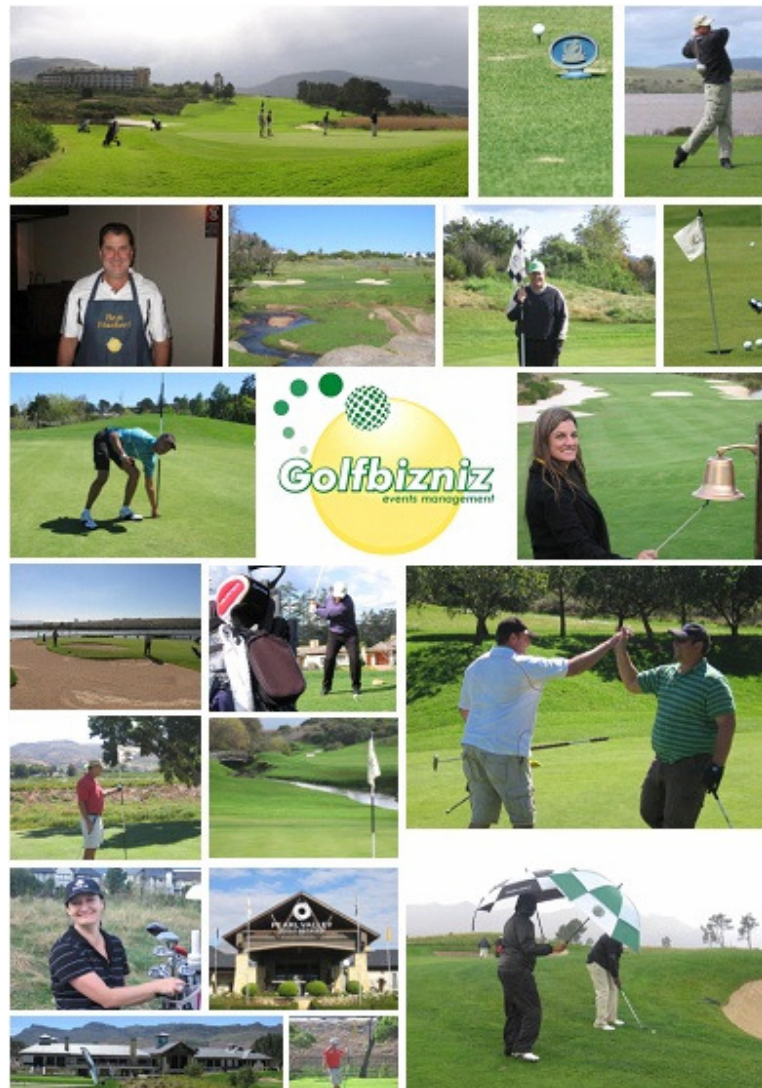


Corporate Golf League '12

“Eighteen holes of golf will teach you more about your foe than will eighteen years of dealing with him across a desk.”

- Grantland Rice (20th Century American Sportswriter)



A series of golf events guaranteed to help your company build strong business relationships.

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1. Overview

The Corporate Golf League is a series of golf events where we provide member companies with monthly opportunities to entertain, network and play with their business partners on the top golf courses Cape Town has to offer.

As members of the League companies have a fourball in each of the monthly events in a division of the League.

Company fourballs are used at own discretion to invite business associates that they want to entertain at these top courses or to network with any of our other member companies within the League that they might see as potential business partners.

Where does your brand fit it?

The unique League system brings together directors and senior management from a number of medium- and blue chip enterprises on a monthly basis allowing them to relax and forge business relationships.

By partnering with the League, you will gain access to this high profile market for the duration of the League, where you will have the opportunity to expose and promote your brand to these individuals.

We are offering you a unique opportunity to share ownership of the League '12 with us and to use the League system to build relationships with those individuals who will contribute to your brand growth and development.

2. League Details

Dates: The League tees-off on the 2nd of March '12 and ends with the League finals being played on the 9th of November '12.

Events: The League '12 will consist of two divisions with approximately 20 companies per division.

In total 19 League events that include the finals will be played.

Venues: All companies will play Arabella, De Zalze, Erinvale, Pearl Valley and Steenberg. The other four rounds will consist of a mixture of our top public courses such as Paarl, Stellenbosch, Clovelly and King David.

Cost: Companies become a member of the League by entering a fourball and paying a membership fee. This membership fee covers all green fees, halfway house lunches, dinners and prizes for all four players at all nine events.

3. Partnerships

There are three different levels available to become a partner to the League '12, each with its own set of benefits and level of exposure.



The benefits schedule below provides a brief comparison between the three levels of partnerships available.

In the lead-up to the start of the League, we will further discuss these options in order to tailor-make a package that will suit your brand best.

Corporate Golf League '12 Partnership Benefits			
Partnership Benefit	Partnership Type		
	Title	Divisional	Field
Play			
Membership included	x		
Sponsorship			
League naming rights	x		
Design of unique League logo	x		
Design of unique divisional logo		x	
Presenting opportunity at events	x	x	
Industry exclusivity	x	x	x
Implementation of the Partnership Management System	x	x	
Clothing			
Event logo on golf shirt	x		
License and Endorsements			
Use of sponsee logo and images for marketing	x	x	x
Merchandising rights	x	x	x
Product endorsement	x	x	x
Contract			
First right to renewal for 2012 League	x	x	x
Venue			
Use of events for supporting event	x	x	
On-site Activities			
A hole on course for promotions and branding	x	x	x
Sampling opportunities	x	x	x
Demonstration and display opportunities	x	x	x
Signage			
Registration and clubhouse	x		
Halfway house and prize giving area	x	x	
Co-branding of driving range	x	x	
On a hole on golf course	x	x	x
Hospitality			
Company representative to prize giving	x	x	
Information Technology			
Event website	x	x	x
Links to your own website	x	x	x
Naming rights to event website	x		
Inclusion on all electronic correspondence and newsletter	x	x	x
Employees			
Involvement such as creation and manning of wet hole	x	x	x
Other Opportunities			
Providing of prizes	x	x	x
Providing of promotional items	x	x	x
Partnership Investment	Available on Request		

4. Conclusion

Historically sponsorship has been about connecting your brand via visible media to an event with the hope that your target market would notice you.

With the Corporate Golf League we want to turn that way of thinking on its head. We don't want to offer you a sponsorship that will only be noticed by the eye through banners and logos.

Rather we want to offer you a partnership that will touch the heart and mind of your target market, through the creation of personal experiences that is relevant to them to ensure that your name is the one recalled once your products are needed.

Do not miss this opportunity to create those meaningful experiences with your target market that is so vital in building strong and lasting brand loyalty.

We look forward to have you as a partner in the Corporate Golf League '12 and to assist you to build relationships with those individuals important to the brands' success!