

Overview

On the 22nd October '10 Pearl Valley Golf Estate will open its world class golf course to welcome 100 enthusiastic corporate golfers to the 4th annual Directors Invitational.

This unique day brings together directors from a number of medium- and blue chip enterprises allowing them to relax and forge business relationships Cape Town's top estate.

These business leaders will be treated to a one-of-a-kind golf event where they can entertain, network and play with their co-directors and senior management from a diverse number of industries.

Where does your brand fit it?

The Directors Invitational creates a once a year opportunity where high profile individuals and corporate decision makers come together to enjoy an event tailor-made for business.

By partnering with the event, you will gain industry exclusive access to this high profile market where you can introduce and align your brand with a highly targeted corporate- and individual decision making market.

We are offering you a unique opportunity to be part of the Klipdrift Gold Directors Invitational '10, offering your brand the opportunity to a more personal connection.

A connection that is vital to foster relationships, changing perceptions and building brand loyalty, ensuring that your name is the one recalled should your products or services be needed.

Event Details

Dates: Friday, 22 October 2010

Times: Tee-off will start at approximately 11:00 with dinner being served at 19:00.

Location: Pearl Valley Golf Estate, Paarl

Attendees: Directors and senior management from diverse business sectors. At the 2009 event 87% of the players were directors of companies, an increase of 5% on the 2008 percentage.

Cost: Companies enter a fourball at a cost of R 4 500. This provides players with a high quality golf shirt, greenfees, halfway house, dinner, prizes and give-a-ways.

History: The inaugural Directors Invitational was held on 30 November '07 with 96 golfers participating in the event with Erinvale as our gracious host.

In 2008 the event experienced 33% growth with 128 golfers teeing-off on 24 October, once again hosted at Erinvale.

In 2009 the decision was taken to scale the event down to 100 golfers in preparation for the new goal of the event. To make this the most prestigious golf event on the golf calendar. In line with this goal, the decision was also taken to move the event to the fabulous Pearl Valley Golf Estate.

Target Markets

Based upon research conducted within the Directors Invitational '09, your promotional campaign can be aimed at the following main target market groups.

- **Golfing Enthusiasts.** Due to the nature of the event all golfers participating is sure to be keen golfer players.
- **Company Directors.** In 2009 87% of all players were directors providing you with that one event to expose your brand in a high profile decision making target market.
- **Senior Management.** They might not be the final decision makers but is sure to influence decisions taken by there respective companies. An opportunity to interact with the decision makers and directors of the future.
- **Men.** Unfortunately our entire field in 2009 consisted out of men. Nonetheless a unique platform to reach the individuals with the necessary decision making and buying power.
- **Other Markets.** They might not necessarily be golfers, but visitors to the club and residents on the estate are a market never taken in consideration. Once again with the location used for the event you are sure to catch the eye of these high net worth visitors.

Partnerships

There are two options available to partners to align their brands with the event.

Each partnership provides a comprehensive package of benefits and partnership investment that will be tailor-made around your brands needs, following further discussion around the various options.

Event Partnership

As one of the two Event Partners for the event, together with our Title Partner, Klipdrift Gold you will be part of our main partners for the event.

Our main partners receive not only exposure on course, but also the most visible areas inside and outside the clubhouse enabling you to also capture the eye of clubhouse visitors.

Field Partnership

As one of the six Field Partners for the event you will be allocated a hole on the golf course to promote your products and services and have direct interaction with the directors from the various industries.

Both the Event- and Field Partners will enjoy a combination of the following benefits:

- Industry exclusivity in your industry sector
- Use of sponsee logo and event images for the sponsors promotion, advertising and other marketing objectives
- Merchandising rights (the right to create co-branded merchandise to use as give-a ways)
- Product endorsement
- First right to renewal for 2011 event at conclusion of event
- Either the first or the tenth hole on the golf course to create promotions to showcase your products and services
- Sampling opportunities
- Demonstration and display opportunities
- Full signage on either the first or the tenth hole and at the back of the prize giving area

- Shared branding with title sponsor on driving range and putting green.
- Access for two company representatives to the prize giving and dinner function.
- Access to creation of what money can't buy experiences
- "Signage" on event website
- Links to your website from the host website
- Inclusion on all event related correspondence and newsletters
- We require that each partner provide us with four identical prizes for the event, branded with your corporate image if possible.

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 Directors Invitational are turning 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 will see you at Pearl Valley on the 22nd of October!

