



*Chazon Tekna
12th Annual Golf Day*

Chazon Tekna School, 201-468 NPO

Saturday, 6 June 2020

*Highland Gate Golf & Trout Estate
Dullstroom, Mpumalanga*

Sponsorship Proposal

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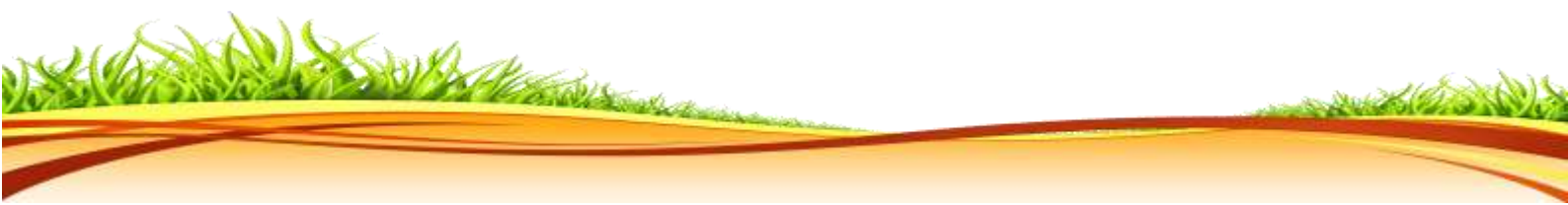


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1. About our school

We cater for students from a vast variety of cultural backgrounds, and do not exclusively focus our attention on one segment of the population. Our curriculum stretches from Gr 000 to Grade 12. Our graduates are sought after and have been accepted to top Universities like University of Johannesburg and University of Bloemfontein.

Academics:

Chazon Tekna opened in 2000 with a vision of providing Christian Education to the children in the Machadodorp area. We use the American Accelerated Christian Education system which ensures high quality education based on Christian principles and values.

In our academic school system we teach children the value of planning and preparation. Our children are encouraged to set their own goals for work to be completed each day and they are rewarded when the goal is achieved. This provides an opportunity for children to learn self-discipline and to have pride in what they have achieved.

Our children are the future of our country and we provide a good solid foundation of discipline, dignity and vision. They are able to plan and prepare which is very important in society today. They are also taught computer skills to assure our children will have the best opportunity to keep up with the fast changing technology of their future.

Physical activities:

At Chazon Tekna we promote an active, healthy lifestyle because we know how important physical activity and development are for our children. Our children are taught to compete in good spirit and to work as a team. While they learn competition is a good thing, they also learn if you don't win, you do it with grace and dignity. We hope to increase our children's potential by giving them an opportunity to develop discipline and leadership qualities.

Registration:

Chazon Tekna School is registered with the Mpumalanga Department of Education as an Independent School – EMIS number 800030296 - in terms of the South African Schools Act No. 84 of 1996 subsection 46 (3). The school, however, does not receive any government subsidy or assistance.



2. What we are fundraising for

The Chazon Tekna Golf Day is an annual event that serves as a fundraising opportunity for the school. The 2020 Golf Day will be the 12th held by the school.

The funds that are raised goes toward our community outreach programs throughout the year. It will be used to provide food for the children and the residents of the Old Age Home that we visit and pay for the transport needed to take our students to the various events.

Our school has implemented the following initiatives as tools for supporting our local community:

Silver Days Old Age Home

The Silver Days Old Age Home houses 30 elderly people and while it is mainly funded by the government, it also relies on much needed donations from the community to provide the care needed to the residents. Many of the residents do not have any family and our main aim with this outreach is to bring some joy and laughter into the lives of the residents.

Our regular visits to the Old Age Home always includes a food drive and each resident gets a parcel with some personal items. The residents are pampered by our students. The students rub their hands with cream and pray with them. The students also provide some entertainment in the form of a small concert and after that everyone enjoys various cakes and treats.



Shalom Day-care Centre

The Chazon Tekna visits to the Shalom Day-care Centre provide the centre with much needed food supplies and our students spread joy and good cheer through mini concerts and interaction with the tiny children.



3. The Venue

The venue for the Golf Day will be the Highland Gate Golf & Trout Estate in Dullstroom, Mpumalanga.

“Highland Gate Golf and Trout Estate features a magnificent 18-hole Ernie Els signature golf course, rated by many to be one of the best in South Africa. The course is set among some of the most scenic mountainous terrain in Mpumalanga, and is challenging to say the least.” (www.dullstroom.biz)

Our 11th Annual Golf Day was a great success, mostly due to the impressive facilities and the well-organised staff. The clubhouse will again offer catering facilities for the day.



4. Tournament Format

- The tournament format will be Betterball.
- Space will be limited to 25 fourballs @ R4000 each.
- Entry fee will include green fees, golf cart, goodie bag, halfway house, lunch and dinner.

5. Target Market

Our Golf Day is mainly aimed at serious golfers who will come from major cities in the Gauteng and Mpumalanga area, to enjoy a weekend getaway at the cultural diamond Dullstroom, Mpumalanga. We will also be targeting corporate companies with interests in the area (eg. Nkomati Mine, Exxaro, ARM, Discovery, Old Mutual to name but a few) to enter teams in our tournament.

6. Marketing Opportunities

Our Golf Day is an opportunity for your business to promote awareness of your brand and your involvement in the community. It is also an opportunity to attract new clients and network with potential investors/clients during the day on the course.

The Golf Day will be marketed in the following ways:

a. Print Media

There will be event posters put up throughout Mpumalanga, especially around the Dullstroom area. Flyers and posters will also be distributed at various golf courses and clubs throughout South Africa. Presenting and lunch sponsors will be indicated on these posters and all other advertising media.

b. Social Media

We have launched an extensive Twitter and Facebook campaign that will raise awareness of our Golf Day. Sponsors of our Golf Day will be mentioned regularly throughout the campaign.

Twitter/Instagram: @chazongolf

c. Website

An event website has been created where players and sponsors can find information and register.
www.chazongolf.co.za



7. Personal Involvement on Course

We welcome sponsors to join us on the course during the Golf Day. Hole/Tee sponsors are welcome to display marketing materials such as banners etc. and to meet and mingle with our guests. Feel free to take initiative and have a tasting table, a mini golf related challenge game or a photo opportunity with our guests.

All planned activities on course will need to be approved by the Golf Day committee. Please submit proposed activities before 30 March 2020.

Please feel free to use this opportunity to promote your business and show off your networking skills.

8. Sponsorship Options

	Sponsorship	Price
1	Headline Sponsor	R 15 000
2	Hole-In-One	R 10 000
3	Prize Giving Dinner	R 10 000
4	Putting Green	R 5 000
5	Halfway House	R 5 000
6	Beat The Pro	R 4000 & Drinks/Snacks & Prize
7	Nearest to the Pin Sponsor	R 2 500 & Drinks/Snacks & Prize
8	Longest Drive Sponsor	R 2 000 & Prize
9	1 x 4 Ball	R 4 000

a. Headline sponsor:

- R50k cash Hole-In-One Prize
- Ownership of the 3rd hole for branding and display of products.
- Sponsor may include own promotional material in gift bags.
- Branding at registration desk & prize giving area.
- Logo on all marketing material used for the Golf Day.
- Listing on the Chazon Tekna golf website.
- Verbal acknowledgement during the event and at the awards ceremony.
- Company name and logo on all pre-competition newsletters and other communication.
- Promotional Opportunities – Product Display & Sampling
- The sponsor will have a 5 minute opportunity during the award ceremony for promotion or a speech.
- **Price: R15 000**

b. Hole-In-One:

- R50k Prize Hole-In-One
- Sponsor may include own promotional material in gift bags.
- Branding at Tee & Green
- Logo on all marketing material used for the Golf Day.
- Listing on the Chazon Tekna golf website.
- Verbal acknowledgement during the event and at the awards ceremony.
- Company name and logo on all pre-competition newsletters and other communication.
- Promotional Opportunities – Product Display & Sampling
- The sponsor will have a 5 minute opportunity during the award ceremony for promotion or a speech.
- **Price: R10 000**

c. Prize Giving Dinner:

- Sponsor may include own promotional material in gift bags.
- Branding at Prize Giving
- Logo on all marketing material used for the Golf Day.
- Listing on the Chazon Tekna golf website.
- Verbal acknowledgement during the event and at the awards ceremony.
- Company name and logo on all pre-competition newsletters and other communication.
- Promotional Opportunities – Product Display & Sampling
- The sponsor will have a 5 minute opportunity during the award ceremony for promotion or a speech.
- **Price: R10 000**

d. Putting Green:

- Sponsor may include own promotional material in gift bags.
- Branding at Putting Green
- Logo on all marketing material used for the Golf Day.
- Listing on the Chazon Tekna golf website.
- Verbal acknowledgement during the event and at the awards ceremony.
- Company name and logo on all pre-competition newsletters and other communication.
- Promotional Opportunities – Product Display & Sampling
- **Price: R5 000**

e. Halfway House:

- Sponsor may include own promotional material in gift bags.
- Branding at Halfway House.
- Logo on all marketing material used for the Golf Day.
- Listing on the Chazon Tekna golf website.
- Verbal acknowledgement during the event and at the awards ceremony.
- Company name and logo on all pre-competition newsletters and other communication.
- Promotional Opportunities – Product Display & Sampling
- **Price: R5 000**

f. Beat-The-Pro:

- Sponsor may include own promotional material in gift bags.
- Ownership of the 15th hole for branding and display of products.
- Provide Drinks/Snacks to players.
- Logo on all marketing material used for the Golf Day.
- Listing on the Chazon Tekna golf website.
- Verbal acknowledgement during the event and at the awards ceremony.
- Company name and logo on all pre-competition newsletters and other communication.
- Promotional Opportunities – Product Display & Sampling
- **Price: R4 000**

g. Nearest To The Pin:

- Sponsor may include own promotional material in gift bags.
- Ownership of the 7th hole for branding and display of products.
- Provide Drinks/Snacks to players.
- Branding on NTP Marker
- Logo on all marketing material used for the Golf Day.
- Listing on the Chazon Tekna golf website.
- Verbal acknowledgement during the event and at the awards ceremony.
- Company name and logo on all pre-competition newsletters and other communication.
- Promotional Opportunities – Product Display & Sampling
- **Price: R2 500**

h. Longest Drive:

- Ownership of the 5th, 8th, 11th or 18th hole for branding and display of products.
- Sponsor may include own promotional material in gift bags.
- Branding on LD Marker.
- Logo on all marketing material used for the Golf Day.
- Listing on the Chazon Tekna golf website.
- Verbal acknowledgement during the event and at the awards ceremony.
- Company name and logo on all pre-competition newsletters and other communication.
- Promotional Opportunities – Product Display & Sampling
- **Price: R2 000**

i. 1 x 4 Ball Entry:

- Entry fee with Golf Carts for 4 players.
- Halfway House & Prize Giving Dinner for 4 players
- **Price: R4 000**

9. Conclusion

We thank you for taking the time to consider our proposal. We trust you share our vision and that you agree with the need to provide comfort and joy to underprivileged children and the residents of the Old Age Home. We appreciate your positive consideration of the sponsorship of our Golf Day. With the help of companies like yours we will be able to improve the quality of life for our children.

Thank you for helping us to develop “Our vision for our children.”

“Stay true to yourself and listen to your inner voice. It will lead you to your dream.”

– James Ross (Scottish Golfer)

