

Names of sport stadiums in South Africa: Location, sponsors and politics

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South Africa is a competitive sporting nation. Many South African individuals as well as team efforts have had great success over many years competing at home as well as all across the world. There are many sport varieties. Many of the sports, like rugby, soccer and cricket, are team sports, with teams competing against one another in sport stadiums. These are toponyms and they all carry names. The acquisition of a name usually comes about shortly after the inauguration of the playing stadium. Initially the location, i.e. where it is situated, plays a major role, but later on the name of an individual is often commemorated whether deceased or still alive at the time. Such an individual usually had a significant role to play in promoting the particular type of sport he supported (it is usually a male) or is acknowledged for the political role he played in the country. Sponsors have also emerged, adding their names to existing stadium names. Over the years as political and economic circumstances change, many cases were argued in favour of a name change and they were effected. It is an ongoing process. The purpose of this contribution is to outline the context and factors that contributed to a sporting stadium acquiring a name, and then changing its name due to economic or political reasons.

Introduction

Toponyms, better known as place names, form an extremely important sub-category of the general field of study known as onomastics. Early pioneers in South African onomastics seemed to focus on toponyms particularly because of the multicultural nature of South Africa, giving rise to a great number of existing and emerging toponyms. One of the latest and most important publications, i.e. *Dictionary of Southern African Place Names* (2014) was produced by Peter Raper, Lucie Möller, and L. Theodorus du Plessis. It covers more than 9 000 place name entries. Raper also acted as the Chairman of the United Nations Group of Experts on Geographical Names (UNGEGN) between 1991 and 2002. His major contributions, listed by Möller (2001), suggests that his focus in onomastics was largely on the field of toponymy or place names. Other earlier scholars who made significant contributions are Meiring (2002 and 2014), Jenkins (2002) and Möller (2014).

If one looks more closely at toponyms or place names, it becomes clear that this sub-category of onomastics covers a huge area. Aside from areas where inhabitants reside, like cities or towns, it also covers streets and institutions in educational circles like schools, colleges and universities that all carry names referring to a certain place. This is also applicable to buildings, housing complexes, train and bus stations, hospitals, restaurants and post offices, which all carry names of places and could be seen as toponyms. Aside from these constructed places, countries across the world display a huge variety of natural wonders or landmarks, all of them carrying names and representing places.

Names of sport stadiums in South Africa

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Sport stadiums in South Africa are popular toponyms, all carrying names. If one compares the stadiums in terms of seating capacity, there are 68 stadiums where the capacity varies from 97 700 to 10 000 (see https://en.wikipedia.org/wiki/List_of_stadiums_in_South_Africa). All these stadiums are located in cities or reasonably big towns. After a brief look at the sporting stadiums and who their “home” supporters are, it is clear that the supporters of the three biggest sporting codes, i.e. soccer (also referred to as football), rugby and cricket take up the greatest seating capacity in stadiums. They also form the focus of this contribution. Other “open air” sporting codes like athletics or cycling do not have big venues. Particularly when popular sporting clubs in soccer compete against one another the stadiums fill up (also see Dube [2017] regarding the situation in Zimbabwe). Black South Africans, the major ethnic grouping in the country, favour soccer, although international competition is relatively scarce except between African states. In rugby and cricket, becoming popular among all racial groups, international competition is common, and then those stadiums fill up. From a political perspective, government has prescribed transformational targets regarding the compositional “ethnic” setup in rugby and cricket teams at all levels, and as transformation is developing, so the popularity of these sports is also growing. Many of the stadiums can also be considered as multi-purpose or multi-functional. Soccer and rugby at times share the same venue. Whenever a popular singer or band visits South Africa for a few performances, they often use the big stadiums in some of the cities. The few smaller stadiums that are often considered as multi-purpose are discussed separately.

The names of the sporting stadiums often appear to be linked to the surrounding area, i.e. it is often a geospatial locality. Examples are, for example, Orlando Stadium (Gauteng) or Athlone Stadium (Western Cape). Orlando is a common area in the Gauteng province and Athlone is near Cape Town. Unless one is interested in these toponyms, these rather “boring” or “monotonous” examples will not feature as a separate category in this contribution, although at times, because of their location and size, they may be used regularly. Orlando, mainly, a soccer stadium was chosen to host a rugby test between South Africa and France in June 2017. The reasons for this choice were probably twofold: the capacity of the stadium is sufficient and its location, essentially in a black township, may attract black spectators who are, generally speaking, greater supporters of soccer than rugby.

In a newspaper contribution, however, Greeff (*Die Burger* 23 June 2018) argues that supporters of rugby sides are territorial; they associate strongly with their environment and so the toponymy where rugby teams are found should feature in their names. He argues that in American football there are 32 NFL sides, and every side carries their place of origin in their names, e.g. the Dallas Cowboys, the Detroit Lions and the Miami Dolphins. This is also the case with the richest soccer clubs in the world.

This contribution, however, deals with the names of stadiums and not the teams, which are more interesting when they are linked to a particular individual, i.e. through commemoration, or when they are named after a sponsor or the sponsorship name is in a particular way connected with the sport. These sponsor names may only last for a few years. If the sponsorship ends, the stadium reverts back to its “old” name or receives a “new” name if a new sponsor appears on the scene.

The purpose of this contribution is to analyse briefly the history of stadium names – how they came into being and, if they changed, the reason for the change. Relatively new commemorating names

have mainly to do with political recognition of certain individuals who fought against apartheid in the “old” South Africa and are now recognised and honoured in the “new” South Africa. New sponsorships depend on the interest of the sponsor in the particular sport, and whether the sponsor’s brands can in one way or another be linked to the sporting code.

Of the 68 bigger sporting stadiums, only a limited number are treated and analysed. The focus is mainly be on the soccer, rugby and cricket stadiums. Some smaller stadiums, usually functioning as multi-purpose venues, are be mentioned, particularly if they are of a commemorative nature. Sponsors are usually not interested in them, unless it is on a small scale.

It is clear that the names of sporting stadiums, despite them being toponyms or place names, have hardly received any attention, not even by the former scholars known for their toponymic endeavours. It is the purpose of this contribution to extend the definition of a place name or a toponyms to include the names of sport stadiums.

Soccer stadiums

FNB Stadium, Johannesburg

First National Bank Stadium or simply FNB Stadium, also known as Soccer City and The Calabash, is a stadium located in Nasrec, bordering the Soweto area of Johannesburg. The venue is managed by Stadium Management South Africa (SMSA) and is the home ground of Kaizer Chiefs F.C. in the South African Premier Soccer League as well as the ground for key fixtures of the South African national football team, Bafana Bafana. FNB bank clearly had a significant role in its development.

The stadium is also known by its nickname “The Calabash” because of its structural resemblance to the African pot or gourd.

Moses Mabhida Stadium, Durban

Moses Mabhida is a stadium in Durban, named after Moses Mabhida, a former General Secretary of the South African Communist Party. It is essentially a multi-use stadium although soccer plays a major role. The stadium became a venue for several events, like bungee jumping, concerts, cricket, football, golf practice, motorsports and union rugby. Aside from these, it was, like Orlando Stadium, chosen for an important rugby test between South Africa and France (in June 2017), although it is ironically located adjacent to the Kings Park Rugby Stadium.

It was one of the host stadiums for the 2010 FIFA Soccer World Cup. The stadium had a capacity of 62 760 during the World Cup and currently has a capacity of 54 000. Mabhida (1923–1986) was an outstanding leader of humble origins who became a dominant figure in the trade union movement, the African National Congress (ANC), and the South African Congress of Trade Unions (SACTU), as well as a Commissar of uMkhonto weSizwe (MK) and the Communist Party.

In a eulogy at his state funeral, Oliver Tambo observed that Mabhida had been educated in

...the stern university of mass struggle... It is rarely given to a people that they should produce a single person who epitomises their hopes and expresses their common resolve as Moses Mabhida did. In simple language he could convey the aspirations of all our people in their magnificent variety, explain the fears and prejudices of the unorganised, and sense the feelings of even the most humble among our people. (see www.sahistory.org.za : Moses Mabhida)

Following his death, his friend and fellow revolutionary, Samora Machel, the late president of Mozambique, said: “We shall be the guardians of his body. Men who die fighting, who refuse to surrender, who serve the people and the ideals to the last breath, are victors. Mabhida is a victorious combatant” (www.sahistory.org.za : Moses Mabhida). His body was embalmed in the hope that one

day it would be transferred to the liberated South Africa to be reburied. This hope was indeed realised when his body was exhumed from Maputo's *Lhanguene* cemetery in Mozambique and repatriated to a liberated South Africa in November 2006, twenty years after his death.

Nelson Mandela Bay Stadium, Port Elizabeth

The Nelson Mandela Bay Stadium is a 46 000-seater stadium in Port Elizabeth. Before this stadium was built, most large football matches were played at the EPRU Stadium, the city's rugby ground. The EPRU Stadium was often problematic for football, as it normally hosted rugby matches, thus the playing surface was not of a great standard.

The new stadium is named after the administrative district in which the stadium is located, i.e. the Nelson Mandela Bay Metropolitan Municipality, itself named after Nelson Mandela, the former president of South Africa. The Nelson Mandela Bay area is made up of the city of Port Elizabeth, the towns of Uitenhage and Despatch, as well as smaller settlements. The very important role that Nelson Mandela played alongside others in steering South Africa to the new democratic dispensation in 1994 is well known.

Cape Town Stadium

When the Cape Town Stadium was built for the 2010 FIFA World Cup, the Green Point Stadium (mainly for athletics) next to it was partly demolished in 2007 to make way for the new stadium. Since the soccer World Cup, the stadium has struggled to be used consistently. It has seating for 55 000 and soccer clubs have huge difficulties in filling so many seats. Some years ago, a World Sevens Rugby tournament was held in the stadium, and the Western Province Rugby Union, also known as the Stormers, considered moving from their old established base in Newlands to the Cape Town Stadium, but in December 2014 decided against it, because of the longstanding Newlands tradition. Quite a significant number of arguments surfaced to support the decision to remain at Newlands (see www.sport24.co.za/rugby/wp_turn_down_stadium_move). The World Sevens Rugby tournament was again hosted at the stadium at the end of 2017. The tickets for the event were sold out within two hours. The Western Province Rugby Union, however, has reconsidered its option to move to the Cape Town Stadium, probably after 2018. The City of Cape is also looking for another name to add to the existing name. This process started at the beginning of 2018.

International entertainers occasionally use the venue, but often only once. A case in point is the concert by the popular Canadian singer and songwriter, Justin Bieber, which was held at the stadium on Wednesday 17 May 2017. Weather-wise, Cape Town is somewhat risky for an open-air stadium, notably in the winter.

A section that was not demolished when the Cape Town Stadium was built forms the basis of the new Green Point Athletics Stadium today. This new stadium can seat 7 000 people and the project was completed in early 2013. Although this stadium is technically not covered in this contribution, its former "link" with the Cape Town Stadium comes into play.

In 2017 Helen Zille, Premier of the Western Cape governed by the Democratic Alliance (DA), suggested that the "new" Green Point Stadium be renamed after Wayde van Niekerk who, in a new world record, won a gold medal in the 400 metres at the 2016 Rio de Janeiro Olympics. Such a possible name change is still pending. Although Van Niekerk now lives in Bloemfontein, he grew up in the Western Cape. Should this renaming take place, then the Green Point locality name would give way to anthropomorphic commemoration, i.e. the Wayde van Niekerk Stadium.

The Cape Town Stadium, however, does not benefit from being alongside this rather new athletic stadium, no matter which name it carries.

Peter Mokaba Stadium, Polokwane

The Peter Mokaba Stadium is a football and rugby union stadium in Polokwane (formerly Pietersburg) in the Limpopo province. It was used for the 2010 FIFA World Cup. It has a capacity of 45 500 but for the purposes of the 2010 FIFA World Cup the seating capacity was reduced to 41 733 and was named after Peter Mokaba (1959–2002), a former leader of the ANC Youth League. Mokaba became a Member of Parliament in 1994 and served as the deputy minister in the Department of Environmental Affairs and Tourism. He was also elected as a member of the National Executive Committee of the ANC in 1991, in 1994 and again in 1997. By the time he died, he had been elected by the ANC to head their preparations for the 2004 election campaign.

Mokaba received a lot of criticism for his “Kill the Boer, Kill the Farmer” slogan, but was revered by the youth who rose to his “Roar Young Lions, Roar” slogan during the tumultuous years of the eighties and early nineties.

Rugby stadiums

DHL Newlands, Cape Town

Retaining the locality name, i.e. Newlands (a suburb surrounding the stadium), the stadium’s name was “changed” several times by various sponsors, first from Newlands to Norwich Park Newlands in 1996, then to Fedsure Park Newlands in 2000 due to a merger between Fedsure and Norwich, and finally back to simply Newlands by Investec when they became the main sponsor in 2002. In late 2005, Vodacom became the stadium’s main sponsor, but followed Investec’s precedent and kept the stadium name as Newlands. The current sponsor is DHL, a big courier company, and hence the stadium is now known as DHL Newlands. To become part of the stadium’s name, the sponsor had to provide significant funding, but it appears to be quite comfortable with the present circumstances.

The stadium is an extremely popular venue, and many international tests have been played at the ground. Its location, just below Table Mountain, is also enjoyed by many. The possible relocation of the Western Province Rugby Union to the Cape Town stadium is, however, on the cards. How this will affect the sponsors, remains to be seen. If the DHL courier company will not or cannot retain their name in the Cape Town stadium, their sponsorship is likely to fall away.

Emirates Airline Park, Johannesburg

Emirates Airline Park, also popularly known by its old name, Ellis Park Stadium, was constructed in 1928 and was named after Mr J. D. Ellis who made the land for the stadium available. The stadium is home to Johannesburg’s rugby team, the Lions, and accommodates around 60 000 spectators. Used primarily for rugby games, including international matches, the stadium has also hosted other large-scale events such as international soccer matches and concerts.

A five-year ZAR 450 million naming rights deal was signed in 2008 with the Coca-Cola Company, resulting in the stadium being named Coca-Cola Park between 2008 and 2012.

The Emirates Airline became the official sponsor thereafter. The Lions, whenever, they travel overseas, obviously use the Emirates Airline. Emirates is a well-known sponsor across the sporting world. Their air hostesses in their characteristic Middle Eastern outfit, notably with their maroon headgear, are widely known.

Loftus Versfeld Stadium, Pretoria

Loftus Versfeld Stadium is a rugby stadium situated in the Arcadia suburb of Pretoria in Gauteng. The stadium has a capacity of 51 762 for rugby union and it is occasionally used for football matches.

The stadium was originally named after Robert Loftus Owen Versfeld, the founder of organised sport in Pretoria. Through the years the stadium has undergone various name changes as sponsors came and went, though locals have always referred to the stadium as Loftus Versfeld. From 11 June 1998 to 4 February 2003 the stadium was officially named Minolta Loftus after Minolta became the stadium's name sponsor. Sponsorship was then taken over by the security giant, Securicor, who announced the name Securicor Loftus on 5 February 2003. On 1 September 2005 the renaming process went full circle when the cellular provider Vodacom, taking over sponsorship from Securicor, reverted to the stadium's original name, Loftus Versfeld. It appears that some sponsors realise that the "old" name will always remain the popular one.

Boet Erasmus Stadium/EPRU Stadium, Port Elizabeth

Boet Erasmus Stadium situated in Port Elizabeth was named after Boet Erasmus, a former mayor of Port Elizabeth. It was fondly known as "The Boet" (see <https://www.vnl.co.za/product/vrede-en-lust-boet-erasmus-2012>) and had a seating capacity of 33 852.

The stadium's name was changed to Telkom Park in 1997 and then to the Eastern Province Rugby Football Union Stadium six years later, when Telkom withdrew its sponsorship. The abbreviation "EPRU" in the name represent the Eastern Province Rugby Union, the company behind the stadium's historic primary tenants, the Mighty Elephants. That name has now disappeared.

The stadium was officially closed in July 2010. The Eastern Province Rugby Union has moved all games to the new world-class Nelson Mandela Bay Stadium (formerly mentioned) in Port Elizabeth. Seemingly nobody in Port Elizabeth has been keen to utilise the ERPU Stadium for any activity after its closure, and it simply started falling apart after whatever could be stolen was removed from the premises (see McClelland 2016).

Jonsson King's Park, Durban

The Jonsson Kings Park Stadium (formerly also known as Growthpoint Kings Park for sponsorship reasons) is a stadium in the Kings Park Sporting Precinct in Durban. The stadium was originally built with a capacity of 12 000 and opened in 1958. It was extensively renovated in the 1980s and then again in time for the 1995 Rugby World Cup. It currently has a capacity of 52 000 and is the home ground of the Sharks, the provincial rugby side. The stadium has also been used by Durban-based Premier Soccer League football (soccer) clubs, as well as for large football finals.

It was previously also known as the ABSA (a bank) Stadium and Mr Price (a clothing manufacturer) Kings Park Stadium due to sponsorship deals. Growthpoint, an insurance sponsor, was until 2017 the main sponsor, but was replaced by Jonsson, a workwear manufacturer in early 2018.

Free State Stadium, Bloemfontein

The Free State Stadium (Afrikaans: Vrystaat Stadion), currently known as the Toyota Stadium (a car company) for sponsorship reasons and formerly known as Vodacom Park, (a telecommunication company) is a stadium in Bloemfontein. It is used mainly for rugby union matches. The current capacity is 46 000.

HT Pelatona Stadium, Welkom

This stadium, formerly known as the North West Stadium, is in Welkom in the Free State. It is the home ground of the Griffons who compete in the Currie Cup and Vodacom Cup rugby union competitions. The stadium is able to hold 8 500 people.

HT Pelatona Projects Pty Ltd, the sponsor, is a multi-disciplinary engineering and construction company and was established in 1997 by Johan van der Linde and JR Pretorius, as specialists in the construction of water and sanitation, water reticulation systems and rural development. The company is therefore in a strategic position to tender for a substantial range of projects from both the government and the private sector.

Danie Craven Stadium, Stellenbosch

This stadium is in Stellenbosch, forms part of Stellenbosch University and can accommodate 16 000 spectators. It is the stadium where Stellenbosch students, known as Maties, play their home matches. It was named after Daniël Hartman Craven (1910–1993). Popularly known as “Danie”, “Doc”, or “Mr Rugby”, he was a Springbok rugby union player (1931–1938). As the longest-serving president of the South African Rugby Board (1956–1993) and chairman of the International Rugby Board (1962, 1973 and 1979), Craven became one of the best-known and most controversial rugby administrators. Residing in Stellenbosch, he was intimately linked to Stellenbosch University as both a coach and an academic. A statue of him with his dog, named Bliksem, was erected close to the stadium.

Cricket stadiums***PPC Newlands Cricket Stadium, Cape Town***

In 2004 a new naming sponsor, Sahara (IT industry), came to the fore and the ground was renamed Sahara Park Newlands. In 2015, however, PPC Ltd announced the naming rights partnership with Newlands Cricket Ground. The two stadiums, one for rugby and this one for cricket, are adjacent and hence share the location name of Newlands.

PPC, a leading supplier of cement in southern Africa, in partnership with the PPC Newlands Cricket Grounds are proud to be affiliated with the iconic Newlands brand, one of the world’s most prestigious venues and a stronghold of South African cricket. Synonymous with excellence, through partnering with the Western Province Cricket Association, PPC is committed to adding value to the sport of cricket, the cricketing community and South Africa at large. Committed to building a nation of winners and future Newlands-greats, PPC and WPCA share the same commitment: to build prosperity, excellent values and a South African nation of champions (see <https://www.ppc.co.za/strength-beyond/ppc-newlands>).

PPC Ltd was established in 1892 as De Eerste Cement Fabrieken Beperkt (“The First Cement Factory Limited”). They claim that their history is closely linked to the growth and development of South Africa and has produced cement for many of the country’s most famous landmarks and construction projects.

SuperSport Park, Centurion

This sport stadium – Centurion Park – was initially named after its location, the suburb of Centurion (previously Verwoerdburg). However, a TV company in charge of SuperSport productions bought shares in the stadium, and since then the stadium has been called SuperSport Park. Cricket is the only sport played there. A visit to the ground during a cricket match (test or local) indicates that the ground has a huge variety of sponsors. When a cricket game is broadcast, the companies ram, cupabets (both with an initial lowercase), Prudential and Specsavers feature on the screen. Around the ground a number of sponsors feature: Sunfoil, Hero, Castle, Amul, Samsung, Standard Bank, Momentum, Kajaria, TVS Tyres, Lazarus Motor Co., By’Jus, and mr. Makhana. It is clear that the TV company has

managed to attract a huge number of sponsors to the stadium, hence no primary sponsor features in the name of the park.

Sahara Park Kingsmead, Durban

Kingsmead is a cricket ground in Durban, KwaZulu-Natal. It operates under the sponsorship-based name of Sahara Stadium Kingsmead where Sahara is the trademark of a sponsor from the IT industry. Its stated capacity is 25 000, although grass terracing makes up part of the viewing area.

In April 2018 the Sahara sponsorship was suddenly ended long before the period agreed upon. There were no details in the press. It is a good example of how sponsorships develop and how it ends. Until a new sponsor appears, it will simply remain Kingsmead Cricket Stadium.

BIDVest Wanderers Stadium, Johannesburg

The Bidvest Wanderers Stadium is a stadium situated just south of Sandton in Illovo, Johannesburg in the Gauteng province. One-day and first-class cricket matches are played here. It is also the home ground of the Highveld Lions, formerly known as Gauteng (Transvaal). It is nicknamed "The Bullring" due to its design and intimidating atmosphere.

On 1 October 2004, the Wanderers Clubhouse was virtually destroyed by fire. At that stage it was known as Liberty Life (an insurance company) Wanderers. However, from the 2008/09 season, the Bidvest Group took up the sponsoring of the ground and it thus became known by its present-day name, Bidvest Wanderers Stadium.

The Bidvest Group define themselves as follows: "We're a services, trading and distribution company, listed on the JSE". And further: "We believe in empowering people, building relationships and improving lives. Entrepreneurship, incentivisation, decentralised management and communication are the keys. We subscribe to a philosophy of transparency, accountability, integrity, excellence and innovation in all our business dealings".

They do not explicitly align themselves with cricket, but probably rely on the advertising of the group on the ground (see www.bidvest.co.za/about_groupprofile_introduction.html).

Around the ground a number of other sponsors feature, as is the case with SuperSport Park: Sunfoil, Hero, Castle, Amul, Samsung, Standard Bank, Momentum, Kajaria, TVS Tyres, Lazarus Motor Co., By'Jus, and Mr. Makhana. Aside from Bidvest, the Wanderers has managed to attract a huge number of sponsors to the stadium.

St George's Park Cricket Ground, Port Elizabeth

The stadium is also known as St George's Park, Crusaders Ground or simply Crusaders. It is mainly a cricket venue in St George's Park, Port Elizabeth. It was founded in 1860 and contains other features included as part of St George's Park.

The cricket ground's official name is Axxess DSL St George's, acknowledging a commercial sponsorship arrangement. Axxess is a digital company whereas DSL is the well-known courier. However, South African and other cricket fans continue to call the ground by its historic name, i.e. "St George's Park". Its nickname is "The Dragon's Lair" based on the famous legend of St George. St George is the patron saint of England and known for the iconic image of a heroic St George on horseback, trampling the serpent-dragon.

Not unexpectedly, ANC supporters are considering changing the park's name by getting rid of "George" and commemorating a prominent ANC individual instead. This has not happened yet.

Mangaung Oval, Bloemfontein

Mangaung Oval, previously known as Springbok Park (antelope), Chevrolet Park (car company), Goodyear Park (tyre company), and OUTsurance Oval (insurance company) is a cricket oval in Bloemfontein in the Free State. It is currently used mostly for cricket matches. It is the home of the Knights cricket team. The stadium holds 20 000 people and opened in 1989. Mangaung means "Place of the Cheetahs", a Sesotho word. (Se)Sotho is the major language spoken in the Free State.

A naming rights arrangement saw the ground named and renamed as mentioned above until it became the Mangaung Oval.

Diamond Oval, Kimberley

The De Beers Diamond Oval is a stadium in Kimberley, South Africa. It plays host to the local domestic team, Griqualand West.

It is an open ground with plenty of the grass banks that are so popular with South African spectators, and hence the De Beers Diamond Oval hosted its first one-day international in April 1998 when Pakistan chased down a Sri Lankan total of 295 to record a four-wicket victory. It hosted three matches during the 2003 Cricket World Cup. The venue was formerly known as the De Beers Country Club and the Kimberley Country Club. Quite recently, on 15 October 2017, South Africa played Bangladesh in an ODI match.

The ground commemorates the De Beers Company known in the mining world, notably the diamond industry.

Senwes Park, Potchefstroom

This cricket ground in Potchefstroom was previously known as Sedgars Park, referring to a Fashion Designer Store for clothing, watches, perfume, etc. (see <https://sedgars.com>). It was renamed to Senwes Park in 2008 (see www.supersport.com/cricket/international/senwes-park-info). Senwes is one of the leading agricultural companies in South Africa, "with clients symbolising the heart of the company" (see senwes.co.za).

It has already staged two test matches, with the last one in September-October 2017 when South Africa played Bangladesh.

Buffalo City Stadium, East London

This stadium in East London, Eastern Cape, was once known as Mercedes-Benz Park, thanks to sponsorship from the German motor manufacturer. Apparently, it does not have a new sponsor.

Multi-purpose (smaller) stadiums***Royal Bafokeng, Phokeng***

The Royal Bafokeng Sports Palace is a football, rugby and athletics stadium in Phokeng near Rustenburg, South Africa. It was built and is managed by the Royal Bafokeng Nation.

Lucas "Masterpieces" Moripe Stadium, Atteridgeville

This is a multi-purpose stadium with a capacity of 28 900. It is located in Atteridgeville, a suburb of Pretoria, South Africa.

The stadium was named after former local soccer player, Lucas Moripe. Until 2010 the stadium was known as Super Stadium.

King Zwelithini Stadium, Umlazi

This is a multi-purpose stadium in Umlazi, a suburb of Durban, South Africa. The stadium is named after the Zulu King, Goodwill Zwelithini kaBhekuzulu.

Princess Magogo Stadium, KwaMashu

This is a multi-purpose stadium in KwaMashu, a suburb of Durban, South Africa. It is currently used mostly for football matches. The stadium is named after Princess Constance Magogo, a Zulu princess who spent much of her life as a singer and composer while developing an understanding of Zulu tradition and culture.

Harry Gwala Stadium, Pietermaritzburg

This is a multi-use stadium in Pietermaritzburg, KwaZulu-Natal. It is currently used mostly for football matches and is the home ground of the Premier Soccer League club, Maritzburg United. The stadium is named after the ANC politician Harry Gwala (1920–1995). He was a prominent ANC leader and on the occasion of the 80th anniversary of the ANC on 8 January 1992, he was awarded the *Isitwalandwe*, the highest honour bestowed by the ANC on members for dedication, service and selfless commitment.

Conclusion

Sporting stadiums are popular toponyms. South Africa has a fairly good climate for staging outdoor sporting events as well as other celebrity concerts which require a large seating capacity. Many of these stadiums are fairly old while some have been refurbished. When the bid to host the 2010 FIFA World Cup in soccer was successful, it forced South Africa to build a number of new stadiums to accommodate the likely spectators. Some of these were named after politicians, e.g. Moses Mabhida and Peter Mokaba. In such cases, it appears that sponsors feel they cannot compete with the commemorated individuals and rather moved to other venues. Some of the World Cup venues, like Cape Town, for example, now struggle to stay afloat, financially speaking, and are desperately trying to find a permanent “resident”, but have not yet managed to do so.

Sponsors seem to invest in fairly old stadiums, notably rugby and cricket venues. Many of these stadiums have, however, been rejuvenated. Although it at times appears somewhat strange that sponsorships come and go, there are usually reasons for this. One likely reason is that the sponsors perhaps realise that they do not benefit as much as they had hoped for, from the association with a sporting code. Another is that it is true that sponsorships are intimately linked to current economic circumstances and as soon as sponsors realise that their sponsorship is hurting them financially instead of benefitting them, they often simply pull out at the end of their sponsorship term.

South Africa is currently (2018 and onwards) struggling economically, and it is only some of the major stadiums that are managing to maintain their sponsorships. Not unexpectedly, those stadiums that have commemorative names, usually of former politicians who functioned in troubled times, do not easily attract sponsorship money from present-day companies, particularly if their company name cannot feature alongside the commemorated person. One will have to wait and see if this pattern changes in the future.

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