

Sponsorship Proposal

2026

Presented by
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PEZULA CHAMPIONSHIP GOLF COURSE

Located on the Garden Route in the picturesque town of Knysna, Pezula Championship Course is undoubtedly one of the world's most beautiful golf courses. As a top twenty ranked course, Pezula's championship design offers a challenge for the seasoned golfer while still being perfect for any skill level.

With sweeping views from one side of the course of the majestic Indian Ocean, it is possible to spot whales and dolphins as you wind your way through the magnificent back nine. On the other side of the course, look out over the sparkling Knysna lagoon. With such magnificent panoramas it might be difficult to concentrate on the golf.

Our brand new luxury golf carts with GPS and flyover demos of each hole top off the experience at Pezula.

Golf Course architects Ronald Fream and David Dale of GolfPlan USA have sculpted an incredibly diverse coastal terrain into a course that offers a total golfing experience for all players.





SPONSORSHIP OVERVIEW RACE TO PEZULA 2026

Race to Pezula is our iconic annual event. It brings together local and international golfers for a fantastic two days of experiences and golf.

How it works:

There are four series between April and October giving golfers four chances to qualify for the finals and be crowned champions. At the finals in November, the sixteen qualifiers have all their accommodation, golf and food paid for as part of their fantastic prizes.

Each series is a separate competition comprising a two-day event. The first day is a "fun" competition giving golfers a chance to play the course, meet and network with new friends all whilst practicing and honing their game for the main event on day two.

Each series offers incredible golf, entertainment, food and prizes on both days.

Below are the event dates:

Some events may have a Platinum sponsorship already, but you can still choose from the Bronze, Silver and Gold options below.

- 23 & 24 April 2026
- 18 & 19 June 2026
- 20 & 21 August 2026
- 15 & 16 October 2026



PARTNERSHIP

At Pezula Championship Course, we are all about fostering partnerships that resonate with the elegance and spirit of golf.

Our "Further Information" section will give you an idea of our membership and player database. If your company is keen to interact with them, then partnering with us in R2P is an ideal opportunity.

Your sponsorship will not only amplify your brand's visibility but contribute to a tradition of premier golfing events

Here are some of the companies with whom we enjoyed a beneficial relationship in the last year.



SPONSORSHIP PACKAGES

Bronze:

Hole sponsorship. Activation hole for all four events.

Includes:

- Full branding on one of the holes.
- Mention in the post events marketing materials, website and prize giving.

Cost: There should be giveaways provided by your company such as gifts, drinks or snacks provided for the golfers. You should offer a prize with a minimum value of R1500. You will need to bring your own staff, table, chairs etc. (The prize may be for longest putt sunk, longest drive etc).

Silver:

Sponsorship of a R100k prize for a hole-in-one on a designated par 3 for all four events.

Includes:

- Full branding on the hole in one hole.
- Mention in the post events marketing materials and prize giving.
- Branding in the welcome letter by the hole in one notice and on our website which will display for 10 months.
- Golf Cart advertising leading up to the hole-in-one hole.
- Your team must man the hole, supply drinks, snacks or promotional items.

Cost: R4000 excl Vat per event (R16,000 in total)

Gold:

Pezula team branded shirts and optional activation hole. This sponsorship features your brand throughout all four events plus the final for Race to Pezula 2026. Your shirts will be shown off during every event by management and the Pezula team (a total of 10 shirts) In addition to this, at every event, we will be awarding special shirts to four lucky winners. These will be exclusive and highly coveted items! At the final in November, the sixteen finalists are given specially branded shirts and this is a unique opportunity to have your brand travel with the title of "Race to Pezula finalist 2026" both nationally and internationally as the competitors come from all corners of South Africa and abroad.

The 45 shirts will be supplied by our preferred supplier and the available styles will be supplied for your approval if possible

Includes:

- Your logo embroidered on the Race to Pezula Shirts
- Four branded shirts per event
- Branded shirts for the sixteen finalists
- Branding on our website which will display for ten months
- If this option is required, full branding on one of the holes. Your team must man the hole, supply drinks, snacks, promotional material and giveaways

Cost: R42,000 excl Vat.



PLATINUM SPONSORSHIP

Sponsor's name is presented prominently alongside the event title. Includes significant branding opportunities and exposure.

Only one platinum sponsor per event and there will be no competing companies as part of the same event.

R 49,000 excl. VAT gives you:

- Exclusive branding in and outside the club house.
- Social media and marketing exposure, both pre and post event to our homeowners' database and golfers' database. Local news articles and magazine articles will also be utilised. Only your brand and Pezula Championship Course will be used on the website and pre-event campaigns.
- Website links and contact details distributed to all attendees post event.
- Option to opt in for marketing post event, as part of the thank you letter.
- 1 free fourball for both days of the competition including breakfast, halfway and dinner.
- Entertainment (Live upbeat musician, we also invite homeowners and guests to take part in the social gathering)
- We would love your team to join and mingle with the golfers and homeowners during the event.
- Any further guests you invite, other than your free fourball, will get a substantial reduction by paying member rates.
- Advertising on the golf cart screens throughout the 2 day event.
- Branding across all marketing material and on our website which will display for 10 months.

In addition, we would ask the platinum sponsor to provide some welcome gifts for the participants which can include branded goods. We can source branded welcome gifts for you, if required.

As previously mentioned, the competition includes for the participants, 2 days of golf with breakfast halfway and evening meal on both days. Substantial prizes including Cobra golf clubs and accommodation vouchers from the 5* Pezula Retreat Hotel. However, if you would also like to include your own branded gifts as prizes they can be included.

GET IN TOUCH

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For any further information please contact either our Director of Golf or our Marketing Officer.

We look forward to hearing from you and to beginning a successful relationship with Pezula Championship Course for 2026.

Ashley Louise Weir

PR & Marketing Officer

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THE TEAM



Ashley
Weir
Director of Golf



Liz
Keller
Club Captain



Ashley L
Weir
PR & Marketing



Christo
Krugel
Golf Ops Manager



Chantal
Smythe
F&B Manager

FURTHER INFORMATION

The following references are intended to give an indication of the clientele you will be accessing through your sponsorship as well as the range and extent of the exposure you will be receiving. This is all in addition to the notifications within the clubhouse itself on competition days.

Race to Pezula 2024	https://www.pezulagolfestate.com/race-to-pezula-2024/
Pezula Golf Estate	https://www.pezulagolfestate.com/
Pezula Championship Golf	https://www.pezulagolfestate.com/golf-home-2/
Pezula Private Estate	https://www.pezulaprivateestate.co.za/
Pezula Nature Retreat	https://pezulanatureretreat.com/
Pezula Facebook Page	https://www.facebook.com/pezulagolfclub/

