

2015 SANEC South African Business Golf & Wine Indaba

Sponsorship Opportunities

A corporate golf event guaranteed to help your company build strong business relationships.

"Golf is so popular simply because it is the best game in the world at which to be bad."
A. A. Milne

Thursday September 3rd 2015
Naarderbos Golf Club
Event organized by SANEC.
Jointly invited by Zandspruit Estate & SANEC
Event Management by SANEC
Contact: Lily Koerselman via +31(0)70 347 0781 or marketing@sanec.nl

Event overview

On the 3rd of September 2015, the Naarderbos Golf Club will open its world class golf course to welcome enthusiastic corporate golfers to the 11th edition of the South African Business Golf & the 1st edition of the Wine Indaba.

This unique day brings together chairmen, CEO's and directors representing medium to large enterprises and organizations from the Netherlands and South Africa and their relevant colleagues to entertain, network and play with their co-directors and senior management from a diverse number of industries.

Programme

The day programme starts with teeing-off from 11H00 (**shot gun, foursome, stable ford**). Whilst the golfers are finishing the course, networking drinks and canapés will be served.

For those interested in learning how to improve their swing or golf play, a golf clinic will start at 14H30. Golf pros will teach groups of 10 participants each and will practice different techniques and introduce the golfers to a few holes.

And for those who fancy tasting the best South African wines are invited at 15H30 to the Wine Indaba including a master class given by a well known wine-maker.

The evening program will start at 17H00 and is filled with a South African Business Braai, presentation of H.E. Ambassador of South Africa Mr V.B. Koloane; prize giving;

The program for the evening will have a South African theme with sounds, lights, pictures and scents.

We offer you an interactive partnership that will touch the heart and mind of your target market before, during and after the event, through the creation of personal experiences that are relevant to them.

Apart from an invaluable networking opportunity, fantastic prizes are to be won such as getaways and vouchers.

Event Details

| | | |
|------------------------------------|---|------|
| Date: | Thursday, 3 September 2015 | |
| Time: | Shot gun will start at approximately 11:00 am with South African Business Braai will be served at approximately 17:00 pm. | |
| Location: | Naarderbos Golf Club | |
| Attendees: | Directors and senior management from diverse Dutch private business sectors and other decision makers. | |
| Parking and transportation: | Attendees must make their own way to and from the course. | |
| Fees (incl. VAT): | A. Individual ticket | €150 |
| | B. Group flight (4 people) | €600 |
| | C. Golf clinic (two hours) | €110 |
| | D. Wine Indaba | €85 |
| | E. 19 th Hole Drinks & Braai | €50 |

Go to page 7 for all sponsorship possibilities.

Target Market

All attendees are typically high profile business individuals from diverse corporate ranging from small, medium and large enterprises in import, export and investment and from new to existing enterprises.

Furthermore attendees could be from branch organizations, export councils & chambers of commerce, investment associations, local and international government institutions including Embassies and EU Representations. Golfing enthusiasts, directors and managers in several areas and senior management will attend, providing you with that one event to expose your brand and interact in a high profile decision making target market.

Reasons to participate:

- **Broaden your network**
- **Meet new clients**
- **Combine business with pleasure**
- **Share mutual experience with other participants**
- **Formal contact with Ambassador of South Africa**
- **Experience the day as if you are in South Africa**

Communication

Due to the non-profit nature of this particular event, paid marketing is kept to a minimum. Preference goes to editorial support from the local media.

Publicity

SANEC has an experienced in house marketing and media team who have designed a campaign targeting both general and niche media. This campaign will kick off at the end of June with regular media releases being sent out to corporate hospitality and golf magazines, golf blogs, golf court websites, local radio, TV and print media like corporate hospitality and golf magazines.

- Corporate image inclusion on all event related correspondence and newsletters, before and after the event.

Website and e-marketing

The Golf Day & Wine Indaba will be displayed on the home page of the website from June onwards and all sponsors will be listed on the web page which will be linked to their businesses.

With a database of over 4000 people, the monthly newsletter from SANEC, will be promoting the event from July until September.

Leverage ideas

For many years sponsorship has been about how many times a sponsor can get their logo in front of an audience. However, today's acute and aware sponsors realize that sponsorship has changed and it is no longer about a sponsor/sponsee relationship.

New generation sponsorship is about the win-win-win relationship, sponsor/sponsee/audience. Good sponsors now want to know how they can add value to their relationships with their target markets and events are a key conduit allowing businesses to do just this.

The goal of astute sponsors today is to add small, meaningful added-value benefits to all or most of your target markets and these fall in to two categories:

1. Adding value to the event experience – making the experience of attending the event more convenient, fun, interactive or personal, or
2. Adding value to the brand experience – making the experience of being your customer better.

With this in mind, sponsors of the South African Business Golf & Wine Indaba could do a number of leverage activities to make the most of their sponsorship including:

Client Competition

Hold a competition amongst your clients in the month leading up to the golf day with the prize being a team member ticket in your golf team on the day. Due to the great social atmosphere of the day, it is a good way to get to know your clients better.

Company business card draw on your sponsored hold

If you have some great product or service you would like to promote then why not run a business card draw with that great product/service from your sponsored hole on the day to help build up contacts and leads.

These are just some ideas that our team came up with to help you leverage and make the most out of your sponsorship investment

Sponsorship Levels for your company:

To accomplish the goal of generating value for your company and brand through participation in the event, there are options available in order to promote your brand before, during and after the event, each with its own benefits, level of exposure and investment.

There are several levels of sponsorship for the South African Business Golf & Wine Indaba including:

Golf tournament

A. 1. Western Cape Level (main sponsorship € 3.500 + VAT.)

This level holds the highest profile of all events sponsors; your company can use the following benefits to gain maximum value out of your event participation:

Benefits

- Title partnership in the SANEC South African Business Golf & Wine Indaba
- Company logo on all events promotional material
- Prominent display of company signage at club house and on sponsored hole
- Choice of holes on the course (first come first serve basis)
- Two teams of four players (complimentary) in the competition (also possible to sponsor without competing with a flight)
- Logo on participant lists & invitations
- Branding opportunities during Wine Indaba and SA Business Braai (see below)
- Picture moment
- Two prizes for the event, branded with your corporate image if possible
- Opportunity to make the presentation of the major prize
- Opportunity to address the attendees during the presentation session
- A set of 3 golf balls with company logo per golf player
- Polo shirt with company logo for each tournament golfer or clinic golfer
- Sponsor option Nearest to the Pin, Longest Drive, Longest Putt Option or any other kind.. Prices given by sponsored company on their chosen hole.

2. KwaZulu-Natal Level (€ 1.250 + VAT)

This level also holds a high profile at the Event and will be given significant opportunity to showcase themselves to attendees.

Benefits:

- One team of four players (complimentary) in the competition (also possible to sponsor without competing with a flight)
- Company logo on all events promotional material
- Company logo on events website
- Prominent display of company signage on sponsored hole
- Choice of holes of the following holes on the course – 1, 2, 3, 4, 7, 8, 9, 10, 11, 12, 13, 16, 17 or 18 (first in first served basis for allocation of holes)
- Sponsor option Nearest to the Pin, Longest Drive, Longest Putt Option or any other kind. Prices given by sponsored company on their chosen hole.

3. Gauteng Sponsors(€1000 + VAT)

Gauteng Level Sponsorship allows a more affordable method of sponsoring the event.

Benefits:

- One team of four players (complimentary) in the competition (also possible to sponsor without competing with a flight)
- Company logo on the official Players Guide
- Company logo on events website
- Prominent display of company signage on a shared sponsored hole
- Choice of holes of the following holes on the course (shared with another Gauteng Sponsor 5, 6, 14 or 15 (first in first served basis for allocation of holes)

B. 19th Hole Reception & South African Business Braai (€2.500 or in kind)

For supplying Braai for approximately 150 pax, the sponsor will receive the following:

Benefits:

- The opportunity to exclusively host and address the “19th Hole Reception & South African Business Braai”.
- Prominent display of company signage during “19th Hole Reception & South African Business Braai”
- Company logo on events website
- The opportunity to promote product and services first hand to a number of key corporate decision makers
- Company logo on majority events promotional material
- Verbal acknowledgment at the events opening, closing and “19th Hole Reception & South African Business Braai”.

C. Others:

- Green catering/service on the field €750
- Welcome coffee €500
- In kinds:
 - Gifts
 - Products
 - Goody bag
 - Prices

The partnership benefits are negotiable to every partner's individual needs. Should you wish to add benefits from another option into your preferred option, please discuss this with us in order to provide you with the most valuable option for your partnership investment.

2015 SANEC South African Business Golf & Wine Indaba Sponsorship Form

Name _____

Company _____

Address _____

Phone _____

Email _____

- ☐ Yes, I/my company would like to serve as a sponsor for the 2015
- ☐ My/our preferred level of sponsorship is:
 - ☐ A1. Western Cape Level Sponsor (€3.500 + VAT) – *main sponsorship*
 - ☐ A2. KwaZulu Natal Level Sponsor (€1000 + VAT)
 - ☐ A3. Gauteng Level Sponsor (€1000 + VAT)
 - ☐ B. 19th Hole Reception & SA Business Braai Sponsor (€2.500 + VAT or Value in kind)
- ☐ C. Other:
 - ☐ Green catering (€750 + VAT)
 - ☐ Welcome coffee (€500 + VAT)
- ☐ In kinds:
 - ☐ Gifts such as.....
 - ☐ Products such as....
 - ☐ Goody bag such as...
 - ☐ Prices such as...

For registration to participate please refer to the separate invitation received via mail or access via website.

Please return this form by **31 July 2015** to:

Combined sponsorship/team registration:

Lily Koerselman

Events Manager

T: +31(0)70 347 0781

E: marketing@sanec.nl

An invoice will be raised for you to pay on once your sponsorship or team allocation is confirmed.