



Partnership & Sponsorship Proposal



A male golfer is captured in the middle of his backswing on a golf course. He is wearing a white short-sleeved polo shirt, dark navy blue trousers, white golf shoes, and a bright yellow baseball cap. He is holding a golf club with a black head. The background shows a clear blue sky and a city skyline with several tall buildings, including one with a distinctive rounded top. The foreground is a well-maintained green golf course with some sand traps visible.

WHO ARE SOCIAL GOLF SOCIETY

Social Golf Society (SGS) was founded in May 2019 with the aim of providing people with the opportunity to try golf for the first time, meet new people with similar interests and improve their game in a competitive but social environment.

Building on what the many golf societies already offer, in the UAE, one of our main focuses is to integrate players, new to the game, into our community. With our league system and handicaps, new players and experienced golfers play alongside each other in a fair and competitive manner.

We are currently developing a smart and digital society to enable SGS to share current offers; allow easy communication on a daily basis and to publish weekly scores and league tables.

Our society plays every Monday evening, on the Par 3 courses at Emirates Golf Club and Trump Golf Course, as part of a mixed league consisting of both male and female players. On Wednesdays, ladies also have the opportunity to play together in a more relaxed environment. This league runs all year round with new leagues commencing each season. At the end of each month, we organize 18 holes on a range of golf courses across Dubai for any members interested. Additionally, we host four tournaments throughout the year: The Opening Tournament; The Christmas Special, The Masters Tournament and The End of Season Classic to connect enthusiastic players and promote this renowned sport even further.



KIERAN LINDSAY

Founder

In February 2018, Kieran started to play golf for the first time and instantly fell in love with the sport. After completing a couple of lessons with Richard dunsby (PGA Golf Professional), he was keen to continue playing golf regularly.

With a lack of close friends interested in the sport and a fear of not being good enough to take part in other existing societies in Dubai, Kieran approached Richard and shared the idea of setting up SGS. Getting more people involved in the sport and providing opportunities for existing keen golfers to play regularly in a social environment is integral to SGS .

With over 10 years of experience in events, digital, social and marketing Kieran is set out to create a leading digitally smart, Value adding and Social Society that welcomes everyone.



RICHARD DUNSBY

SGS Coach & PGA Golf Professional

Richard has had a great passion for golf from an early age, Richard decided to make his dream come true by becoming a PGA Teaching Professional, aged 21. Taking his career to the next level, Richard started to work for Peter Cowen, one of the world's renowned coaches at Emirates Golf Club, Dubai. Richard continuously seeks to improve his knowledge through further education. His enthusiasm for coaching inspires golfers of all levels, ranging from complete beginners to European Tour professionals.

Richard realized there wasn't enough opportunities for players like Kieran to play in a fun and social environment. In Richard's opinion, SGS allows all players to build their confidence and improve their game in an easy going setting; exactly what the majority of Richard's clients were in need of.

MEET THE TEAM



OUR MISSION



SOCIAL

The name, SGS, speaks for itself. We provide our members with a variety of opportunities to play this incredible sport: from our Monday mixed League to our Ladies League, exciting tournaments, golf trips and much more. SGS takes pride in providing the people of Dubai with the opportunity to meet new people and play golf in a fun and social setting. Watch this space for a wide range of non-golf related, exciting events too!



ADDED VALUE

Because of our great passion, we are devoted to ensure SGS continues to grow and flourish. In order for this to occur, we are putting a huge emphasis on providing a top class membership with a range of benefits. We provide a service that supports and encourages new and keen players to try the sport for the first time as well as experienced golfers looking to improve their play. With regards to our partners, we work hard to promote and raise the profile of golf in their clubs and stores; giving them the opportunity to increase revenue in return for their services.



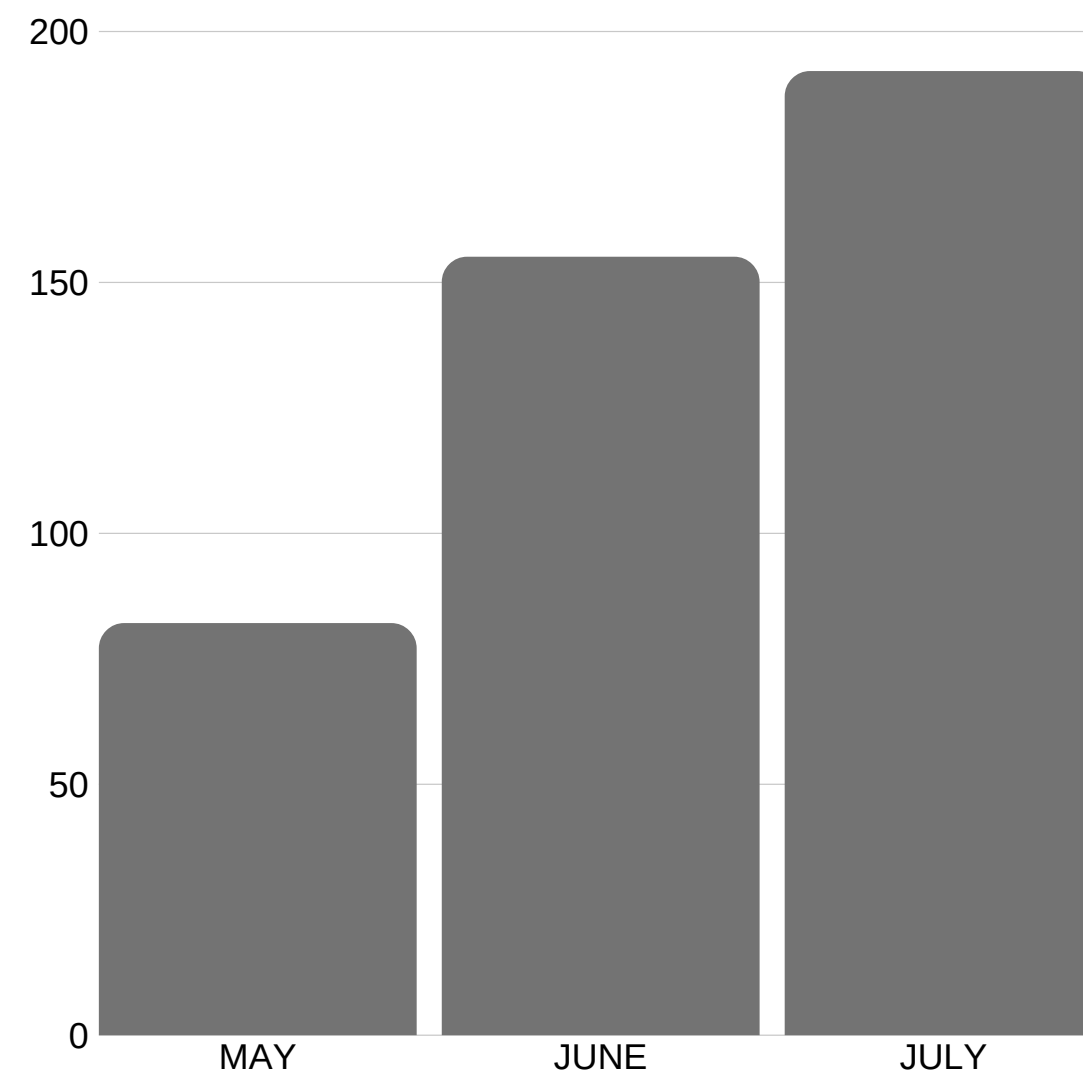
SMART & DIGITAL

SGS is focused on developing a modern and smart society that connects members, golf clubs and partners alike. With the development of the SGS website and app, stats, bookings, communication, golf news and a digital membership will be offered and easily accessible to our members.

This will be a platform for our partners to market their brand and communicate exclusive offers and events.



MEMBERS GROWTH SINCE LAUNCH





HOW CAN SGS HELP YOU

SGS has been created not only to focus on enhancing existing golfers' experiences but also to develop a platform for beginners. Our aim is to increase the number of people currently playing golf in Dubai- we also aim to increase sales for partners associated with our society across multiple platforms.

The areas that SGS can help you with are as follows:

- Dedicated page in the partners section on our website
- Advertising opportunities on website banners
- Market and advertise events and offers on our platforms (website, app & social media platforms)
- Weekly social media posts including tags (based on your specific guidelines)
- Logo on media walls, art work and video content
- Quarterly reports analyzing members redeeming discounts and offerings
- Prize, giveaways and product samples to marketing brand
- Branding and marketing material opportunities on game days

There are a number of ways we can support your brand, this is all dependent on which partnership option you decide to proceed with.



SGS PARTNERSHIP & SPONSORSHIP PACKAGES

As a rapidly growing society, with a large number of both beginner and experienced members, we are now looking to develop further with your help. We are looking for partners or sponsors to add value to the society in several areas.

Partnerships will coincide with our winter league which runs from 1st October till 31st May and consist of 32 par 3 league fixtures and around 8, 18 hole friendlies at a range of courses in the UAE.

- League Sponsors
 - Mixed League 1, Mixed League 2 & Ladies only League
- Monthly Most improved award all leagues
- Best Lady award for mixed league
- Nearest the pin Monthly winners
- Hole in 1 Sponsors
- Hole sponsors
- Kit Sponsor
- Co-Branded Society sponsor

We will be also holding 4 major tournaments between October 2019 & May 2020 of which will be approaching partners separately

PARTNERSHIP & SPONSORSHIP PACKAGES

ITEMS	PRIZE PARTNER	DISCOUNT PARTNER	DEDICATED HOLE	NEAREST THE PIN	MOST IMPROVED AWARD	WINNER OF THE MONTH AWARD	BEST LADY MIXED LEAGUE	MIXED LEAGUE 1 TITLE	MIXED LEAGUE 2 TITLE	LADIES ONLY LEAGUE TITLE	KIT SPONSOR	CO-BRANDED SOCIETY
MONTHLY SOCIAL MEDIA TAGS	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PARTNER ANNOUNCEMENT SOCIAL MEDIA POST	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PARTNER ANNOUNCEMENT EMAIL		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
PARTNER ANNOUNCEMENT NEWS SECTION		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DEDICATED PAGE ON WEBSITE		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MARKETING MATERIAL ON DEDICATED HOLE			✓	✓				✓	✓	✓	✓	✓
DEDICATED BRANDED AWARD					✓	✓	✓	✓	✓	✓	✓	✓
LOGOS ON ARTWORK								✓	✓	✓	✓	✓
LOGOS ON VIDEO CONTENT								✓	✓	✓	✓	✓
LOGOS ON MEDIA WALL								✓	✓	✓	✓	✓
LOGO ON SOCIETY APPAREL								✓	✓	✓	✓	✓
ADVERTISING BANNER ON WEBSITE								✓	✓	✓	✓	✓
AWARD PRESENTATION								✓	✓	✓	✓	✓
CONTRACT TERMS	MONTHLY QUARTERLY SEASONAL	ANNUAL	MONTHLY QUARTERLY SEASONAL	MONTHLY QUARTERLY SEASONAL	MONTHLY QUARTERLY SEASONAL	MONTHLY QUARTERLY SEASONAL	MONTHLY QUARTERLY SEASONAL	SEASONAL	SEASONAL	SEASONAL	SEASONAL	SEASONAL
HOW MANY AVAILABLE	UNLIMITED	UNLIMITED	4 HOLES PER LEAGUE	1 HOLE PER LEAGUE	1 PER LEAGUE	1 PER LEAGUE	1 FOR EACH MIXED LEAGUE	1 LEAGUE SPONSOR	1 LEAGUE SPONSOR	1 LEAGUE SPONSOR	1 PER LEAGUE OR 1 FOR SOCIETY 1000AED PER LEAGUE OR 24,000AED SOCIETY	1 PER SEASON
PACKAGE RATE	FREE	FREE	FROM 2500AED PER MONTH	FROM 2000AED PER MONTH PLUS PRIZES	BESPOKE ACCORDING TO PRIZES	BESPOKE ACCORDING TO PRIZES	BESPOKE ACCORDING TO PRIZES	20000AED	15000AED	10000AED		50000AED





OVERVIEW

SGS Membership will commence from September 2019 and we hope that you will join us on this very exciting journey.

We will be working to the following timelines over the next few weeks.

- All Partners & Sponsors signed by 1st September
- Website live around 5th September
- Registration day 21st September
- Winter League starts from 1st October
- Agreements will work on a annual basis from 1st October to 30th September

If you have any questions please feel free to contact either Kieran or Richard on the below details.

Kieran Lindsay - kieran@socialgolfsociety.com Richard Dunsby - richard@socialgolfsociety.com

We look forward to hearing from you and growing together.





SOCIAL GOLF
— S O C I E T Y —
EST 2019

THANK YOU