



SPONSORSHIP PROSPECTUS

KENYA GOLF CLASSIC

26th May 2023

ROYAL NAIROBI GOLF CLUB

@dx5ve in f @dx5group



dx⁵ who are we?



a **digital transformation** community

Digital transformation (DX) is a strategic approach to enterprise innovation built around integrating digital technologies into businesses processes, products and solutions and stakeholder engagement.

dx⁵ was built on a passion for transformative technology and authentic community connection. We create, support and activate digital transformation across the African continent through multiple C-Suite connections, driving change and growth in a variety of industries.

dx⁵ golf tour - Kenya classic



overview

- 120 Invited Guests
- T-off from 06h30
- 18 Holes
- 1 Halfway House
- Prize Giving
- Dinner
- Hernovation Clinic
- Drinks Tent

our experiential focus

To connect people with people over sport to allow for engagement, relaxation and authentic relationship building



where?

Royal Nairobi Golf Club

when?

26th May 2023

tournament?

dx⁵ golf tour - Kenya Classic

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sponsor benefits



Sponsorship Benefit	2 available	5 available	10 available
	PLATINUM	GOLD	SILVER
Pre-Event	\$8,000.00	\$5,500.00	\$3,000.00
Invitation Email Branding	√	√	x
Confirmation Email Branding	√	√	x
Reminder Email Branding	√	x	x
Social Media Mentions	6	4	2
Logo On Marketing Collateral	√	√	√
Logo On Event Website	√	√	√
Profile On Event Website	200 words	200 words	200 words
During Golf			
Starting Tee Branding (Hole 1 Or 10)	√	x	x
Closing Green Branding (Hole 9 & 18)	√	√	x
Logo On Golf Shirts & Caps	√	x	x
4-Ball Slot (Vendor Staff Or Vendor Guest)	3 (12 players)	2 (8 players)	1 (4 players)
Full Page Feature In CIO Africa Magazine July Edition	√	x	x
Vendor Staff Passes (Non-Player)	4	2	1
Prize Giving Recognition	√	x	x
Rollup Banners (Off The Course Branding)	4	2	1
Awards Dinner Key Visibility	√	√	√
Post Event			
Social Media Mentions	2	1	1
Thank You Email	√	√	√
Proof Of Execution Report	√	√	√
Event Photography	√	√	√
Additional Branding Opportunities			
Prize & Awards Sponsor		\$ 5,000.00	
Half-Way House Sponsor		\$ 5,000.00	
Dinner Sponsor		\$ 7,500.00	
Hole-In-One Sponsor		\$ 2,500.00	
Player Giveaways		\$ 950.00	
Hernovation Clinic & Mini-Competition Sponsorship		\$ 10,000.000	
On-Course Drinks Tent		\$ 5,000.00	

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the opportunities



a look at the kenya classic sponsorship opportunities

TO COMPLEMENT THE PLATINUM, GOLD, SILVER PACKAGES



Prize & Awards Sponsor | \$ 5,000

1 available

- Overall 4-Ball Winner
- Overall Individual Winner
- Closest to the pin
- Longest drive
- Hervation Champ

Half-Way House | \$ 5,000

1 available

- Opportunity to exclusively brand the half-way house
- Opportunity to distribute / place branded material or promotional items at the event, subject to approval by dx⁵ e.g. napkins, decor etc. - additional production expense at cost to sponsor
- Recognition across all dx⁵ marketing channels



Hole-in-One Sponsor | \$2,500

2 available

- Exclusive branding on the focus hole
- Cost of hole-in-one prize is for the sponsor
- Any additional costs including insurance are for the sponsors account

Player Giveaways | \$ 950

5 available

Opportunity to add branded material or promotional items to player goodie bags received at registration, subject to approval by dx⁵ - additional production expense at cost to sponsor



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the opportunities



a look at the kenya classic sponsorship opportunities

TO COMPLEMENT THE PLATINUM, GOLD, SILVER PACKAGES



Dinner Sponsor | \$7,500

1 available

- 2 additional guests over and above the sponsor package allowances
- Right to exclusively brand the dinner venue
- 10-minute sponsor intro to kick off the evening
- Opportunity to bring in guest speaker or entertainment at own cost
- Branded digital invitations to be sent to all golfers prior to the golf day
- Buffet menu with beverages to be served in a formal setting (bar spend is limited)
- Opportunity to distribute / place branded material or promotional items at the event,
- subject to approval by dx⁵ e.g. welcome drinks, napkins, decor etc. - additional production expense at cost to sponsor
- Recognition across all dx⁵ marketing channels

On-Course Drinks Tent | \$5,000

5 available

Includes:

- Exclusive branding of a drinks area situated on the course
- Drinks cost is excluded from the sponsorship cost - this cost will be for the sponsor
- Opportunity to distribute / place branded material or promotional items in the drinks tent, subject to approval by dx⁵ - additional production expense at cost to sponsor
- Recognition across all dx⁵ marketing channels
- Opportunity to run games linked to player results on a particular hole



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the opportunities



a look at the kenya classic sponsorship opportunities

TO COMPLEMENT THE PLATINUM, GOLD, SILVER PACKAGES



Element Golf Academy Hernovation Golf Clinic | \$10,000

1 available

This sponsorship includes a partnership with Element Golf Academy, one of the highest certified TPI coaches on the African continent and alignment to the dx⁵ Hernovation initiative.

Hernovation was started to identify, celebrate and promote women in digital transformation roles. Whether in finance or technology, women who are driving their businesses and industries forward leveraging technology to create transformation and growth.

Included:

- 2-hour Hernovation coaching clinic run from 10am - 12pm
- Longest drive, putting and chipping competitions run from 12pm till the last 4-ball finishes
- Opportunity to provide branded prizes for the above competitions to be awarded during prize giving
- Opportunity to brand the driving range, putting and chipping practice greens
- Opportunity for Sunshine Tour Professional to play in sponsor 4-ball



ELEMENT
GOLF

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Connect · Engage · Transform

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