



FRIENDSHIP INVITATIONAL 2018
AT SUN CITY

MEDIA PROPOSAL

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■ NATIONAL PRINT / ONLINE MEDIA

- 5 x previews leading up to event, inclusive of two corporate sponsor mentions per release
- 1 x preview week of event with mention of all corporate sponsors
- Round 1 report, inclusive of leading three corporates
- Round 2 report, inclusive of leading three corporates

All articles will be published on the Louis Oosthuizen Junior Golf Academy, Louis 57 Foundation, GolfRSA and SAGA websites -
Website values: between R31 200 and R44 700

GolfRSA events are also well supported by www.supersport.com and SuperSport.Mobi, as well as SASCOC on www.sascoc.com

■ SUPERSPORT.COM AND SUPERSPORT.MOBI

WEBSITE ANNUAL

- Supersport: 8 million users, viewing 80 million pages
- Golf site: 215 000 users, viewing 850 000 pages

MOBI SITE ANNUAL

- Supersport: 25 million users, viewing 345 million pages
- Golf site: 185 000 users, viewing 1 million pages.

AVE value of an article on the BREAKING NEWS page - AVE: **R 75,985**

AVE value of an article on the AMATEUR page - AVE: **R 45 813.14**

SASCOC

- AVE value: **R 31 654**

(AVE = Advertising Value Equivalent supplied by Newsclip Media Monitoring)

■ TELEVISION

SUPERSPORT *(inclusive of incidental sponsors branding)*

- 1 x 15-minute highlights package of event to be broadcast on SuperSport, plus repeats (normally three to five, but can be as much as eight) AVE value: **R1.6-million**
- 4-minute insert during Sunshine Tour Weekly Show
- Highlights package on Golfing World, which has a 350-million household reach

UNSOLICITED *(inclusive of incidental sponsors branding)*

- 90-second highlights of each round to SABC Sport, E-TV Sport, ANN7 Sport main channels and DSTV channels, as well as CCTV (China Central Television and Golfing World)
- Selection of daily video clips posted on YouTube, Facebook and Twitter
- Highlights included in GolfRSA Digimag



■ SOCIAL MEDIA

- During the build-up, we will post photos and infographics to generate interest in the event.
- During the event, we will post interviews with corporate sponsors and players, video clips of participants and photos of on and off course activities. *Where possible, we will endeavour to include sponsors' branding.*

■ FACEBOOK

- Louis Oosthuizen Junior Golf Academy (@I57JGA)
- Louis Oosthuizen home page
- Louis 57 Foundation
- South African Golf Association (@saga.co.za)

■ TWITTER

- @GolfRSA
- @57Academy
- @57Foundation
- @Louis57Oosthuizen

■ FACEBOOK STATISTICS

- The SAGA Facebook page has **3,344 followers** and generates around **270,000 shares per month**.
- The Louis Oosthuizen Facebook page has **34,249 followers**

■ TWITTER STATISTICS

The *GolfRSA Twitter account* went operational in May 2017.

- The account had 415 followers on 16 October.
- 28-Day Summary (16 September to 16 October)
- Tweets – 246
- Tweet Impressions – 147,000
- Profile Visits – 1,813
- New followers – 37

Louis 57 Oosthuizen Twitter account has more than **65000 followers**

Other online sites that frequently post GolfRSA content, especially the international content, include **sportscampus**, **thegremlin**, **thesportsindustry**, **golfinsouthafrica** and we get great support from the Caxton online sites in Southern Cape, as well as the Tygerburger franchise in the Western Cape.

The AVE values are below:

thegremlin.co.za	R 14,139	oudtshoorncourant.com	R 13,555
sportindustry.co.za	R 17 347	suidkaapforum.com	R 13,555
georgeherald.com	R 13,555	thesouthafrica.co.za	R 16,723
knysnaplettherald.com	R 13,555	golfinsouthafrica.com	R 49,168
mosselbayadvertiser.com	R 13,555	Tygerburger	R 29,633

■ GOLF MAGAZINES

- We supply almost 80 percent of the editorial in Tee and Sandwedges.
- We will also endeavour to get coverage secured in Compleat Golfer, Golf Digest SA and SA Golf Trader.
- Newsclip puts the AVE value per page at R 23,505.87.

■ RADIO

- Weekly slot on *Radio Sonder Grense* on Saturday afternoons, which focusses on junior, women, disabled sport and development sport.
- **RSG has the largest listenership in SA (1,242,4000).** A six-minute report is worth approximately R42,600.

TOTAL MEDIA VALUE WILL BE MORE THAN
R 2 MILLION FOR THE EVENT

■ NAMING RIGHTS SPONSOR MEDIA PACKAGE

- The naming rights sponsor's *logo* will be included in **all printed media** and an **interview will be done with the sponsor's representative for the television highlights package.**
- The naming rights sponsor will be mentioned in **Social Media press releases and posts.**
- The naming rights sponsor's *logo* will be included in **incidental advertising in the television highlights package.**

■ EVENT SPONSOR MEDIA PACKAGE

- Event sponsors will be mentioned in **Social Media press releases and posts.**
- Event sponsors will be mentioned in **all advertising leading up to the event.**
- Event sponsor *logos* will be included in **incidental advertising in the television highlights package.**