



## FRIENDSHIP INVITATIONAL 2018 AT SUN CITY

IN AID OF  
**BATTLE BACK UK, AFRICA DISABLED GOLF AND  
LOUIS57 FOUNDATION**

We have great pleasure in introducing you and your company to  
**The 57 Friendship Invitational 2018** to be held at Sun City in February 2018.

**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 **JUNIOR GOLF ACADEMY, ROUTE57 RESTAURANT, LOUIS57 WINES, LOUIS57 MERCHANDISE, LOUIS57 TRAVEL, LOUIS57 COFFEE, MAJOR GOLF SHOPS and the LOUIS57 FOUNDATION.**

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

The **LEOLAN ACADEMY** works with children with special needs, including those with autism and Down syndrome.

The LOUIS57 Events company is hosting a very special golf tournament –  
**THE 57 FRIENDSHIP INVITATIONAL 2018.**

We will invite four partner groups to the tournament to inspire each other to further excel and enjoy life through the wonderful game of golf.

The Objective of **THE 57 FRIENDSHIP INVITATIONAL** is to facilitate and develop long-term relationships between *wounded service personnel (UK Battle Back Program), African disabled golfers, corporates and young up-coming juniors*, by comparing life experiences and common interests. We strongly believe that **THE 57 FRIENDSHIP INVITATIONAL** will assist greatly in overcoming adversity.

## ■ 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: 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

The leading Junior golfers from the Louis Oosthuizen **Academy 57's Peak Performance Tier, and Academy 57's Development Program, as well as amateurs from the Ernie Els Foundation (EEF)**. **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.

The EEF was founded in 1999 with the purpose of identifying and assisting young talented individuals in golf, predominantly from families of limited resources and to deliver to them educational assistance and playing opportunities in order to produce successful young leaders and develop their playing ability to its full potential.

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

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

# 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**, **AFRICA DISABLED GOLFERS**, **SA CORPORATES** AS WELL AS 6 JUNIORS FROM **ACADEMY 57** AND 4 GOLFERS FROM THE **ERNIE ELS FOUNDATION**. **THE 57 FRIENDSHIP INVITATIONAL** WILL HELP TO SHOWCASE AND DEVELOP THEIR PERFORMANCE SKILLS, STRENGTHEN COMPETITION AND ENHANCE ALL AROUND LIFE EXPERIENCE.

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 divided between **Battle Back UK**, **Africa Disabled Golf** and the **LOUIS57 Foundation**.



# PARTNERSHIP OPPORTUNITIES

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

## ■ COMPANY SPONSORSHIP

### 10 packages available @ R100,000 each

*What the partnering company will receive:*

- 3 night's accommodation 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** and **LOUIS 57 Beer**.
- 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.

*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:**

Petrie Cronje - Manager **Louis57 Foundation** | [petrie@louis57.co.za](mailto:petrie@louis57.co.za) | +27 (0) 83 306 4396

 Sun International

 Louis 57  
FOUNDATION