

2018 Nedbank Golf Challenge: Single Hole Sponsorship Proposal



A Rolex Series Event

Single Hole Sponsorship Proposal



The Nedbank Golf Challenge is one of the highlights of the South African sporting calendar. In a 37 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 8th – 11th November 2018 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 allocated 1 hole and 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 exposure and branding.

CORPORATE IDENTIFICATION ON PRINTED MATERIAL

Your corporate logo, name and corporate colour scheme will be used to maximize 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 the advertising collateral. This would include but not be limited to billboards & posters; and
- Your logo on one 3m x 1m Banner Flag placed on the 18th 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

As a sponsor you will be entitled to a Supersport Commercial airtime package to the value of **R115 000.00**, to be utilised throughout the year. There will be additional commercial value available to purchase from Supersport for the sponsor's own account.

Please contact:

Tel: (011) 329-5005 and ask for Farida Khan-Dalia at DSTV Media Sales

Email: Farida.Khan-Dalia@dstvmedia.com

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.

INTERNET SITE

The Nedbank Golf Challenge has its own official website (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 227 000 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 site.

ACCOMMODATION

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

Arrive: Tuesday, 6 November 2018

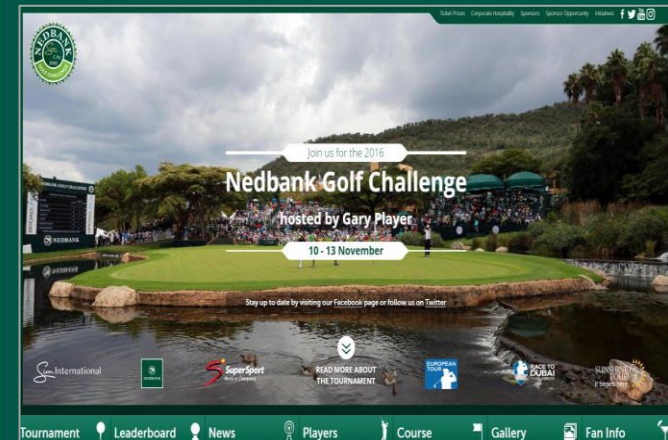
Depart: Monday, 12 November 2018

These rooms are provided on a complimentary room only basis.

VIP SEATING - GRANDSTAND

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

Sun International





VIP TICKETS - GARY PLAYER COUNTRY CLUB

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 4 of your VIP clients and/or guests each day at the Gary Player Country Club.

VIP PARKING

All guest 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 2 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 entitled to invite a maximum of 4 (including his/her partner) to the Champions Dinner and a maximum of 4 (including his/her partner) to the Valley of the Waves Beach Party.

SPONSORS BRIEFING

You will be invited to attend the sponsors briefing at Sun City.

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 a first come, first served basis and will be limited to 1 x 4 ball per day.

The cost per golfer is R670 per person and includes:

- 18 holes of golf at the Lost City
- Halfway house per golfer
- Sharing a golf cart

This is for the sponsor's own account.

Sponsorship Amount: R1 325 000.00 (Excluding VAT)