

# **ANNUAL WINELANDS FESTIVAL 2018**

**10 – 13 October**



**BOSCHENMEER**  
GOLF ESTATE  
PAARL GOLF CLUB

*The*  
**WORST  
DAY OF  
GOLF**  
*Beats*  
*The*  
**BEST  
DAY OF  
WORK**

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**BOSCH EN MEER**  
GOLF ESTATE  
PAARL GOLF CLUB

## **Event History:**

- **The Winelands Festival has been running since 1979 and is a much anticipated event for golfers in Paarl and the broader Western Cape.**
- **It is a well recognized event throughout the Western Cape and has always been thought of as an enjoyable festival of golf, camaraderie, friendship and popular evening events.**
- **2018 will mark the Winelands Festival's *39<sup>th</sup> year*, and as such, we'd like to make this years festival even more memorable than previous years.**



## **Boschenmeer Golf Estate History:**

- **Boschenmeer Golf Estate is the home to Paarl Golf Club.**
- **Paarl Golf Club has been in existence since 1907 and was the first 27-hole course in the Western Cape.**
- **The 27 hole golf course is made up as follows:**
  - ✓ **1 – 9      The River Nine**
  - ✓ **10 – 18    The Paarl Nine**
  - ✓ **19 – 27    The Boschenmeer Nine**
- **The Club has hosted some of South Africa's Sunshine Tour Events with great success, as well as the 2007 South African amateur championship.**
- **The Club provides a home for many local, regional and national corporate golf days, which draw great praise for the quality and friendliness.**



## **Our Target Market**

**The Winelands Festival attracts a vast target group and can be separated as follows:**

- **Golfers & visitors (Festival Lovers)**
- **Men & Women from all over the country including some neighboring states.**
- **The players are generally in the LSM8-10 group and have disposable income.**
- **Players are aged from 25-50 and many of them are leaders in the industry or owners of small and medium businesses.**



# **The Concept**

- **This year's Winelands Festival will be different to previous years in the following ways:**
  - 1. The Winelands Festival is a team event running over 3 days.**
  - 2. We will expose sponsors throughout the event.**
  - 3. We will partner with a charity organization. (National & Local)**
  - 5. Team Auction will be done at the welcoming cocktail evening on 10 October**
  - 6. We will have 10 amazing Golf, Accomodation and Wine auction lots.**
  - 7. Fun activities after golf.**
  - 8. Gala dinner**
  - 9. Great prizes**



# **The Format**

- **This year the festival will run as follows:**
- ✓ **Wednesday – 10 October 2018 - Welcoming**
  - **A day exclusively set aside for the Wineland Practice round.**
  - **This days format will be a Fourball Betterball Stableford.**
  - **Prize giving linked to Opening Ceremony and team auction**
- ✓ **Thursday – Round One**
  - **The format will be individual stableford**
  - **Wine tasting after golf.**
  - **Evening at leisure.**
- ✓ **Friday – Round Two**
  - **The Format will be Betterball Stableford**
  - **Wine tasting after golf.**
  - **Fines evening**
  - **Wine, Golf and Accommodation Auction**
  - **Live music and dance**
  - **Snack platters**
- ✓ **Saturday – Round 3**
  - **The format will be 4Ball Alliance – 2 scores to count.**
  - **Includes evening dinner function, major prizes and evening entertainment and include your partner/s @ an additional R100pp**





## **Why should your brand sponsor the event?**

**Sponsoring this event will give you maximum exposure and brand awareness to your company.**





# **Types of Sponsorships and Costs**

## **Lead Sponsor:**

- ✓ **Naming rights of entire festival**
- ✓ **Prime advertising space on the golf course.**
- ✓ **Publicity and brand awareness from PR generation post event**
- ✓ **Prime advertising space on all our owned media:**
  - **Website – Live link for 1 year**
  - **Newsletter**
  - **Social Media (Facebook & Twitter)**
  - **Golf Cart Screens**
  - **TV screens in club**
  - **Noticeboards**

## **In addition:**

- ✓ **Corporate Membership**
- ✓ **1 Free Corporate Day (T's & C's Apply)**
- ✓ **6 Day Free Meeting / Event Space (Room 100m<sup>2</sup>)**
- ✓ **1 Year Saturday Competition Advertising**
  
- ✓ **Cost: R50 000**

**PLEASE NOTE: Sponsorship can also be subsidized through a product sponsorship to the same value of the cost of the sponsorship**



# **Types of Sponsorships and costs**

## **Partner Sponsor:**

- ✓ **Exposure every day of the festival.**
- ✓ **Prime advertising space on the golf course.**
- ✓ **Access to our players database of 2017 and 2018.**
- ✓ **Access to an activation area where your branding can be displayed.  
Possible trial/ promotion can be done in this area.**
- ✓ **Prime advertising space on all our owned media:**
  - **Website**
  - **Newsletter**
  - **Social Media (Facebook & Twitter)**
  - **Golf Cart Screens**
  - **TV screens in club**
  - **Noticeboards**
- ✓ **Cost: R30 000**

**PLEASE NOTE: Sponsorship can also be subsidized through a product sponsorship to the same value of the cost of the sponsorship**



## **Other Forms of Sponsorships and Costs**

### **Sponsored Holes:**

- ✓ **Prime advertising space on the golf course at one of the sponsored holes**
- ✓ **Prime advertising space on all our owned media:**

- **Website**
- **Newsletter**
- **Social Media (Facebook & Twitter)**
- **Golf Cart Screens**
- **TV screens in club**
- **Noticeboards**



- ✓ **Cost: No cost – staff, stock and set-up for your companies account for the three days**
- ✓ **Sponsor must provide prizes**

### **Hole sponsorship – banners**

- ✓ **To put up banners for the three day on a hole on the course**
- ✓ **Cost: R5000 for the three days**



## Contact Details

**For more information, please contact:**



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# Thank You!



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