

Abstract

The aim of this paper is to examine the reasons which led Sudan Football Association (SFA) to bid to host the African Cup of Nations for Non-Expatriate Players. Moreover, the expected cost and benefits that will accrue to the country from hosting the competition will be examined critically. In addition, the paper will review the main sources of funding for the tournament. The methodology to be adopted in this research is a combination of a descriptive and analytical approach. Both primary and secondary sources of data will be used.

Asserting Sudan's leading role as a founding member of the CAF, besides cost saving had been referred to by the President of SFA as the main reasons behind their decision to bid to host the African Cup of Nations (for non-expatriate players). However, putting the country on the map and improving its image, which has been badly tarnished internationally, could be another vital reason (or outcome) behind SFA bid. Minimal cost and benefits may be felt if the country hosts the Game, this may be attributed to the small number of participants and visitors who are expect to attend the Game. Dependence on revenue from ticket sales, in addition to the contribution of the CAF (from marketing of the tournament) had been outlined by the President of SFA as the major sources of funding for the competition.