



PARTNERSHIP PROPOSAL | 2026 / 2027

FASA Golf & Padel Day

Connecting Business Excellence Through Sport

South Africa's premier franchise networking event on the fairways — golf, Padel, and an exclusive Gala Dinner, bringing your brand face-to-face with the decision-makers of a nearly R1-trillion-rand industry.

16 OCT 2026

Event Date

Sponsorship

Entry Investment

4-BALL

Play Included (Hole Tiers)

1979

FASA Established

The Definitive Voice of Franchising in South Africa

Founded in 1979, the Franchise Association of South Africa (FASA) is the oldest internationally recognised franchise association in Africa the continent's sole representative on the World Franchise Council, and the accreditation body every serious franchisor wants to be seen standing next to.

MISSION

To protect, lobby, promote and develop ethical franchising across all sectors in South Africa, with specific focus on transformation.

VISION

"To be the acknowledged authority and voice for franchising in Africa."

CORE VALUES

Integrity

Education

Growth

Advocacy

Community

Partnering with FASA means aligning your brand with South Africa's leading advocate for ethical franchising your investment returned through enhanced business relationships and increased market visibility.

THE FRANCHISE SECTOR TODAY

Trillion+

South Africa's total economy — franchising's share is nearing R1 trillion annually (13%+ of GDP)

700+

franchise systems across 14 business sectors

68,000+

franchised outlets nationwide

500,000+

South Africans employed through franchising

46

years as the guiding force of ethical franchising

Why Partner With FASA

South Africa's economy runs on 7 trillion+ rand of annual output — and franchising, nearing R1 trillion of that, is one of its fastest-growing engines of jobs and transformation. FASA sits at the centre of it.



Brand Equity

Accreditation-by-association with South Africa's benchmark franchising body, established 1979.



Pipeline Access

Direct engagement with franchisors, multi-unit operators & prospective franchisees.



Share of Voice

Logo placement, social amplification and editorial features, all year round.



Economic Narrative

Demonstrable ESG & transformation credentials via job creation and enterprise development.

Credibility & Trust · Quality Network · Multi-Channel Marketing · Evergreen Value · Ethical Alignment — the five reasons brands partner with FASA, year after year.

More Than Just A Sporting Event

The FASA Golf Day represents a premium networking platform where business excellence meets leisure and where lasting partnerships are forged on the fairways — an experiential journey bringing together industry leaders, decision-makers and franchise professionals in an atmosphere of camaraderie and competitive spirit.



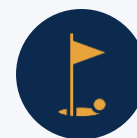
Strategic Networking

Connect with industry leaders and decision-makers in a relaxed, professional setting.



Franchise Community

Mix with like-minded business professionals who share a passion for franchise success.



Competitive Spirit

Enjoy the camaraderie of golf and Padel through friendly, memorable competition.



Dinner

An exclusive evening function adding a further layer of networking and entertainment.

WHY SPONSOR THE FASA GOLF DAY?

Exclusive Access

South Africa's most influential franchise leaders, relaxed & networking-ready.

Brand Elevation

Align with the gold standard in ethical franchising.

Market Reach

Leverage FASA's full communication channels & engaged membership.

Evergreen Visibility

Ongoing digital presence long after the event ends.

16 OCTOBER 2026 · ROYAL JOHANNESBURG, 1 FAIRWAY AVENUE, LINKSFIELD NORTH

Event Sponsorship Packages

Brand-level partnership across the entire event — marketing, gala dinner and digital amplification, independent of hole signage or play.

CATEGORY	PLATINUM R150,000 excl. VAT	GOLD R85,000 excl. VAT	SILVER R50,000 excl. VAT
Pre-Event Marketing	Prominent logo in all marketing • Featured in FASA social media • Priority newsletter mention • Exclusive website banner • Radio interview opportunity	Logo featured alongside the FASA brand • Prominent social media inclusion • Website banner for 2 months	Logo & name in collaboration with FASA's brand • FASA social media event marketing • Newsletter recognition • Website banner for 2 months
Event Day Presence	Prominent logo display • Co-branded materials • VIP recognition throughout	Registration area display • Co-branded materials • Event programme recognition	(Event-day presence not included at this tier)
Post-Event Amplification	Featured in event highlights • Included in newsletters • Shared on social media • CEO acknowledgement	Post-event highlights • Newsletter distribution • Social media amplification	Featured in event highlights article • Newsletter distribution • Shared on social media as lasting, evergreen content

All packages VAT excluded. This tier does not include hole signage or a playing four-ball — see Hole & Playing Packages.

The Complete Package

One investment, full access — every Event Sponsorship benefit, on-course Water Hole signage and four-ball play, plus branding rights reserved only for Platinum.

The full FASA offering — nothing held back

R150,000
excl. VAT

✓ Full Event Sponsorship

Prominent marketing across all channels • VIP event-day presence & co-branded materials • Post-event amplification & CEO acknowledgement

✓ On-Course Water Hole Package

Dedicated Water Hole on-course signage • Playing four-ball included • Co-branded on-course materials

✓ Every Standard Partner Benefit

Co-branded logo & name, social media & newsletters • Website banner for 2 months • Registration Area branding • Monthly Virtual Network Session mentions • Radio Pulpit interview opportunity

★ Platinum-Exclusive

CEO of FASA mentions sponsor in all event promotions • Exclusive Event branding rights — reserved only for Platinum partners

Price excludes VAT. Platinum replaces the need to purchase Gold, Water Hole or branding add-ons separately — it is the single, all-inclusive tier.

Hole & Playing Packages

On-course signage plus a playing four-ball from a single Water Hole up to full platinum billing

PREMIUM

R150,000 excl. VAT

Headline branding at entrance, Putting Green, Four-ball with carts & spotter • Padel Registration Area & Prize-Giving • Logo as headline sponsor alongside FASA • Featured in social media, newsletter & Franchise Manual

GOLD

R80,000 excl. VAT

- Co-branding at entrance Water Hole branding plus Registration Area signage & 2nd prize-giving • Four-ball with carts & spotter - padel
- Second Logo on FASA's composite Golf Day Advertising Board • Featured in social media, newsletter & Franchise Manual

SILVER

R65,000 excl. VAT

Four-ball with carts & spotter + padel • Water Hole branding • Logo on FASA's composite Golf Day Advertising Board • Featured in social media, newsletter & Franchise Manual

ADDITIONAL ON-COURSE BRANDING

Halfway House

Logo on FASA's composite Advertising Board • Social media & newsletter coverage • Included in the Franchise Manual

Water Hole

Logo on FASA's composite Advertising Board • Social media & newsletter coverage • Included in the Franchise Manual

Branding Hole

Logo on FASA's composite Advertising Board • Social media & newsletter coverage • Included in the Franchise Manual

All hole packages exclude VAT. Combine with an Event Sponsorship package for maximum visibility.

Hole & Playing Packages

On-course signage plus a playing four-ball from a single Water Hole up to full Gold billing.

Gold Sponsorship – R80 000

- **INCLUDES - 1 x FOUR- BALLS PLUS CARTS AND SPOTTER**
- Branding from entrance, Putting Green, Registration Area and Prize-giving Area
- Sponsor's logo will be used as a headline sponsor alongside FASA in all communication
- Sponsor's logo included in all FASA social media posts and marketing of the event
 - Pre-event marketing in FASA's newsletter sent to its data base, as well as published on FASA's website
- Post-event highlights to be published in FASA's newsletter, posted on the website and included in the annual Franchise Manual

Halfway House – R12 500

- Sponsor's logo will feature with all sponsors on FASA's composite Golf Day Advertising Board displayed on the day of the event.
- Sponsor's logo included in all FASA social media posts and marketing of the event
- Pre-event marketing in FASA's newsletter sent to its data base, as well as published on FASA's website
- Post-event highlights to be published in FASA's newsletter, posted on the website and included in the annual Franchise Manual

Silver – R18 900

- **INCLUDES - 1 X FOUR- BALL PLUS CARTS AND SPOTTER**
- Water Hole
- Branding at Registration Area
- Sponsor's logo will feature with all sponsors on FASA's composite Golf Day Advertising Board displayed on the day of the event.
- Sponsor's logo included in all FASA social media posts and marketing of the event
- Pre-event marketing in FASA's newsletter sent to its data base, as well as published on FASA's website
- Post-event highlights to be published in FASA's newsletter, posted on the website and included in the annual Franchise Manual

Water Hole – R6 800

- Sponsor's logo will feature with all sponsors on FASA's composite Golf Day Advertising Board displayed on the day of the event.
- Sponsor's logo included in all FASA social media posts and marketing of the event
- Pre-event marketing in FASA's newsletter sent to its data base, as well as published on FASA's website
- Post-event highlights to be published in FASA's newsletter, posted on the website and included in the annual Franchise Manual

Bronze Sponsorship – R14 200

- **INCLUDES - 1 X FOUR- BALL PLUS CARTS AND SPOTTER**
- Water Hole
- Sponsor's logo will feature with all sponsors on FASA's composite Golf Day Advertising Board displayed on the day of the event.
- Sponsor's logo included in all FASA social media posts and marketing of the event
- Pre-event marketing in FASA's newsletter sent to its data base, as well as published on FASA's website
- Post-event highlights to be published in FASA's newsletter, posted on the website and included in the annual Franchise Manual

Branding Hole – R4 600

- Sponsor's logo will feature with all sponsors on FASA's composite Golf Day Advertising Board displayed on the day of the event.
- Sponsor's logo included in all FASA social media posts and marketing of the event
- Pre-event marketing in FASA's newsletter sent to its data base, as well as published on FASA's website
- Post-event highlights to be published in FASA's newsletter, posted on the website and included in the annual Franchise Manual

What Every Level Of Partnership Includes

FASA's standard partner benefit structure the value that scales with your investment level, in addition to the event-specific inclusions on the previous page.

BENEFIT	PLATINUM	GOLD	SILVER
Sponsor's logo & name co-branded with FASA on the day	✓	✓	✓
Sponsor logo in all FASA social media event marketing posts	✓	✓	✓
Pre-event mention in FASA newsletter (published on website)	✓	✓	✓
Sponsor promotion banner on FASA website for 2 months	✓	✓	✓
Logo & name displayed at the Registration Area	✓	✓	✓
Announced at FASA Monthly Virtual Network Sessions	✓	✓	
Sponsor representative interviewed on Radio Pulpit	✓	✓	—
CEO of FASA mentions the sponsor in all event promotions	✓	✓	
Exclusive Event branding rights	✓	—	—

Applies to Event Sponsorship Packages (Platinum R150,000 / Gold R85,000 / Silver R50,000). Hole & Playing Packages carry their own distinct, itemised benefits — see previous page.

Partner With FASA

Secure your Golf & Padel Day sponsorship and discuss customisation options today. Limited availability applies to ensure exclusivity and maximum impact for our partners.

MAIN SPONSORSHIP

Mpho Mashego
Head of Communications

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4-BALL / PADEL & HOLE ENQUIRIES

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**Franchise Association
of South Africa**

Driving Economic Growth Through Ethical Franchising Since 1979

www.fasa.co.za