



# SPONSORSHIP PACK 2025

The 50's Golf Day is an annual golf day aimed at promoting Mpumalanga as a top leisure destination by bringing together sport, business and community engagement.

**27 December 2025**



# ABOUT US



Since its inception in 2009, *The 50s Golf Day* has evolved into a signature social sporting event that blends community, wellness, tourism and philanthropy. Hosted annually during the festive season in Mpumalanga, the tournament welcomes golfers of various ages – drawing participants not only from within the province but also across South Africa and its neighbouring countries. Set against the scenic backdrop of the Lowveld, the event embodies the spirit of leisure travel and active lifestyle, creating an atmosphere where wellness meets celebration.

## WHY THIS MATTERS TO YOU

### BUSINESS ALIGNMENT

#### **PROMOTES DOMESTIC & REGIONAL TOURISM**

Attracts travel to Mpumalanga during the holiday season through sport tourism.

#### **SUPPORTS LOCAL ENTERPRISE**

All vendors – catering, logistics, printing, photography are sourced from local SMMEs.

#### **HIGH-VALUE TRAVELLER AUDIENCE**

Engaged participants with spending power, often extending their stay in the province.

#### **DESTINATION VISIBILITY**

The event promotes Mpumalanga's beauty, wellness offering and hospitality through digital, word-of-mouth and interprovincial guests.



# PROPOSED FUNDING REQUEST SUMMARY

We are seeking funding to support the successful planning and delivery of The 50s Golf day. Funds will be allocated toward event logistics, venue and operation coordination. A portion will also go toward The Coleman Foundation's initiatives, which focus on autism awareness and early intervention, as well as youth sports development within under-resourced communities.

## FUNDING REQUEST

Event logistics, Venue & Promotion	60%
Local vendor & SME Support	20%
Foundation Initiatives	10%
Admin & Contingency	10%

## VENDORS, BUSINESS & COMPANY BENEFITS

- Brand Visibility throughout the event
- Showcasing Mpumalanga as a wellness hub
- Alignment with SMME development
- Post-event report on business/company impact and local benefits
- Complementary golfer registration

The above percentages are a breakdown of financial figures and are just an indication of the cost of hosting the annual golf day. However, any financial support, contributions or donations are welcome to make the annual golf day a successful day.



# SPONSORSHIP PACKAGES

Sponsoring the 50s Golf Day offers your organisation an opportunity to align with a growing brand and demonstrate your commitment to corporate social responsibility. In addition to supporting a great cause, your company will receive significant exposure and engagement opportunities through our sponsorship packages:

## **GOLD SPONSOR • R50 000**

2 x four ball entries (8) – includes meal and eligibility to prizes.

Company banner displayed at tournament.

Exclusive company branding of a hole of choice.

Presentation opportunity during prize giving.

MC main sponsor acknowledgement.

Brand exposure on all social media platforms including foundation website as main sponsor.

## **SILVER SPONSOR • R30 000**

Four ball entries (4) – includes meal and eligibility to prizes

Company banner displayed at tournament.

Exclusive company branding of a hole of choice.

Presentation opportunity during prize giving.

MC silver sponsor acknowledgement.

Brand exposure on all social media platforms including foundation website as main sponsor.

## **HOLE SPONSORSHIP**

### **OPTION 1 – R5 000**

Four ball entries (4) – includes meal and eligibility to prizes

Exclusive company branding of a hole of choice.

Brand exposure on all social media platforms; Facebook and Instagram.

### **OPTION 2 – R3 000**

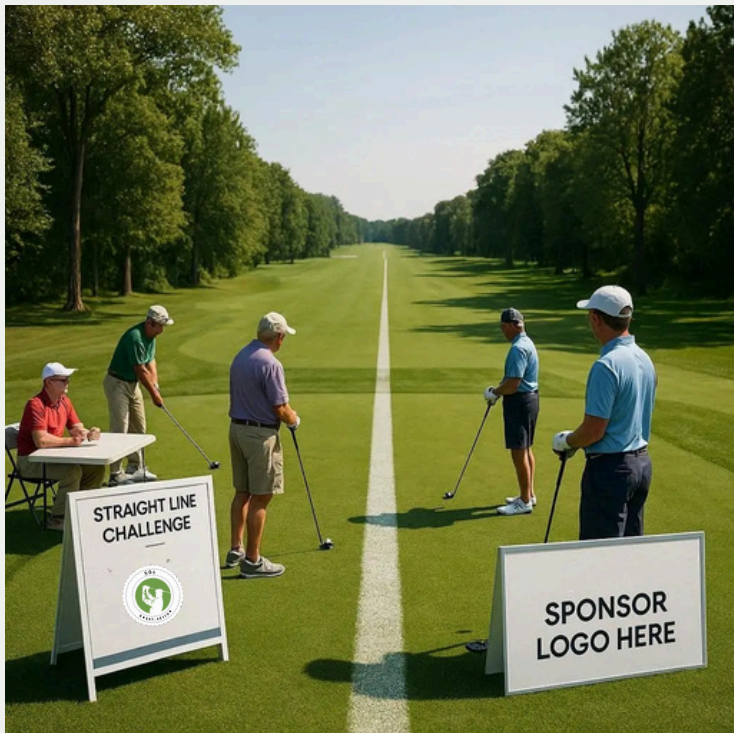
Exclusive company branding of a hole of choice.

Brand exposure on all social media platforms; Facebook and Instagram.



# ADDITIONAL SPONSORSHIP

Beyond financial contributions, we also welcome product-based and merchandise sponsorships that enhance the golfer experience on the day. Brands are invited to contribute prizes, promotional items, vouchers, samples or golfer giveaways to be included in goodie bags, competition categories or on-course activation points. These in-kind contributions offer meaningful visibility and create memorable touchpoints with players while aligning your brand with a well attended community event.





## GOLF DAY SPONSOR PROPOSAL 2025

# THANK YOU!

The 50s Golf day is more than a tournament – it is a convergence of wellness, heritage, tourism and heart. It reflects the best of what Mpumalanga has to offer; beautiful terrain, generous people and purposeful experiences. We would be honoured to have the tourism department as a partner and collaborator on ensuring this year's event is not only successful, but unforgettable.

We look forward to your response and the opportunity to co-create something truly valuable for the province.

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