



# PROPOSED 2020 Pro-am SERIES

– Sponsorship Opportunities

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# Objectives & Overview



- The SA Senior Tour is a section 21 registered company and a non-profit organisation. Our aim is to grow the game of golf, to support the local communities & various charities. We strive to develop and educate the less fortunate and create employment opportunities via the game of golf.
- Another objective is to make the South African Senior Tour the third official senior tour alongside the US Senior PGA Tour and the European Senior Tour.



- The proposed Senior Tour Pro-am Golf series will be one of the most exciting to date with nine tournaments taking place throughout South Africa. A tournament with a R300k –R500k Prize Fund will be hosted in each of the nine provinces for 2018/9.
- We have also confirmed with our promoter, Accelerate Sport, that the SA Senior Open will be staged at Plettenberg Bay in the years 2018, 2019 and 2020 respectively. This will also have pro-am elements in the tournament format that will attract international players and television coverage.

# Professional Membership



- Currently the tour has approximately 110 registered professionals, including:

- Neil Cheetham
- Kevin Stone
- John Bland
- James Kingston
- John Mashego
- Andre Cruze
- Des Terblanche
- Rocky Thilabane
- Mark McNulty
- Chris Williams
- Theo Dauwa
- Laurison Mahlanga
- Chris Davison



- The SA Senior Tour is proud of the fact that 40% of their members are from previously disadvantaged backgrounds. We should also bear in mind that household names such as Ernie Els and Retief Goosen amongst many others will become eligible to play on The Senior Tour the next year.

# Company Structure



- Board of Directors – provide governance
- Executive Committee - elected by the members
- Members – the players



Dennis Hutchinson



*A Section 21 Company –  
not for gain*



Mark McNulty

# Tournaments



It is proposed that we have a 2020 Pro-am Series consisting of nine tournaments, one in each province hosted by the sponsor in that province. The tournaments will be played as a Pro- Am event, each tournament will be able to accommodate 60 Professionals and 60 Amateurs (60 Amateurs each day).

## Professional Prize Fund

***R300,000***

The professionals will compete for a minimum purse of R300 000. This will be over three rounds of golf with the first two played with the amateurs and the final round being professionals only.

## The Pro-Am Event

The Pro- Am will be played on the Friday and Saturday. Each day being a separate Tournament followed by a Prize giving dinner.

## Hospitality

Welcome cocktail party to be held on the Thursday after the coaching clinic. Gala dinners and prize giving will be held on Friday and Saturday evenings.

# High Quality Audience Profile



The followers and spectators of senior professional golf are a highly sought after consumer group. A very attractive audience profile for sponsors to engage with:

- 45+
- ABC 1
- High Disposable Income
- Financially secure, with a large percentage owning fixed property
- Regular travelers both locally and internationally
- Frequent consumers of financial, Insurance, healthcare and technology products
- Drivers of premium brand cars
- Frequently play golf on average at least once a week

***Source: Sports Marketing Survey 2015***

# Commercial Opportunities



Our partners benefit from a package of: Branding & Advertising / Marketing / Hospitality / Event Rights / Pro-Am Participation.

**Branding & Advertising:** On-Course Signage / TV Graphics / Printed Materials / Promotional Literature.

**Marketing:** Marketing opportunities directly to a niche target market. Networking with key corporate and government officials in different locations throughout South Africa.

**Hospitality:** Quality hospitality and access to exclusive events and clinics.

**Event Rights:** Title rights, use of Tournament and Tour Imagery.

**Pro-Am Participation:** Premium key client entertainment experience, the South African Senior Tour is well known for the superb quality of its Pro-Ams.

A number of opportunities are available around existing tournaments on the Senior Tour, as well as the possibility of creating a bespoke event for a sponsor at a time and a place of their choosing.



# Proposed Time Frame



The Mpumalanga Senior Tour Pro-am Series No.2 Tournament  
**November 2020**



The Western Cape Senior Tour Pro-am Series No.6 Tournament  
**2020**



The Gauteng Senior Tour Pro-am Series No.3 Tournament  
**May 2020**



The Eastern Cape Senior Tour Pro-am Series No.7 Tournament  
**October 2019**



The Kwa-Zulu Natal Senior Tour Pro-am Series No.4 Tournament  
**June 2020**



The Northern Cape Senior Tour Pro-am Series No.8 Tournament  
**March 2020**



The North West Senior Tour Pro-am Series No.4 Tournament  
**July 2020**



The Free State Senior Tour Pro-am Series No.9 Tournament  
**2020**



The Limpopo Senior Tour Pro-am Series No.5 Tournament :  
**August 2020**



S A Senior Open Plettenberg Bay 27-30  
**October 2020**

## Contact Details



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