



# SWING FOR GOALS

A Puttnership Golf Event for Driving Business,  
Community, and Sustainability



**PUTTNERSHIP**  
TAKING A SWING AT GREATER OPPORTUNITIES



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22 May 2025, Serengeti Golf & Wild Life Estate

Arrival & Registration: 07:30

Prize-giving dinner: 17:00

Format: Stableford two-scores to count

Entertainment: live performances



SWING FOR GOALS

# Overview

Welcome to the Swing For Goals Golf Day – an event designed to bring corporate powerhouses, entrepreneurs, government leaders and social change agents together for a day of golf, networking, and impact. With the theme "Swing for Goals", this event aims to align business goals with social good, with every hole themed to a Development Goal, creating a “Swing for Goals” experience that transforms every swing into a step towards progress in South Africa & the SADC region.

This proposal outlines sponsorship opportunities that guarantee value for your brand, exposure across high-impact networks, and alignment with purposeful goals, making this the most effective and memorable golf day experience.

# Themed Holes: “Swing for Goals”

Each hole reflects a unique development goal-aligned theme, offering engagement experiences:



# Event Theme: **Swing For Goals**

The “Swing for Goals” theme embodies the transformative power of collective action, where every engagement, conversation, and swing drives us closer to achieving sustainable development. Our tagline, “Swing for Goals”, integrates development goals across each hole, aligning each sponsor’s brand with a specific goal, creating a powerful connection to meaningful change.



# Why the goals matter?

- **Driving Innovation:** Addressing complex global challenges inspires new technologies, solutions, and business models.
- **Enhancing Brand Reputation:** Companies aligned with SDG initiatives are recognized as purpose-driven leaders.
- **Unlocking New Markets:** Sustainable practices open access to emerging economies and evolving consumer priorities.
- **Mitigating Risks:** Investing in sustainability reduces risks tied to climate change, resource scarcity, and social unrest.



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# Why Sponsor the “Swing For Goals” Golf Day?



### **Unmatched Brand Visibility**

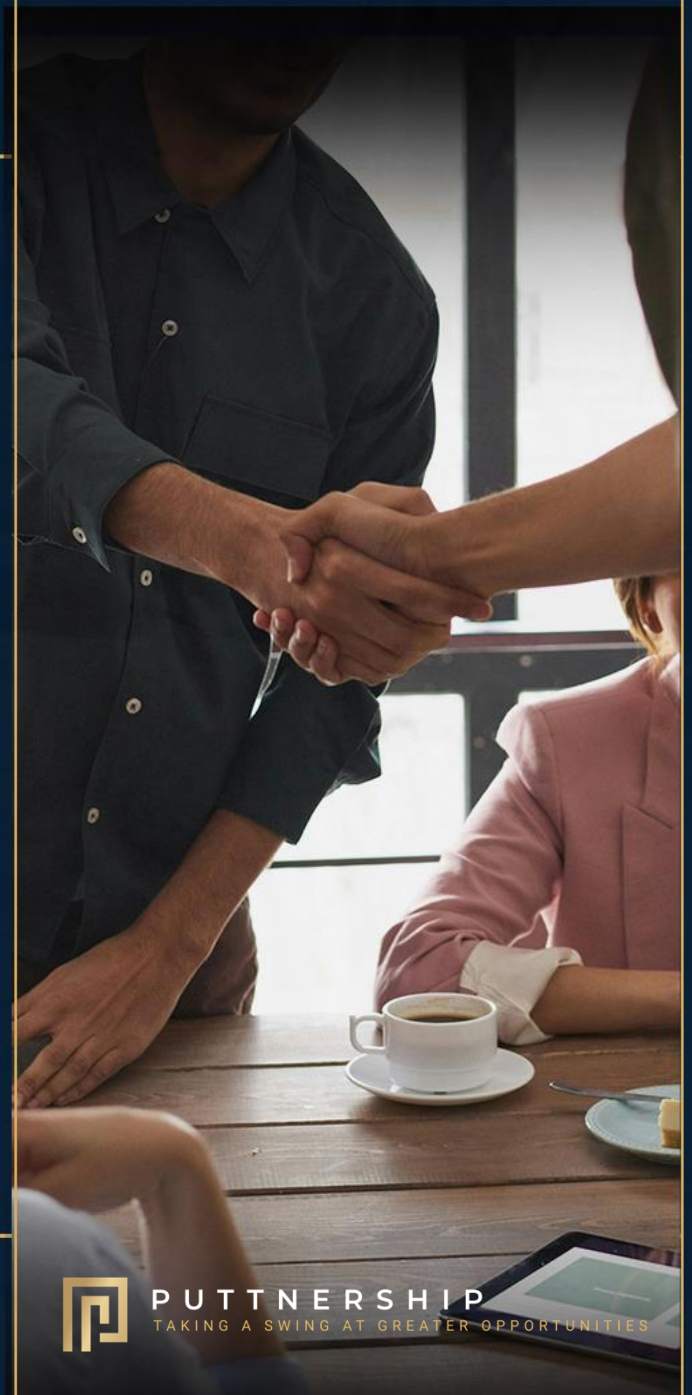
Your brand will be strategically integrated into various event touchpoints – from media engagements to high-impact branding at each hole, reaching an influential audience.

### **Networking with High-Value Decision-Makers**

Directly engage with influential guests, including business and political leaders dedicated to driving change. Sponsors can connect with key stakeholders on the course, networking sessions, themed lunch areas, and prize giving.

### **Tangible Social Impact**

Your sponsorship directly funds Puttnership's initiatives towards achieving development goals. Sponsors will receive post-event impact reports detailing their contribution's direct impact.



# Sponsorship Packages and Benefits

We've designed our sponsorship packages to maximise brand impact and provide a substantial return on investment. Below are the opportunities available:



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# Title Sponsor - R500,000

(Limited to 1 Sponsor)

- **Exclusive Naming Rights:** Presenting sponsorship, e.g., "[Your Brand] Swing For Goals Golf Day".
- **Primary Branding:** Premium logo placement across event materials, media releases, social channels, and throughout the venue.
- **Networking Lounge:** Branded private networking lounge and entertainment exclusively for the guests.
- **Speaking Opportunity:** Address attendees at the Impact Prize Giving Dinner.
- **Dedicated Media Feature:** [Your Brand] included in a press release distributed to various print and digital media outlets.
- **Post-Event Impact Report:** Comprehensive breakdown showcasing the social impact made possible by your sponsorship.
- **Three x 4-balls (12 golfers):** You and your guests can play the course for a cause.
- **Exclusive Digital Media Audit:** Gain valuable insights into your brand's online performance with a Digital Media Audit, optimizing your digital strategy for maximum impact.





# Gold Sponsor - R250,000

(Limited to 2 Sponsors)

- **Co-Branding:** Your logo on event banners, signage, and promotional materials.
- **Engagement Sponsorship:** Option to sponsor the branded backdrops and an opportunity to interact directly with attendees.
- **High-Impact Hole Sponsorship:** Exclusive branding at one high-traffic hole, designed around your chosen development goal.
- **Media Exposure:** Inclusion in press releases and featured in live event stories on social media.
- **Post-Event Summary Report:** A tailored report highlighting your brand's specific impact.
- **Two x 4-balls (8 golfers):** This allows you and your guests to play the course for a cause.
- **Exclusive Digital Media Audit:** Gain valuable insights into your brand's online performance with a Digital Media Audit, optimizing your digital strategy for maximum impact.



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# Silver Sponsor - R100,000

(Limited to 4 Sponsors)

- **Logo Placement:** Your brand logo prominently displayed at the event and on select digital content.
- **Lunch Table Sponsorship:** Host a table with logo placement and discussion facilitation privileges at the Lunch Conversations.
- **Dedicated Hole Sponsorship:** Branding and engagement at one hole, customized to your chosen development goal.
- **Social Media Mentions:** Recognition in select pre- and post-event media.
- **Impact Report Highlight:** Acknowledgment in impact stories related to sponsored holes.
- **One x 4-ball (4 golfers):** This allows you and your guests to play the course for a cause.
- **Exclusive Digital Media Audit:** Gain valuable insights into your brand's online performance with a Digital Media Audit, optimizing your digital strategy for maximum impact.



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# Hole Sponsor - R50,000

(Available for each hole)

- **Exclusive Hole Branding:** Signage at your sponsored hole, with interactive elements aligned with your brand.
- **Engagement Options:** Opportunities for giveaways, sampling, and on-the spot challenges.
- **Social Media Mentions:** Recognition on social media before, during, and after the event.
- **Post-Event Highlight:** Include your hole and associated impact in the post-event digital report.
- **One x 4-ball:** This allows you and your guests to play the course for a cause.
- **Exclusive Digital Media Audit:** Gain valuable insights into your brand's online performance with a Digital Media Audit, optimizing your digital strategy for maximum impact.



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# 4-Ball – R8,000/R2,000pp

(limited spots available)

- **World Class Golfing Experience:** Play on the prestigious Serengeti Golf Course, known for its championship design and stunning scenery.
- **Premium Hospitality:** Enjoy a full day of VIP treatment, including welcome refreshments, halfway house snacks, and a gourmet post-game meal.
- **Exclusive Networking:** Connect with industry leaders, entrepreneurs, government officials, and social change agents.
- **Luxury Swag-Bag:** Receive a curated collection of premium golf merchandise and branded gifts.
- **Purpose-Driven Play:** Be part of a unique event aligned with the United Nations SDGs, making an impact while enjoying your game.
- **Sponsor-Driven:** Compete for exciting prizes at various holes and during the awards ceremony.

*Swing for purpose. Network with leaders. Enjoy the Serengeti.*





# Dinner & Entertainment

A classic way to end any golf day, our guests and sponsors will be treated to a wrap up event that recognizes outstanding players.

All brands will be given branding and participation where fitting.

A stellar line-up will up wrap the evening with a musical feast of the ages



# It's your box



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# Thank You



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