



SUNSHINE
SENIOR TOUR



SA SENIOR
PEN
Hosted by
BITOU MUNICIPALITY

BITOU MUNICIPALITY
HOST PROPOSAL
2022 - 2024



The Sunshine Senior Tour (SST) has a series of professional tournaments scheduled across South Africa for Senior Pro golfers aged 50 years and over.

The Tour has an agreement with the Endangered Wildlife Trust (EWT) for a series of events aimed at raising awareness and funds to promote the conservation of endangered wildlife.

These tournaments are symbolized through the inclusion of an animal in the event logo.

The Sunshine Senior Tour has the ability to attract high profile business people, networking opportunities as well as media exposure, making it the ideal B2B platform.

RECAP OF BITOU PARTNERSHIP

- In 2017, the Sunshine Senior Tour and Bitou Municipality partnered to bring the SA Senior Open to the region for the first time ever.
- The SA Senior Open is the premiere tournament on the Sunshine Senior Tour.
- The event has been hosted 4 times at the Plettenberg Bay Country Club as part of the agreement, 2017, 2018, 2019 and 2021.
- As part of the event proceedings, a “Mayoral Golf Day” is hosted on the opening day of the event to celebrate the contribution from the municipality.
- This tournament has seen a variety of CSI initiatives over the years, including contributions to the mayoral bursary fund, golf memberships for selected black youth, equipment donations and learn to play golf initiatives.
- Between 60 and 72 professional players have participated in the tournament each year.
- Amateurs have also been invited to participate in the 2-day Pro-Am each year. The Pro-Am has allowed locals the opportunities to play alongside the pros, as well as brought in visitors from Johannesburg, Cape Town, Bloemfontein, Port Elizabeth, George, Zimbabwe and as far as England and the USA.
- To support local hospitality, 2 functions have been hosted at each event, one at Beacon Island Resort, and another at a local restaurant, being The Equinox, Plett Country Club, Cornuti and Barrington’s.



LOOKING FORWARD

- The Sunshine Senior Tour proposes extending the partnership with Bitou Municipality to have the event return 3 more times, from 2022 to 2024.
- As the Open is the premiere event on the Tour, we want to make it bigger and better.
- Key in taking the event to the next level, is increasing the prize money, the people attending the event, and the exposure the event receives.
- This will attract more top golfers, with the likes of Ernie Els and Retief Goosen potentially playing.
- It will also attract more international golfers, such as those competing in the Legends Tour in Europe.
- This will in turn attract a larger amount of spectators to the region, as well as players to the Pro-Am.
- Celebrity sports stars will be invited to participate in the Pro-Am, such as Mark Boucher, Bryan Habana, Vernon Philander and Victor Matfield, depending on their schedules.
- Including a dedicated national PR, Digital and Marketing campaign through professional services to reach a larger audience than ever before.



TOURISM BENEFITS

The SA Senior Open provides a direct and indirect tourism boost to the region, through event participants as well as exposure for the region.

DIRECT TOURISM

- 144 golfers will participate in the event.
 - These golfers are often accompanied by their partners or families.
- Between 72 and 100 amateurs participate in the Pro-Am, with the split on average 30% tourists and 70% local.
- 20 non-local staff work at the event.
- This results in an average of 200 tourists spending on average 1 week in the Bitou region.
- **At an average daily spend of R946, this results in a direct spend of:**
 - **$200 \times 7 \times R946 = R1\,324\,400$.**
- This results in job sustainability for:
 - Local caddies and staff at Plettenberg Bay Country Club,
 - Increased spend at local accommodation, restaurants, attractions etc.
- Approximately 60% of the budget is spent in the Bitou region.

INDIRECT TOURISM

- The exposure the event receives is a massive post in promoting the region which aims to bring future or repeat tourists to the region.
- The improved media strategy (detailed further in the following slides) will provide an **estimated media value of R22 475 000**.



NEIL CHEETHAM



RETIEF GOOSEN



ERNIE ELS



JOHN MASHEGO



POTENTIAL GOLFERS TO PARTICIPATE

CHRIS WILLIAMS



ROCKY TLHABANYANE



MARK MCNULTY



JAMES KINGSTON





2022 – 2024 | PROPOSAL OVERVIEW

DATES APRIL ANNUALLY – 4 DAY EVENT

MAYORAL DAY HOSTED AS OPENING DAY

PRIZE MONEY INCREASE TO R1 MILLION FROM R500 000

PLAYERS 72 PROS AND
72 AMATEURS (PRO-AM)

VENUE PLETTENBERG BAY COUNTRY CLUB

CSI BURSARY PROGRAM, LEARN TO PLAY AND
EQUIPMENT DONATION PROGRAM

EXPOSURE

TOP SA SENIOR GOLFERS SUCH AS ELS, GOOSEN,
BLAND, MCNULTY AND KINGSTON

SUPERSPORT HIGHLIGHTS BROADCAST

DEDICATED NATIONAL PR TEAM

1 MONTH SOCIAL MEDIA CAMPAIGN

AT LEAST 2 CELEBRITY GOLFERS

LIVE SCORING AVAILABLE TO TRACK THE GOLFERS
ONLINE

POTENTIAL MEDIA EXPOSURE

The SA Senior Open will generate exposure through the following platforms.



SUPERSPORT

Event highlights and coverage on SuperSport Blitz. This includes global golf syndication and exposure.

Expected Reach: +500 000



SOCIAL MEDIA

Dedicated social media campaign for one month. Includes live updates, photos, interviews and news.

Expected Reach: +1 000 000



TRADITIONAL MEDIA

National PR team with content on local and national print media, radio, TV news with updates to golf media database. Includes daily updates and pre-event profile.

Expected Reach: +300 000



SCORE CAPTURE

Score Capture (or equivalent option) will provide up-to-date live scoring online and social media.



SPECTATORS

Entrance will be free for all spectators allowing for increased foot flow.



CELEBRITY PLAYERS

Local celebrities will be invited to attract local spectators and generate greater reach through social media

POTENTIAL TELEVISION EXPOSURE

With international golfers as well as the likes of Ernie Els or Retief Goosen, there will be an increased interest in the broadcast.

The broadcast will include snippets showcasing the region and the different attractions available, showcasing Bitou as more than a host, but as a tourist destination.

BROADCAST

- A SuperSport broadcast will showcase a 52 minute highlight package of the tournament,
 - This includes daily event clips on SuperSport Blitz.
 - Highlights are broadcast 7 times with potential household reach of over 2 million.
 - Highlights are placed on DSTV Catch Up.
 - Highlights will be made available on social media (Facebook).
- The Tour will explore the possibility of live streaming the last day of the event.
- Daily interviews will be syndicated to the TV news outlets.
- Highlights are inserted into the Golfing World broadcast that is distributed worldwide to 35 channels, with a potential household reach of 350 million.



ESTIMATE MEDIA VALUE

- Estimate media value (EMV) is based on relevant costs one would pay for media.
- CPT means cost per thousand.
 - This is the typical cost one would pay to advertise to 1000 people.
 - CPT used for each platform is based on standard advertising rates.
- We have applied a rate of 1c for the value of each person reach.
- With this in mind, the following calculation was applied in estimating the total media value Bitou can expect to receive each year.
- Calculation: $EMV = Estimate\ Reach \times CPT \times R0,01$.

ESTIMATE TV

$700\ 000 \times R2\ 850 \times R0,01$

R19 950 000

Based on 0.2% of reach
viewing the event

ESTIMATE PRESS

$300\ 000 \times R505 \times R0,01$

R1 515 000

Based on 0,5% of population

ESTIMATE SOCIAL

$1\ 000\ 000 \times R110 \times R0,01$

R1 010 000

Based on target reach



HOST PARTNER – BITOU MUNICIPALITY

R2 500 000 EXCL. VAT PER ANNUM

KEY BENEFITS

- Exclusive Host Partner of the SA Senior Open annually.
- Agreement from 2022 - 2024.
- First right of renewal.

PRO-AM AND VIP FUNCTION

- 10 x Pro-Am spots.
- 20 x Invites to each of the functions.
- Welcome speech at each function.

BROADCAST

- 13 x Minutes corner screen logo.
- Intro “Beauty Shot” of the local region.
- Interview from Bitou in highlights broadcast.

ADDITIONAL

- Inclusion on the Mayoral Golf Day.
- Inclusion of CSI initiative.
- Guarantee of one marquee player in the event.
- Guarantee of one marquee celebrity in the Pro-Am.

SOCIAL MEDIA

- Dedicated social media campaign with reach of at least 1 000 000.
- One month long.
 - Includes pre-event build-up and post event wrap.

DEDICATED PRESS

- Dedicated PR team focusing exposure in print and digital news media, including dailies, weeklies and monthlies.
- Daily event radio inserts.
 - Includes pre-event build-up and post event wrap.

BRANDING BENEFITS

- 4 x exclusive tee-box hole branding at the key holes.
- Presence on all remaining tee-box branded holes.
- Branding in the clubhouse.
- Full page advert in tournament program.
- 30% logo share on interview backdrop.
- Logo/name in all promotional activities and advertising.
- Year- round logo presence on Sunshine Senior Tour website.



SUNSHINE
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For further information or to book, please contact:

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