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Dear Reader

## **Opportunity Awaits - Become a Golf Sponsor of Mac Day '24 Charity Golf Day and Make Your Mark on Innovation and Progress!"**

*Move forward together – fuelled by momentum.*

The macadamia industry is abuzz with excitement as MacDay 2024 is set to take place at Whispering Thorns in White River from 10 - 11 September.

Golf enthusiasts can also look forward to a golf day with their peers and the opportunity to rub shoulders on **9 September** at Mbombela Golf Club, Nelspruit, 16 Matumi Dr. Matumi Golf Estate.

The day starts off with a two-tee staggered start at hole 1 and 10. SAMAC's **Charity Golf Day, in aid of Pro Gratia Learning Centre in Nelspruit**, is to network, socialise, and support a great cause while enjoying a round of golf with fellow industry professionals.

Fees are R950 per player excluding VAT and includes welcoming snacks and drinks at registration, green fees, a golf cart, halfway house lunch and drinks, as well as a prize giving dinner. There is a 30 four-ball registration limit, so hurry not to miss your spot!

Following the remarkable success of last year's International Macadamia Symposium (IMS) at Zimbali, this year's event promises to be as captivating and enriching for all participants.

## *Sponsorship Opportunities*

MacDay 2024 and its Charity Golf Day, offers unparalleled sponsorship opportunities that will enable businesses to showcase their brand to over 500 delegates.

## *Why become a sponsor:*

***To provide you with an unforgettable experience that exudes class and professionalism, we rely on the support of sponsors from businesses directly and indirectly involved in the macadamia sector.***



## Benefits of becoming a sponsor:

- Increase your exposure through marketing coverage through branding and acknowledgement on the MacDay website / social media and communication such as mailers to all delegates throughout.
- Raise your profile above your competitors.
- Increase recognition and drive traffic to your exhibition stand and website.
- Contribute to and be actively involved in the development and growth of the industry.
- Deliver a greater ROI. Sponsoring an event can often be cheaper and have a higher return on investment than a TV commercial or other advertising methods.
- Increase your company's perceived image.
- Gain the respect and credibility of your target audience.
- Post MacDay Seminar exposure.

## What packages are available?

SPONSORSHIPS	UNIT COST (incl. VAT)	QTY
Event Partner	R50 000	1
Watering Holes	R 15 000	2
General Holes	R 10 000	8

## Breakdown

	Event Partner	Watering Holes	General Holes
Value (Incl. Vat)	R50 000	R 15 000	R 15 000
Sponsorships available	1	2	8
Sole branding at: First tee Putting Green Prize giving	Opportunity to sole brand at all the main attractions of the golf day	Sole-Branding at the watering hole you are sponsoring together with any product you would like to give brand exposure to	Branding at the hole you are sponsoring together with any product you would like to give brand exposure to



Logo to appear on invites and marketing material throughout the course of the event	Will form part of ALL communication through dual branding with MacDay and SAMAC Logos	Watering hole sponsors are also allowed to hand out alcoholic beverages such as drinks/shooters	No alcoholic drinks to be served.
Logo to appear on website	Sponsor page as sole brand event partner	Yes	Yes
Social media exposure (content to be provided by sponsors).	3 mentions (Please provide media posts to market your business.)	2 mentions (Please provide media posts to market your business.)	1 mention (Please provide media posts to market your business.)
5 -10 minute talk at Prize Giving function	Yes	No	No
Free four-ball entry	Yes?	No	No

We are looking forward to engaging with you further on these amazing opportunities.

Faithfully yours

Lizel Pretorius

**CEO Macadamias South Africa NPC**

