



FRIENDSHIP INVITATIONAL 2018 AT SUN CITY

IN AID OF
LOUIS57 FOUNDATION

SUPPORTING
LEOLAN ACADEMY - Kids With Special Needs
LOUIS57 KIDS WITH CANCER
IPAPA 57 - FEEDING CHILDREN
LOUIS57 JUNIOR GOLF ACADEMY

EXECUTIVE SUMMARY

The **LOUIS57** Events company is hosting a very special golf tournament

THE 57 FRIENDSHIP INVITATIONAL **18 – 21 February 2018 at Sun City**

The *Objective* of THE 57 FRIENDSHIP INVITATIONAL is to facilitate and develop long-term relationships between people who have been affected by life-changing experiences.

We strongly believe that THE 57 FRIENDSHIP INVITATIONAL will assist greatly in overcoming adversity and giving these golfers a memorable event to annually look forward too.

We have invited three very special groups, **Battle Back UK, SA & Africa Disabled Golf** and **leading South African Junior Golfers** to the tournament to inspire each other with their life changing stories through the wonderful game of golf. We now invite Business Leaders, Captains of Industry, Companies, CEO's and anyone with a philanthropic outlook in life to join us at this event and to make a substantial difference in these invited golfers' lives.

PACKAGES:

1 Naming rights package @ R500 000
8 Company Sponsorship packages @ R100 000 each

A huge thank you to
Sun International who is
sponsoring all accommodation
and golf for the tournament



Also **LOUIS57 Wines**
for sponsoring all wine
for the tournament



Something to look forward to: www.golfchannel.com/video/broadening-horizons-chateau-du-coudreceau-invitational

For more information, please contact: Petrie Cronje - Manager **Louis57 Foundation**
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FRIENDSHIP INVITATIONAL 2018 AT SUN CITY

The world knows **LOUIS OOSTHUIZEN** as a golfer. One of the best, he has proven his mettle over and over again, with sometimes unbelievable results.

Take for instance his Double Eagle on the second hole at Augusta in 2012, the first in the history of The Masters on that hole and the first Double Eagle at Augusta to be televised. Or his numerous wins on various professional golf tours around the world, including his first major win of the 2010 Open Championship at St Andrews. And then of course there was the small matter of him playing a round of *57 gross (15 under par) at Mossel Bay Golf Club in 2002 – a round of golf so astonishing that it kick-started a whole new career for Louis* – one that would benefit not only his entrepreneurial spirit, but needy people all over the world.

Because of the 57, Louis founded the Louis 57 Brand with entities such as his **LOUIS57 FOUNDATION, LOUIS57 WINES, LOUIS57 TRAVEL, MATKO57 GOLF COURSE DESIGN, ROUTE57 RESTAURANT, 57 LAGER AND MAJOR GOLF SHOPS**

The **LOUIS57 FOUNDATION** is Louis and his wife Nel-Mare's way of giving back to the broader Mossel Bay community, national and international charities.

- * Leolan Academy - Kids With Special Needs
 - * Louis57 Kids With Cancer
 - * Ipapa 57 - Feeding Children
 - * Louis57 Junior Golf Academy

www.louis57foundation.com



■ PARTNER GROUP 1: BATTLE BACK UK GOLFERS

The **Battle Back Program** is a UK Military initiative funded by Help 4 Heroes and founded in 2009. The Program uses Adaptive Adventure Training and Sports Rehabilitation to help the seriously wounded service personnel gain independence and confidence to focus on what they can achieve, rather than what they can't.

The use of sports and outdoor activities has a proven record to aid successful physical and psychological rehabilitation, providing the foundation for the development of a positive self image and outlook on life.

■ PARTNER GROUP 2: SA & AFRICA DISABLED GOLFERS

Chris Wood (founding member of the South African Disabled Golf Association in 1995), a One Arm Disabled Golfer, has been tasked by Namibia Breweries Limited to start **Disabled Golf in Africa**. This new division will be part of the Windhoek Lager Golf Championship Africa Green Jacket. The main focus of this division will be to create an African Disabled Golf Association (ADGA) that is committed to providing people with disability/amputee an opportunity to play golf at the highest level in Africa.

"You can choose for your spirit to be defeated by the circumstances or you can choose to learn from what has happened and move forward in a positive way without dwelling on the past." - Chris Wood

■ PARTNER GROUP 3: LEADING JUNIOR GOLFERS

Juniors from **Academy 57** as well as leading South African Juniors will participate in the event. **Academy 57** was founded by Louis Oosthuizen in 2009 and is privileged to have some of the top Junior golfers in South Africa. **Academy 57** also prides itself in a well structured Golf Development Program. Since its inception the Academy has focused on golf development, performance driven golf, personality development and golf orientated life skills.

■ PARTNER GROUP 4: BUSINESS CEO'S AND INDUSTRY LEADERS

CEO's and or Managers / Directors of South African Corporates who will represent their respective Companies as sponsors of the Event and act as the respective Captains of the combined 4 Balls.

- **Sun International**
- **LOUIS57 Group**

EVENT

THE 57 FRIENDSHIP INVITATIONAL WILL BE A UNIQUE 36-HOLE EVENT PLAYED OVER TWO DAYS AT BOTH COURSES AT **SUN CITY**, COMBINING 10 GOLFERS EACH FROM **BATTLE BACK GOLF, SA & AFRICA DISABLED GOLFERS, SA CORPORATES** AS WELL AS JUNIORS FROM **ACADEMY 57** AND OTHER LEADING SOUTH AFRICAN JUNIORS. **THE OBJECTIVE OF THE 57 FRIENDSHIP INVITATIONAL** IS TO FACILITATE AND DEVELOP LONG-TERM RELATIONSHIPS BETWEEN PEOPLE WHO HAVE BEEN AFFECTED BY LIFE-CHANGING EXPERIENCES. WE STRONGLY BELIEVE THAT **THE 57 FRIENDSHIP INVITATIONAL** WILL ASSIST GREATLY IN OVERCOMING ADVERSITY AND GIVING THESE GOLFERS A MEMORABLE EVENT TO ANNUALLY LOOK FORWARD TO.

The teams will consist of one golfer from each group (Battle Back / Africa Disabled / Corporate / Junior golfer) and a draw will be done for each of the two competition days. The total number of 3 pointers per team will multiplied by the rand value offered by the sponsor. The winning team will be the team with most rand value after the two days.

We invite you to partner with Louis Oosthuizen through **LOUIS57** Events to enjoy 3 magic days full of fun and friendship where you and your company can also make a difference while doing what you love – *playing golf!*

■ EVENTS SCHEDULE

DAY 1	Arrive at Sun City – check into hotel Late afternoon game drive Boma braai Draw for first day's golf	DAY 3	Breakfast at hotel Golf at Gary Player Country Club Formal dinner and prize giving
DAY 2	Breakfast at hotel Golf at Lost City Golf Course Beach Party Function	DAY 4	Breakfast at hotel Depart at leisure

The profits from **THE 57 FRIENDSHIP INVITATIONAL 2018** will be donated the **LOUIS57 Foundation**.



PARTNERSHIP OPPORTUNITIES

THE FOLLOWING OPPORTUNITIES ARE AVAILABLE FOR YOUR COMPANY TO PARTNER WITH THE **LOUIS57 FOUNDATION** IN MAKING THIS A VERY SPECIAL SERIES OF GOLF DAYS.

■ NAMING RIGHTS SPONSORSHIP

1 package available @ R500 000

What the partnering company will receive:

- Naming rights on all tv, printed media and social media - please see the attached media package
- 3 night's accommodation for the sponsor and partner at Sun City including breakfast
- Gift packs, golf shirts and signed memorabilia from Louis Oosthuizen
- 2 rounds of golf including cart at Lost City and caddie at Gary Player Country Club
- 3 evening functions including **LOUIS 57 Wines**
- Company logo on all branding material used for all the event, various websites including the **LOUIS 57 Foundation** website, advertisements in various golf magazines, social media advertising, and on-course branding at the events
- The nominated golfer from the company to be the captain of the team

■ COMPANY SPONSORSHIP

8 packages available @ R100,000 each

What the partnering company will receive:

- Incidental advertising through tv, printed media and social media - see the attached media package
- 3 night's accommodation for the sponsor and partner at Sun City including breakfast
- Gift packs, golf shirts and signed memorabilia from Louis Oosthuizen
- 2 rounds of golf including cart at Lost City and caddie at Gary Player Country Club
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Not included would be any branding or decor that the sponsor might wish to add such as corporate-identity banners, hand-outs to the players or any travel to the event.

■ CONTACTS

For more information, please contact:

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■ SPONSORS

