

# Branding Sponsorship Proposal (1)







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The Nedbank Golf Challenge is one of the highlights of the South African sporting calendar. In a 36 year history, the event has featured the biggest names in world golf. With 72 players, playing over 4 days, for a purse of \$7.5 million. The tournament takes place from 9<sup>th</sup> – 12<sup>th</sup> November 2017 and forms part of the Rolex Series on the European Tours and the penultimate event on the Race to Dubai.

- Branding

The sponsor will be entitled to on course branding using a maximum of 4 display boards measuring 4m in length by 1m in height. The boards will be strategically placed in consultation with the Tournament Director in order to obtain maximum television and branding exposure.

- Corporate Identification On Printed Material

Your corporate logo, name and corporate colour scheme will be used to maximise your company identification on all printed material, which will include but not be limited to:

- One (1) full page, full colour advertisement in the official programme
- Your corporate logo prominently displayed in the official programme
- Your logo on one 3m x 1m Banner Flag placed on the 18<sup>th</sup> green public grandstand.

- Advertising and PR

Your sponsorship will entitle you to participate in Sun International's ongoing advertising and public relations effort to promote the Nedbank Golf Challenge, as the best international sporting event on the calendar.

Specifically, this would include but not be limited to:

Television, advertising and public relations exposure.



- **Television Exposure**

The event will be televised live for four days and with a total global household reach of over 336 million worldwide. The tournament is broadcast to over 140 countries with over 38 broadcasters around the world covering the event.

There are 46 countries in Africa that receive the event via SuperSport.

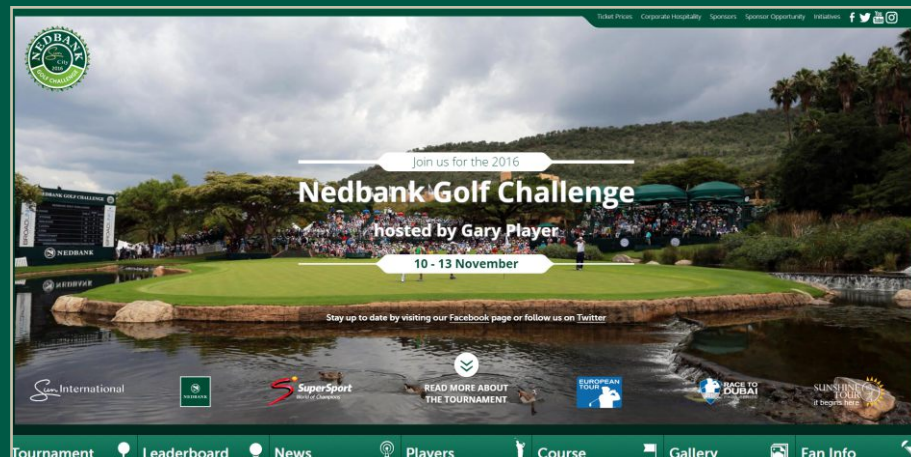
As a sponsor you will be entitled to a SuperSport commercial airtime package as follows:  
Classical Commercial airtime to the value of R115,000 to be utilised throughout the year.

There will also be additional commercial value available to purchase from SuperSport for the sponsors own account.

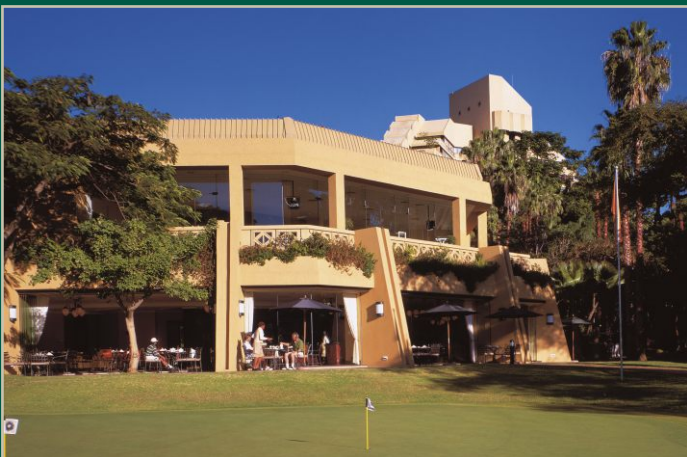
Please contact Farida Khan-Dalia at DTSV Media Sales on  
Tel: (011) 329-5005, Email: Farida.Khan-Dalia@dstvmedia.com

- **Internet Site**

The Nedbank Golf Challenge has its own official website ([www.nedbankgolfchallenge.com](http://www.nedbankgolfchallenge.com)), which provides added value to the sponsors in the form of additional local and international exposure. The site provides updated information and detail of the tournament on a daily basis during the four days of live coverage. The site has historically received in excess of 226,050 unique visits from over 200 countries. The sponsor's logo and a click-through to the sponsor's official website will also be placed on the internet site.







- Hospitality

Sun International will provide the sponsor with 5 rooms at Sun International's discretion for the duration of the tournament.

Arrive: Tue, 7/11/2017 and Depart: Mon, 13/11/2017.

These rooms are provided on a complimentary room only basis.

- VIP Seating

You will be allocated 10 seats on the 18th hole VIP grandstand.

- Gary Player Country Club VIP tickets

Sun International's invited guests are hosted at the Gary Player Country Club for the duration of the tournament and we wish to extend an invitation for you to entertain 10 of your VIP clients and/or guests each day at the Gary Player Country Club.

- VIP Parking

All guests staying on complex are entitled to on-complex parking, in addition you will be allocated 1 VIP parking spot at the Gary Player Country Club daily.

- Pro-Am Spots

Sun International will provide you with 3 spots in the NGC Pro-Am. These players will enjoy the prestige of playing with one of the invited Nedbank Golf Challenge professionals.





- **Social Functions**

You will be allocated 10 tickets to the Welcome Function and 10 tickets to the Valley of the Waves party.

- **Sponsors Briefing**

You will be invited to attend the sponsors briefing at Sun City. This will give you an opportunity to choose the decor for your marquee and to discuss the finer details regarding any hospitality or operational requirements.

- **Lost City Golf Course Bookings**

A limited number of golf spots have been booked at the Lost City Golf Course during the 4 days of the tournament. Bookings can be made on first come first served basis and will be limited to 1 x 4 ball per day.

The cost per golfer is R670 p/person and includes:  
18 holes of golf at the Lost City  
Halfway house per golfer  
Sharing a golf cart

This is for the sponsors own account.

**Sponsorship Amount - R 1,250,000-00 Excluding VAT.**