phumelelasports.co.za](http://www.phumelelasports.co.za). For more information – call them on 010 110 7026.

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#### Levergy

Levergy is a leading sport and entertainment communications agency based in Johannesburg.

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