

# Big Easy IGT Challenge Tour

Where Good Players become Tour Players

## Big Easy IGT Challenge Tour 2011 - 2018



2016 - 2017



2018



2011 - 2013



2014 - 2015

## *Big Easy IGT* Factual Sheet

# Executive Summary

## Facts

- Playing our 9th year in 2019.
- More than R17-million has been paid out in prize money and incentives.
- More than 2000 players have played on IGT.
- The #1 Developmental Tour in Africa.
- Over 300 Events Played since 2011.
- Multiple Winners on IGT Tour, Sunshine Tour and European Tour.

## Sunshine Tour

Official partner of the Sunshine Tour.

Official developmental Tour in South Africa.

Gary Player Class of 2017/18 official development partner.

## Player Incentives on Big Easy IGT Challenge Tour

- Road to Sunshine Tour (16 events Big Easy Tour) Top 10 earns Sunshine Tour Card
- Road to Sunshine Tour (16 events Big Easy Tour) Players in positions 11 – 30 promotions to Sunshine Tour Q-School final stage
- Race to Q-School Top 15 promotion to Sunshine Tour Q-School final stage

- The leading 10 and tied IGT members in IGT event, will qualify to play in the next Big Easy Tournament
- IGT ranked members fill the field up to the maximum advertised size (i.e. 120) for Big Easy events

Structure of the Big Easy IGT joint venture;

- The full co-sanctioned tour has 40+ events running from 3 April 2019 to 31 March 2020
- IGT continues to operate separately and run 40+ events during the season, which includes the joint venture events
- Big Easy Tour and IGT retained its own identity



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# About IGT

Wholly owned and operated by CLG Golf trading as IGTGolf. The Big Easy IGT Challenge Tour is the only Developmental Tour in the country, to offer a series of events, to include 54 & 72-hole (36-hole cut) tournaments. The Big Easy IGT Challenge Tour provides players the opportunity to experience all aspects of life as a true touring golf professional. The schedule is built around geographical series and different varieties of championship golf courses to subject our players to any type of course they may face at golf's highest levels. The Big Easy IGT Challenge Tour is operated by knowledgeable staff who are PGA and R&A certified. As evidenced by the success of our alumni, The Big Easy IGT Challenge Tour is the most proven avenue to the PGA Tours.

Starting in October 2010 and ongoing through today, the Tour has been taken to a plateau where it is no longer viewed as simply a training ground for the PGA Tour. The Big Easy IGT Challenge Tour puts great emphasis on strong community support, well-organized events and development. It has helped more professionals acquire their PGA Tour cards than any other Development Tour in South Africa.

With professionalism, a focal point of this Tour, the golf community and corporate South Africa continues to be attracted to the high visibility and unique exposure opportunities presented by the Big Easy IGT Challenge Tour

Our goal, simply put, is to provide the best tournament conditions to prepare players to compete on golf's highest levels, as countless Big Easy IGT Tour members have done before.

In 2017 we became a proud partner of the Sunshine Tour and the official development tour for the Sunshine and Big Easy Tour.

Golf development in South Africa break new ground with the launch of the Big Easy IGT Challenge Tour in April 2018.

Born out of a close collaboration between the Sunshine Tour and the IGT Challenge Tour, the co-sanctioned Big Easy IGT Challenge Tour comprise of 42 tournaments and a Tour Championship.

Both tours enjoyed tremendous success. The achievements of the Gary Player School members who campaigned on the IGT Challenge Tour in 2017, further motivated both tours to look for a way to combine the two circuits to advance the growth and development of golf in South Africa.

This new joint venture enabled us to stretch the existing Big Easy Tour from eight to 16 events. This will undoubtedly benefit our up-and-coming players.

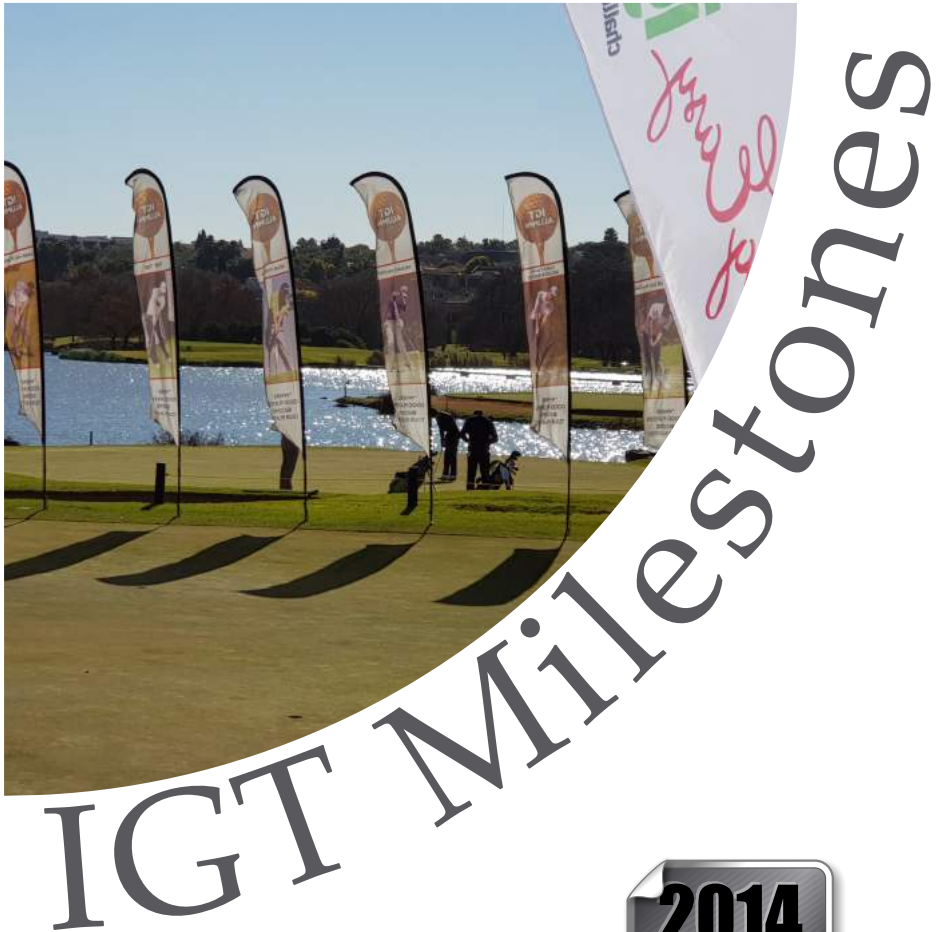
## Our Purpose

To glorify God and enrich lives as we partake in the best game ever played.



## Our Values

- LOVE** - Treat others like you'd want to be treated.
- SERVANT'S HEART** - Lead with what people need.
- EXCELLENCE** - Do great things with the gifts you've been given.
- COURAGE** - Learn, improve and boldly drive change that matters.
- FUN** - Work hard, laugh often.
- TEAM** - Together, we're better.
- INTEGRITY** - Be who you are and live up to your commitments.



# IGT Milestones

## 2017

40 events, Gauteng

Launch of the new IGT Challenge Tour Logo.

Official partner for Gary Player Class of 2017 for PDI's.

Sunshine Tour Partner and official development Tour for the Sunshine & Big Easy Tour.

Matias Calderon (Chile) plays a IGT Tour record at Waterkloof GC with a 12 under par 60 round.

## 2018

Road to Sunshine Tour (16 events Big Easy IGT Tour) Top 10 earns Sunshine Tour Card

Road to Sunshine Tour (16 events Big Easy IGT Tour) Players in positions 11 – 25 promotions to Sunshine Tour Q-School final stage

IGT Race to Q-School (7 events IGT Tour) Top 15 promotion to Sunshine Tour Q-School final stage

The leading 5 and tied IGT members in IGT event, will qualify to play in the next Big Easy IGT Tournament

IGT ranked members fill the field up to the maximum advertised size (i.e. 120) for Big Easy IGT events

Launch of the new Big Easy IGT Challenge Tour Logo.



4	5	4	4	4	3	5	3	4	3	6	4	4	4	5	3	4	3	5	3	6	7	2
4	5	3	3	2	4	4	2	4	3	1	3	3	3	3	4	3	4	2	4	2	9	6

## 2011

Foundation of the IGT Challenge Tour.

Danie van Tonder with 10 wins.

Darren Fichardt plays and win on IGT Tour. Darren regained his European card 6 months later.

26 events played in Gauteng.

## 2012

40 events, Gauteng

Sunshine Tour Rookie of the year IGT Player Danie van Tonder

## 2013

48 events, 40 in Gauteng and 8 in Kwazulu-Natal

Sunshine Tour Rookie of the year IGT Player Dylan Frittelli

## 2014

61 events, 39 in Gauteng and 22 in Kwazulu-Natal

Sunshine Tour Rookie of the year IGT Player Haydn Porteous

## 2015

72 events, 40 in Gauteng, 20 in Kwazulu-Natal and 12 in Cape

Sunshine Tour Rookie of the year IGT Player Rourke van der Spuy

## 2016

41 events, Gauteng

Official recognition of the IGT Challenge Tour by the Sunshine Tour

Sunshine Tour Rookie of the year IGT Player Christiaan Bezuidenhout

# Double joy for Brown and Kok in Tour Champs

Luke Brown defeated Dylan Kok at the first extra hole of a sudden-death play-off to lift the Big Easy IGT Tour Championship trophy, but Kok still had plenty to celebrate after he finished atop the Road to Sunshine Tour rankings on Friday.

While Brown banked the lion share of the R200 000 purse, a pay-day of just over R20K in the season-finale of the Big Easy IGT Challenge Tour at Centurion Country Club boosted the runner-up to the number one spot in the final rankings.

"Luke and I went toe-to-toe on the back nine, then had to gun it out in a play-off, so it's almost poetic justice that we should both leave with a big prize," said the Pretoria golfer. Brown made four birdies on the bounce down the stretch for a four-under 68 to set the clubhouse target at 13-under 203. Kok had a chance to win the outright, but had to settle for 70 after he missed a short putt for birdie at the closing hole.

The pair returned to the drivable par-four closing hole, where Kok won the toss and parked his tee shot on the green. "The pin was tucked back left and close to the water and Dylan had about 25 foot left to the flag," said 20-year-old Brown. "He putted well all day, so I went for it. I took a 2-iron out of the bag and aimed straight at the flag."

The gutsy shot briefly flirted with the water, but found the target and finished four feet left of the hole. "Dylan made a huge putt, but it pulled up a couple of inches short of the hole. I poured in a bunch of short ones in regulation play, so I felt really calm. I just stepped up and boxed it," said Brown.

The eagle putt came with a huge reward. The leading 10 players on the Road to Sunshine Tour earn cards for the 2019/2020 Sunshine Tour and Brown's R32 680 winner's cheque secured him second place on the Road to Sunshine Tour. "I'm going to be a Sunshine Tour rookie next year," grinned the delighted Brown. "The relief is immense. I've worked really hard on my game this year with my coach Doug Wood (Wanna Be A Champion Academy). I've had some good finishes and I've been consistent, but I was 17th on the money list at the start of the week.

"The pressure to perform was immense. I just tried to keep things simple. Go out there, play shot-for-shot and try to block out the rankings, the results, everything. And somehow I got it right."

Brown and Kok both had a bumpy start, but rallied on the back nine to set up a great duel. "Luke eagled the first, but he bogeyed three and four and turned level," said Woodhill's Kok. "I made eight at the first and got it back to one-over through nine. Hayden (Griffiths), Tristen (Strydom) and Matt (Bright) all had a turn in front, but I birdied 10, 12 and 13 to regain the lead."

Brown dropped 12, but bounced back with a birdie at 13. "Then he went on the rampage, pouring in birdie putts from 15 to 18," Kok said. "That put the pressure back on me. I dropped a shot at 14 but I birdied 17 to draw level with him. It was an exciting finish. "We were both so excited that we secured our cards that we didn't even realise that we still had to play off for the title. Kudos to Luke for going at the flag on 18; that was big match temperament right there and he deserved to win.

"I am absolutely stoked that I won the Race to the Sunshine Tour. It's been a fantastic journey to this point. It's great to see the Sunshine Tour and IGT Challenge Tour collaborate to offer us this kind of incentive. You really had to play well all season, because the talent out there is fantastic. The guys were seriously competitive and you could see it in the final, too."

Matt Bright, Juran Dreyer, Dylan Mostert, Ruan Korb, DK Kim, Cameron Moralee, Paul Boshoff and Hendrikus Stoop – ranked third to 10th respectively – scooped up the remaining eight cards.



# Sunshine & Q-School

## Sunshine Partner

IGT Challenge Tour became the official development tour partner for the Sunshine & Big Easy Tour in 2017.

## Sunshine Q-School

The Top 15 Players on the IGT Race to Q-School Order of Merit will advance to the final stage of the Sunshine Q-School.

## Gary Player Class of 2018/19

IGT Challenge Tour is the official developmental tour for the Gary Player Class of 2018/19

The Gary Player Class of 2018/19 is the Sunshine Tour's main development squad for previously disadvantaged professional golfers. They benefit from the longstanding and continued support of the South African Golf Development Board (SAGDB), that was founded in 1999 by Mr. Johann Rupert and has become the official body for golf development in South Africa, as well as the Ernie Els & Fancourt Foundation (EEFF) in the collective effort to use golf to improve the lives of disadvantaged South Africans.



### IGT Q-School Stats

IGT Players receiving Sunshine cards for last 7 years is average 80%

	Sunshine	IGT	IGT
Year	Cards	Players	%
2017	30	24	80%
2016	30	27	90%
2015	30	24	80%
2014	30	25	83%
2013	30	23	77%
2012	30	18	60%
2011	30	8	27%

Sunshine Rookie of the Year since 2012

Sunshine Rookie	
Year	Player
*2016	Christiaan Bezuidenhout
*2015	Rourke van der Spuy
*2014	Haydn Porteous
*2013	Dylan Frittelli
*2012	Danie van Tonder

\* IGT Player

The standard on the Sunshine Q-School has dramatically improved since 2012.

The top 30 to earn cards has improved with 7.12 strokes.

The top 60 to make cut for final round has improved with 10.40 strokes

Sunshine Q-School			
Top 30	CUT	Top 60	CUT
2012-2017	-7.12	2012-2017	-10.40
<i>Strokes improved 2013-2017</i>			
Top 30	CUT	Top 60	CUT
2012-2017	-3.83	2012-2017	1.17
<i>Average</i>			
Top 30	CUT	Top 60	CUT
2005-2011	3.29	2005-2011	11.57
<i>Average</i>			

**IGT Alumni**



**Christiaan Bezuidenhout**



**Zander Lombard**



**Sipho Bujela**



**Callum Mowat**



**Haydn Porteous**



**Jacques Kruyswijk**



**Breyten Meyer**



**Ockie Strydom**



**Danie van Tonder**



**Makhetha Mazibuko**



**Toby Tree**



**Anton Haig**



**JC Ritchie**



**Hennie du Plessis**



**Michael Palmer**



**Rourke vd Spuy**



**Musiwalo Nethunzwi**



**Jaco Prinsloo**



**Toto Thimba Jnr**



**Rhys West**

**IGT Alumni**

## IGT Tour Stats



**Lowest 18-hole score:**  
60 (twelve-under) – Matias Calderon (Waterkloof Golf Club 2017)



**Lowest 54-hole score:**  
54Holes – 194 (22-under par)  
– Danie van Tonder (Houghton Golf Club 2016)



**Lowest 72-hole score:**  
72Holes – 267 (21-under par)  
– Mark van As (CMR Golf Club 2011)



**Most wins:**  
12 - Danie van Tonder  
11 - Ockie Strydom  
8 - Zander Lombard



# IGT Tour Stats

### Youngest winner:

Zander Lombard (AM) – 16 years, 10 months, at 2011 IGT CMR Challenge November 10

### Oldest winner:

Michael Scholz – 43 years, 10 months, at 2014 Race to USA Irene Country Club 7 May

### Most wins in a year:

Ten – Danie van Tonder (2011)

### Consecutive wins:

Three – Danie van Tonder (two times)

### Most Birdies in a season

Matthew Spacey 443 2016  
Ruan Korb 420 2017

### Most Eagles in a season

Ruan Korb 25 2017  
Jaco Prinsloo 22 2013

### Lowest stroke average in season

Anton Haig 67.88 2016  
Danie van Tonder 68.10 2011  
Jacques Kruyswijk 68.33 2015  
Zander Lombard 68.87 2013

### Multiple winners on IGT, Sunshine & European Tours:

Allan Versfeld  
Alex Haindl  
Andre De Decker  
Christiaan Bezuidenhout  
Danie van Tonder  
Darren Fichardt  
Erik van Rooyen  
Haydn Porteous  
Hennie du Plessis

Jaco Ahlers  
Jacques Kruyswijk  
Jaco Prinsloo  
Jacques Blaauw  
Jaco Prinsloo  
Jean Hugo  
JC Ritchie  
Louis De Jager  
Matias Calderon  
Merrick Bremner  
MJ Viljoen  
Michael Palmer  
Oliver Bekker  
Ph McIntyre  
Rourke vd Spuy  
Toto Thimba Jnr  
Tyrone Ryan  
Zander Lombard



# IGT Players Stats (Tour Info Centre)



The IGT Tour Info Centre is available on IGT home page at Top Menu. See Picture below.



The IGT Challenge Tour information centre is an authoritative collection of tournament data and statistics presented on a season by season basis.

## Individual Tournaments



**Information:** Entries, draws, scoreboard, live scoring, final results, course statistics, scoring statistics and detail players statistics for event.

## Orders of Merit & Statistics Tables



Current orders of merit and statistics tables based on this season's events.

Pos.	Name	Representations	Average	Rounds	Break-Down
1	Matias Calderon (CHL)	IGT	67.33	3	>>>
2	Louis De Jager (RSA)	TUKS Golf	67.50	6	>>>
3=	Merrick Bremner (RSA)	Investec	67.67	12	>>>
	Erik Van Rooyen (RSA)	IGT		3	>>>
	Antonio Costa (CHL)	IST		3	>>>
5=	George Coetzee (RSA)	IGT	68.00	3	>>>

## Players



- Tournaments Entered or Played this Season results & stats
- Order of Merit Rankings
- Statistics Table Rankings

Statistics Table	Pos.	Total/Avg.	Rounds	Tnmts	Break-Down
Stroke Average	24	69.98	58	20	>>>
Average v Par	29	-1.91	58	20	>>>
Driving Accuracy	185	46.62%	783 holes	20	>>>
Greens in regulation (GIR)	85	69.07%	999 holes	20	>>>
Putting Ave by Round	27	28.87	55	20	>>>
Putting ave per Hole	25=	1.60	999 holes	20	>>>
Putting ave per GIR	25=	1.72	690 holes	20	>>>
Total above/under Par	1	-111	58	20	>>>
Total # of Birdies	2	262	58	20	>>>
Ave Birdies per Round	30=	4.52	58	20	>>>
Total Eagles	3=	14	58	20	>>>
Eagles per Round	72=	0.24	58	20	>>>
Total Pars	5	613	58	20	>>>
Ave Pars per Round	115=	10.57	58	20	>>>
Sand Save %	138=	59.09%	66 holes	20	>>>
Bounce Back %	23	32.90%	58	20	>>>
Scrambling %	36	57.38%	55	20	>>>

## Season Archives

Reload the Information Centre using an alternative season database.



Date	Tournament Name	Winner
28-Mar-17	Wanderers Better Ball Challenge	Winner - <b>Dylan Mostert (AM) (RSA) &amp; Kyle Barker (RSA)</b>
03-Apr-17	Waterkloof Challenge	Winner - <b>Merrick Bremner (RSA)</b>
10-Apr-17	Kyalami Challenge	Winner - <b>Merrick Bremner (RSA)</b>
24-Apr-17	Killarney Challenge	Winner - <b>Anton Haig (RSA)</b>
08-May-17	State Mines Challenge	Winner - <b>Anton Haig (RSA)</b>
15-May-17	Pecanwood Challenge	Winner - <b>Roberto Lupini (RSA)</b>
22-May-17	Randpark Firethorn Challenge	Winner - <b>Estiaan Conradie (RSA)</b>

# Management system, Website, app & social media: the IGT Challenge Tour online

## IGT Tournament management System

IGT is using the OCS Tour Management system which is the same system Sunshine Tour and various other major Tours are using.

## Website

Tournament reports and previews, pictures and results: the IGT Challenge Tour keeps members and fans informed on its own website and uses the social media channels Facebook, YouTube and Twitter for communication and interaction. The IGT website was updated in April 2018 and is in line with the latest technology. All the important information about the tour's tournaments and events is available at [www.igtgolf.org](http://www.igtgolf.org)

## Press Releases

The tour also has a presence in national and international print and online media with up to 140 press releases per season thanks to extensive PR work. Press releases per event per day gets published on [www.supersport](http://www.supersport) home page and under the section Golf. Press releases are also published on DSTV golf section.

## Social Media

The IGT Challenge Tour has been using the social media channels Facebook and Twitter for communication with members and fans since 2011. More than 5500 likes on Facebook and more than 1,000 Twitter follows are testament to the high demand for faster information and exclusive image

material. IGT website on final day with live scoring hole by hole reach is up to 15,000 viewers. IGT reach weekly on Facebook is over 40,000.

## IGT Cell App

The IGT Cellphone app also offers a convenient live scoring module on tournament days plus more.

IGT App is available at <http://m.appcatch.com/>

Search for IGT Challenge and load IGT Challenge T



## Player Photos

The tour takes photos of each player every round and publish them on Facebook & IGT Website under GALLERY. Proximate 500 + photos per event.

## IGT Links

MOBILE WEB: <http://igtgolf.info/mob/>

FACEBOOK: [www.facebook.com/IGTChallengeTour](http://www.facebook.com/IGTChallengeTour)

TWITTER <https://twitter.com/igtgolf>

YOUTUBE [www.youtube.com/igtgolfsa](http://www.youtube.com/igtgolfsa)

The screenshot shows the IGT Challenge Tour website interface. At the top, there is a navigation menu with links for HOME, SCHEDULE, DOM, GALLERY, NEWS, and TOUR INFO CENTRE. The main content area is divided into two columns: 'Killarney Challenge - Tournament Entries' and 'Money Leaders'. The 'Tournament Entries' table lists the top four players:

Pos	Name	Nat	Winings
1	Merrick Bremner (RSA)		19,850.00
2	Kyle Barker (RSA)		8,069.00
3	Matthew Spacey (RSA)		7,025.00
4	Dylan Mostert (AM) (RSA)		7,000.00

Below the table, there is a link for 'More | Full listing'. The 'Money Leaders' section is currently empty. On the right side of the website, there is a 'Latest Tweets' section showing a tweet from IGT Golf's Twitter account. To the right of the website screenshot is a graphic of a smartphone displaying the IGT Challenge Tour app interface, which features a golfer silhouette and the text 'igt challenge tour'.



# IGT Electronic Card for Amateurs

## The only Tour for Amateurs to compete for prize money

The IGT Electronic card is approved by the R&A

At all times you enjoy the following

The IGT card offers you free debit transactions at any shop/store that accepts MasterCard.

Balance enquiries can be made by:

- Visiting [inrewards.co.za](http://inrewards.co.za) and selecting "Card balance"
- Sending an SMS with your 16 digit card number to 34417\*
- By calling 083 918 7700
- OR 086 11 222 67 (Between 08h00-17h00)
- USSD\* \*120\*8013#
- Visiting [whatsonmycard.com](http://whatsonmycard.com) or download the whatsonmycard app

The card cannot be used for cash withdrawals at an ATM.

The maximum an Amateur can win is R6,000 for 2018

## The Card

The card can only be used in South Africa

You will not be able to use the card to purchase goods & services over the telephone, internet, pay toll fees or at parking garages.

Card cannot be used on any ATM's

The IGT Electronic Card can be used anywhere in South Africa where MasterCard is accepted i.e. where a point of sale device is available, the recipient of this card can shop where their heart desires.

Providing our Amateurs with:

- Convenience
- Choice
- Cash alternative
- Safety
- Recoverable Cards
- Minimum 3 year validity
- Controllable spend
- Reloadable products
- Reduced administration
- Innovative products and solutions

## Interview Zander Lombard



### Zander how do you rate the IGT Challenge Tour as a springboard into professional golf?

The IGT Challenge Tour is an important stop for every aspiring young pro. As the tournaments take you to different courses and conditions, they don't just include sporting elements but also organisational factors. The players have to learn how to organise and manage themselves.

These are two very important areas. The playing standard is also very sound. There are enough good players to produce a sporting atmosphere.

### Is it an all-round successful tour for young talent?

For what the IGT Challenge Tour wants to be: Yes! You move around a great deal, can play full season and also learn a lot about touring life. The prize money is also distributed similarly to the major tournaments so that you are forced to play well and hold your own over a longer period of time.

### Has the tour helped you in your personal sporting career?

Yes. In my opinion it is important to learn to play a full season, to hold your own and also cope with fluctuations in performance. In comparison to this, for example, the Sunshine Tour Qualifying School shows time and time again that one good week in a year does not qualify a player to play consistently on the next level of tour. To learn this you have to give yourself the time to mature by playing in lots of tournaments. That is exactly what the IGT Challenge Tour offers.

### What are your fondest memories with regard to the tour?

The camaraderie. We were all pretty broke and even the top five cannot actually finance a season with the prize

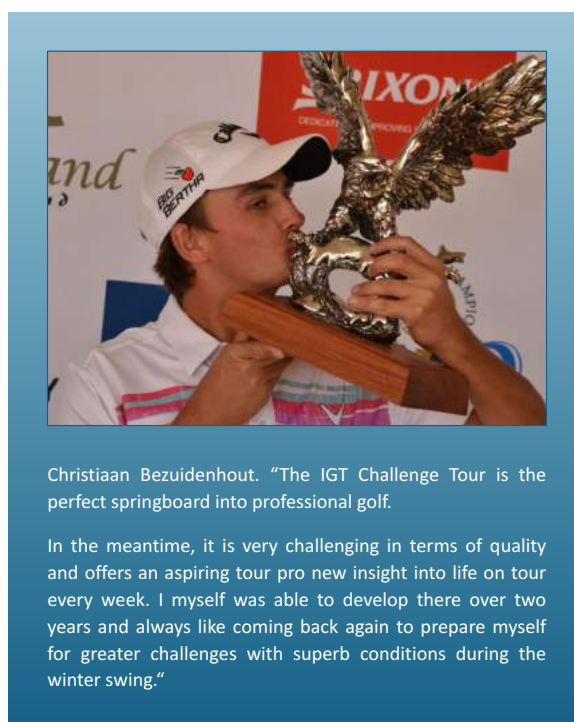
money won. In this respect you have to find ways to keep costs down. This leads to you all pulling together and helping each other out. Resulting in great friendships that I would not want to be without.

### What, would you say, distinguishes the IGT Challenge Tour?

I think the tour is really successful in trying to prepare young players for the next level of tours. From the prize money breakdown to the ranking and regular processes, the tour is very similar to the Big Easy Tour and Sunshine Tour. That's the biggest sporting advantage of the IGT Challenge Tour.

### What do you advise young players just starting their career on the Pro Golf Tour?

Patience is important and a good team around you. And you should take the tour as what it is: a development tour to achieve great things later on.



Christiaan Bezuidenhout. "The IGT Challenge Tour is the perfect springboard into professional golf.

In the meantime, it is very challenging in terms of quality and offers an aspiring tour pro new insight into life on tour every week. I myself was able to develop there over two years and always like coming back again to prepare myself for greater challenges with superb conditions during the winter swing."

## Opportunities



### Naming Rights

The Big Easy IGT Challenge Tour will be known as the "Sponsor" Big Easy IGT Challenge Tour. (Tour Logo to be designed)



As the Naming Rights sponsor, you have naming rights for the entire tour.



### Tour Championship

Big Easy IGT Tour Championship final played 12-14 December 2018.



Title Sponsor or Presenting Sponsor

Hole Sponsor, Putting green sponsor



The Big Easy IGT Challenge Tour provides the sponsor a unique opportunity to align their brand to one of the fastest growing Developmental Tours in the World. The Big Easy IGT Challenge Tour events is an iconic on the golf circuits – the new Jewel in Africa.

We will work with the sponsor to deliver a platform that maximises your brands involvement with this Tour. The sponsor would be given the opportunity to decide on which brand they wish to promote throughout the Tour.



# SPONSORSHIP

## On Course Signage



This branding is always shown on all Television production clips.

Hole signage - Tee or green signs per designated hole for the duration of all tournaments

Right to sponsor/ brand flags/ banners across the course



Sponsor flags to be displayed strategically on the course, e.g. putting green or behind 18th hole.

## Sponsor an Event

Event to be known as "Sponsor Challenge"

Sponsor event will have a Pro Am

after the event on Thursday. The top finishers from the event will play in the



Pro Am with your clients.

## Live Scoring

To be branded with Sponsor Logo on all live scoring screens.



## Exclusive Branded Sponsor

- Official Bottled Water
- Official Vehicle
- Official Bank
- Official Sports Drink
- Official Soft Drink
- Official Timepiece
- Official Rangefinder



## IGT Website

- The sponsor/brand logo placement on the Big Easy IGT website with hyperlink to the sponsor web page
- Online advertising package to be made available
- Ability to run on-line promotions utilising the Big Easy IGT Logo



## Golf Carts

All golf carts to be branded during event.



## Hole in One

Sponsor can put up vehicle, holiday, cash etc.



## Membership Card

To be branded with Sponsor logo.

## Sponsor Trophy

Trophy for each Tournament winner  
Trophy will have sponsor logo on.



## Development Program

30 players from the Gary Player Class of 2018/19, a group that will be assisted in a series of three planned 'boot camps' and will be assessed

with regards to all aspects of their game. Mental coaches, swing coaches and equipment specialists will be brought in to guarantee the players have the base needed to compete at the highest level.



## IGT Class of 2018/9

IGT will identify 10 players to be fully sponsored to play on the IGT Challenge Tour.

## Consumer Promotion

Consumer promotions are a unique way to increase customer engagement and retention.

The sponsor has the opportunity to run consumer promotions year round promoting the partnership with the Big Easy IGT Challenge Tour (choice of product for the sponsor to decide).

- Ability to build and market to a database
- Year round promotional opportunities
- Opportunity to drive association through owned multiple channels e.g. TV, website, social media, print

To discuss sponsorship opportunities, please contact your IGT representative.

# Television



**SuperSport**  
World of Champions

## “SPONSOR” FUTURE GOLF CHAMPIONS MAGAZINE SHOW

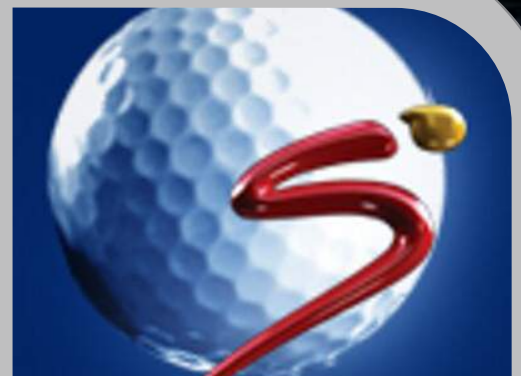
The content include footage from the Big Easy IGT Challenge Tour, player profiles, as well as footage, inserts, interviews and visuals from the sponsor’s spokesperson and Sponsor Group offices. The show will be filmed and edited by SuperSport’s golf department. The show will be more like a reality show to be different from the current Golf programs on SuperSport.



During the 26min magazine monthly (+ 7 repeats monthly) show Sponsor will receive;

1. Corner screen logo for 50% of show duration (This can be multiple companies)
2. Opening and closing billboards
3. 2 stings to and from ad breaks

The production will include all cameramen, presenter, producer, editing, scripting, final mix and voice from first shoot to deliver final product to flight on air.



Presenter to be selected by Sponsor and IGT.

Each episode being flighted on average 7 times a month, a premier flighting and 6 repeats. The exposure value per month will be R2,860,000 and per year will be R34,320,000

For your information; The airtime value currently across all SuperSport channels are R 11,000 per 30 seconds.

Please note the cost for having our own TV show is negotiable Please talk to us should you be interested.

### Social Media Video Clips

We also have a production for video clips for Social media with Sponsor adds added in the clips.

Please see IGT website for clips currently showing on our social media. These are all the BIG Easy IGT events.

Also visit IGT YouTube for all our videos.

# Staff



Cois  
Tour Commissioner



Lorelei  
Admin & Financial Manager



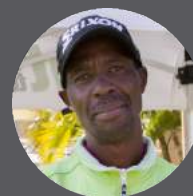
Phumi  
Tournament Secretary



Jacques  
Tour Official



Corne  
Tour Official



Pat  
Tour Official



Sacha  
Tournament Secretary



Aaron  
Tour Official



Tiaan  
Tour Official



CJ  
Photographer



Lali  
Press

# Partners







## IGT Challenge Tour

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