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Live connected.

Press Release

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All Media Houses

For Immediate Release

BTC is the proud Connectivity Partner of World Athletics Relays Gaborone 2026

Gaborone, Botswana - Botswana Telecommunications Corporation Limited (BTC) was revealed as the Connectivity Partner for the World Athletics Relays Gaborone 2026 to be held in Gaborone, Botswana on the 2nd and 3rd May 2026 at an event organised to reveal and honour the founding sponsors.

Delivering the key remarks, the Minister of Arts and Sports, Honourable Jacob Kelebeg acknowledged the sponsors for empowering World Athletics Relays Gaborone 2026 to dream bigger and reach higher. He further stated that the World Athletics Relays Gaborone 2026 "is one of the events that will never be erased from the history books", adding that in partnership with sponsors, "we will have the privileged of sharing the essence of being a Motswana, through the spirit of perseverance, the pursuit of greatness and the resilience with the world. He further acknowledged the founding sponsors, namely BTC, Halfway Toyota and Diamond College of Botswana, stating that they have shown faith in our country's ability to deliver and that their commitment is the "first crucial baton passes" in the World Athletics Relays Gaborone 2026, said Kelebeg.

Presenting the sponsorship, BTC Chief Marketing Officer Mike Siachitema stated that BTC celebrates the spirit of partnership and excellence that defines the World Athletics Relays Gaborone 2026. He added that they are "deeply honoured to welcome the world to Gaborone, showcasing Botswana's commitment to sporting excellence, hospitality, and innovation, as we proudly host the World Athletics Relays for the very first time", he said. Announcing their sponsorship, Siachitema stated that BTC is the Official Connectivity Partner for this prestigious event, adding that they are providing both in-kind connectivity solutions and a cash sponsorship, to a total value of P3,077,600. 60.

As part of the sponsorship, BTC will deliver high-speed wifi connectivity at the National Stadium, wifi connectivity at the University of Botswana (UB Stadium), reliable connectivity for the Local Organizing Committee Secretariat, mobile connectivity for seamless

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communication for hosting both local and international athletes and monetary contribution of P500,000. He further stated that these initiatives are designed to ensure that every athlete, official, and spectator “experiences the very best in connectivity and hospitality during the competition as we connect the stakeholders to the world as per our slogan of “Live Connected”, where we commit to ensure we are connected”, he concluded.

Welcoming guests at the event, the Chairperson of the Local Organising Committee, Professor Martin Mokgwathi stated that the event was held “not merely to announce sponsorships but to affirm our collective resolve to position Botswana as a premier destination for global sport, creativity, and national pride”, he said. Professor Mokgwathi defined the World Athletics Relays 2026 as a powerful platform where nations showcase their spirit, will give Botswana an opportunity to step forward as a country to tell its story, a story of ambition, unity, and readiness. He further added that as they officially welcome first strategic partners, they are partnering with visionary institutions that believe in Botswana’s potential, that understand the magnitude of this event, and that have chosen to walk this journey with them as we they “set a new standard for African-hosted world-class events” he affirmed.

Delivering the closing remarks, the Chief Executive Officer of World Athletics Relays Gaborone 2026, Moses Bantsi thanked all stakeholders for attending the sponsor’s reveal event. He stated that as a collective, the nation must rise to the occasion in hosting the international community and showcase our national values and ambitions, he said. Bantsi also stated that the World Athletics Relays Gaborone 2026 is more than a sporting event, it is a milestone and an opportunity for the nation’s pride, adding that “Gaborone now stands as a gateway to Africa excellence”, he said.

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