



7'S IN THE *Sunshine Town*

Koben Hofmeyr 7's Tournament

12 - 15 September 2024

Hoërskool Warmbad, Bela-Bela



Please scan our QR Code
for the Koben Hofmeyr Story

BACKGROUND

The tragic accident of Koben Hofmeyr on May 19, 2018, when he broke his neck during a rugby match at Hoërskool Warmbad, had a life changing impact on Koben's life. Then just 15 years old, he was left completely paralyzed as a result of the injury and the 11-hour delay in receiving the necessary medical assistance in Pretoria.

The Koben Hofmeyr 7's Tournament aims to raise awareness and funds for the Koben Hofmeyr Trust (NPC).

The 1st tournament offers rugby, netball & hockey and in the future years more sports will be added until we have seven different sports.

PURPOSE

The Koben Hofmeyr Trust (NPC) may ensure that there is immediate access to suitable transportation and medical specialists when a serious injury occurs.

This initiative is not limited to rugby but extends across all school sports.

The main goal is to prevent other children and their families from going through similar trauma, by ensuring that there is an immediate and effective response to serious sports injuries.

Those of us who have children, know that our biggest fear is that something bad will

happen to them. In the inevitable event of a serious injury, timely preparation and quick response are of crucial importance to improve the outcomes of serious injuries.



**In support of the
Koben Hofmeyr Trust (NPC) Reg: 2024/415358/08**



“When the inevitable happens, and it is YOUR child laying on the playing field.., reality strikes in more ways than one..”





7 REASONS

TO SUPPORT THE KOBEN HOFMEYR SEVENS TOURNAMENT & TRUST

“Courage isn't having the strength to go on - it is going on when you don't have the strength...”

1. Community Impact:

"By sponsoring the Koben Hofmeyr Sevens Tournament, you support an event that unites the community through rugby, netball, and hockey. Your sponsorship helps create a positive and inclusive environment for everyone.

2. Emotional Connection:

"Align your brand with a cause that touches the heart. Koben Hofmeyr's story of resilience after a life-changing injury inspires us all. Your support highlights the power of hope and determination in overcoming challenges.

3. Brand Visibility:

Get your brand in front of a diverse and engaged audience. With multiple sports and extensive event coverage, your brand will be prominently featured, ensuring high visibility and recognition. Today's players are tomorrow's clients!

4. Corporate Social Responsibility:

Showcase your commitment to giving back. Supporting the Koben Hofmeyr Sevens Tournament demonstrates your dedication to meaningful causes, strengthening your corporate social responsibility profile.

5. Networking Opportunities:

Connect with other sponsors, local businesses, and sports enthusiasts. The tournament provides a platform to build valuable relationships and enhance your business network.

6. Positive PR:

Enhance your brand's reputation by associating with a tournament that values courage, perseverance, and community support. Positive media coverage and community goodwill will boost your brand's image.

7. Koben's Vision:

Support the establishment of the Koben Hofmeyr Trust, dedicated to providing funds for any learner seriously injured during a school sport activity. Your sponsorship helps turn this vision into a reality, offering hope and assistance to those in need.



SPONSORSHIPS OPPORTUNITIES: (All sponsorships excludes VAT)

The Koben Hofmeyr Trust (NPC) has identified key influencers in the school sport industry whom we wish to partner with. We believe a mutual partnership can significantly help to set and strengthen common goals, and promote branding and sales.

We have selected [name of Company] specifically because we feel that it is a reputable and reliable company viewed favourably by our mutual target market.

We are confident that our mutual strengths, bargaining power and goals will compliment one another in our strive to establish support for the Koben Hofmeyr Trust (NPC).

As a registered NPC, the Koben Hofmeyr Trust may also issue PBO certificates for tax deductions.

TITLE SPONSORSHIP:

The Title Sponsorship is an exclusive engagement opportunity, limited to one sponsor only. The primary benefit of this engagement opportunity is the licence to attach a corporate name to that of the Koben Hofmeyr Sevens Tournament, e.g.

“Name of Title Sponsor” Koben Hofmeyr Sevens Tournament 2024.

This sponsor will receive first and foremost brand recognition on all tournament material, media communications, signage, programmes, advertisements, etc. Room for negotiation is available in this option, but it should be mentioned that at this time, sponsorship has already been offered for the supply of rugby, netball and hockey balls. The **Title Sponsor** rights, to be approved by the organizing committee of the KH7's, will be awarded to the sponsor with the highest offer who submitted their notification of intent together with a guarantee on the financial contribution before the closing date and time.

OTHER SPONSORSHIP OPPORTUNITIES:

1. ELEPHANT SPONSORSHIP - R 100 000

Second to the Title Sponsorship, the Elephant Sponsorship delivers the highest visibility

- 10 x 60 sec adverts on tournament's electronic score board, per day.
- 1 x table for 10 at gala dinner (Friday, 14 September 2024)
- 1 x Access to EXCLUSIVE sponsors area in entertainment hall
- 10 x Privileged seats on main pavilion (rugby field)
- 1 x full page advert in tournament programme
- 9 x 6 meter exhibition space in main arena area
- 1 x 5 minute interview with outside broadcasting media partner
- 10 x teardrop banner positions alongside the rugby, netball and hockey fields
- 10 x Bin advertising
- Variety of presentations on social media platforms and website
- Partnership acknowledgement on all tournament banners, print material and electronic marketing
- Network 24 - 30 days free advertising (sponsors photo, logo and 250 words, click through to sponsors webpage/facebook page visible for 30 days on Network 24 digital news platform . (t's&c's to follow)

ELEPHANT SPONSORSHIP VALUE: R 145 000.00



7'S
WEEK
2024

**KOBEN
HOFMEYR** TRUST



2. RHINO SPONSORSHIP - R 80 000

A Rhino Sponsorship allows you to be recognised as an industry leader with priority branding.

- 6 x 60 sec adverts on tournament's electronic score board, per day.
- 1 x table for 10 at gala dinner (Friday, 14 September 2024)
- 6 x Privileged seats on main pavilion (rugby field)
- 1 x full page advert in tournament programme
- 1 x 3 minute interview with outside broadcasting media partner
- 6 x teardrop banner positions alongside the rugby, netball and hockey fields
- 3 x 6 meter exhibition space in main arena area
- 8 x bin advertising
- Variety of presentations on social media platforms and website

RHINO SPONSORSHIP VALUE: R 95 000

3. LION SPONSORSHIP - R 60 000

The Koben Hofmeyr Tournament offers a handful of focused opportunities that give you visibility in interesting and effective directions.

- 6 x 30 sec adverts on tournament's electronic score board, per day.
- 6 Places at gala dinner (Friday, 15 September 2024)
- 6 x Privileged seats on main pavilion (rugby field)
- 1 x half page advert in tournament programme
- 1 x 3 minute interview with outside broadcasting media partner
- 2 x teardrop banner positions alongside the rugby, netball and hockey fields
- 3 x 3 meter exhibition space in main arena area
- Variety of presentations on social media platforms and website

VALUE OF LION SPONSORSHIP: R72 000



7'S
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**KOBEN
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Tap into your
audience
and raise your
brand profile.

TITLE SPONSORSHIP - GALA DINNER EVENT CONTRIBUTION: R 100 000,00

OTHER SPONSORSHIP OPPORTUNITIES

Per Exhibition stand (3m x 3m, own infrastructure)	R 2 500,00
Per scoreboard advert (60seconds)	R 1 000,00
Per scoreboard advert (30 seconds)	R 650,00
Per radio advert (60 seconds)	R 7 500,00
Per radio advert (30 seconds)	R 5 500,00
Gala dinner table (10 persons)	R15 000,00
Pamphlets inserted in sport bags	R 4 000,00
Giveaways inserted in sport bags	R 2 500,00

Custom designed sponsorship can be arranged.

AUCTION ITEMS

We hereby invite you to support the Koben Hofmeyr Trust (NPC) by donating an item to be auctioned on Friday evening, 13 September, and the gala dinner event. All proceeds from the gala dinner event will be seed funding for the Koben Hofmeyr Trust (NPC). Donors will be acknowledged in the printed programme, on the electronic scoreboard and relevant media campaigns and during the course of the proceedings during the gala event and on our social media platforms and website.

DONATIONS

We thank you kindly for any donations, these may be deposited directly into the trust account:

Koben Hofmeyr Sports Fund NPC | First National Bank | Acc #: 063110624095
Please put your name of Company name as reference, and kindly cc
info@kobenhofmeyrsevens.co.za if you need a tax invoice or PBO certificate.

