



Johor Golf Expo 2024

Prepare to tee off in style.

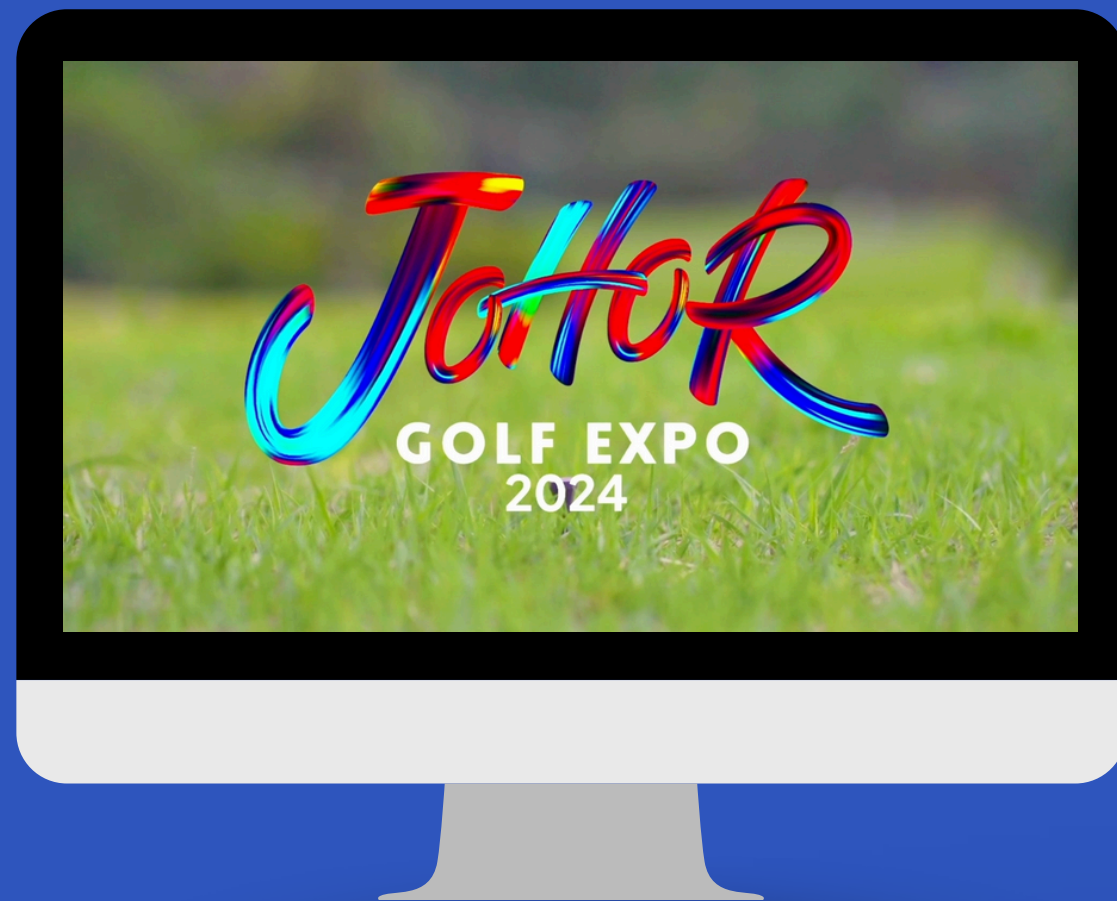
#JGE2024

Sponsorship Proposal

www.johorgolfexpo.com

About JGE2024

- Inaugural years event and tournament
- Senibong Golf Club
- Dates: September 14 to October 20, 2024
- 2025 : Kuala Lumpur
- 2026 : Desaru Coast (Visit Johor Year)
- 2027 : Overseas



Johor Golf Expo 2024
Official Video

CLICK LOGO FOR PRESS COVERAGE



#JGE2024

www.johorgolfexpo.com

Who's Behind JGE2024

Co-Organisers



Sanctioned by



Dato' Lukman Abu Bakar
Chief Executive Officer (CEO), Kumpulan Prasarana Rakyat Johor (KPRJ)



Matthew A. Murray
Managing Director Champions Golf



Admiral (R) Tan Sri Mohd Anwar Mohd Nor
President of Malaysian Golf Association



What, When & Where

Date	Event
14 September	Bridgestone ASEAN Amateur Open
16 September	Sponsors Engagement Day
22 September	Interclub Men's Invitational
29 September	1st Qualifier (Amateurs Golf game)
30 September	Sponsors novelty announcement day
2-5 October	MGA Junior Open
12-13 October	JGE Family Sports, Food & Music Festival, Johor Food Truck Across Course, Camping, Fishing, Walking Course, Footgolf, Running-races, Mountain bike, Tractor rides, Treasure Hunt, Beat the PRO Par 3
16 October	Ladies Interclub Pro-Am Series
17 October	Turf & Club Management Seminar (Golf course maintenance gathering), Corporate Golf Day
18 - 20 October	Golf Expo & Public Activities, JGE2024 International Pro-AM, Welcome Gala Dinner, Golf Expo & Public Activities, Booths Exhibition, Multi Sports, Closing Gala Dinner, Prize Announcement
27 October	Appreciation Game



Our Purpose

KPRJ & Champions Golf are collaborating to create a premier platform that celebrates the love of golf, fosters community connections, and driving innovation within the game.

Opening the game of golf, to the next generation of golfers of all ages.

Becoming the premier destination for golf enthusiasts, professionals, and businesses, by championing innovation, inclusivity, passion, and driving economic growth.

What are the benefits?

01 Exclusive Naming Rights

Sponsors can request exclusive rights. As the title sponsor, the event will be named 'TITLE SPONSOR Johor Golf Expo 2024'. This includes exclusive appearances by EPL legends and fixed costs for the next two expos. Sponsors also have the option to not sponsor the 2025 or 2026 event in cash and still feature their brand.



02 Tax Benefits

- The Malaysian government allows a portion of sponsorship funding to be deducted as a business expense.
- All cash sponsorship will be paid directly to Majlis Sukan Negeri Johor (MSNJ) who will then furnish you with a tax receipt for full amount of cash sponsorship.
- 100 percent of this can be taken off your taxable profit.

(For this you need to seek clarification from your finance and tax department)



What are the benefits?

03 Media Exposure:
Your brand will be highlighted across press releases, social media, and event publications, with a highlight broadcast on Astro Sports.

04 Networking:
Engage with top-tier sponsors and key attendees, offering valuable networking opportunities.

05 Exclusive Entitlements:
Sponsors will be invited to the Johor Golf Expo 2024 Grand Final Golf Tournament and Dinner, with additional corporate day and golf vouchers.



CLICK PHOTO TO PLAY VIDEO

The potential ROI

- Return on investment (ROI) of 1.8 to 2.0 times
- 10% to 20% increase in customer loyalty
- 68% of golfers are more likely to purchase from these sponsors
- The TAM is expanding due to middle-class interest in golf and Singaporeans' demand for affordable options.
- Senibong Golf Club's proximity to Singapore's land link offers sponsors significant branding exposure.



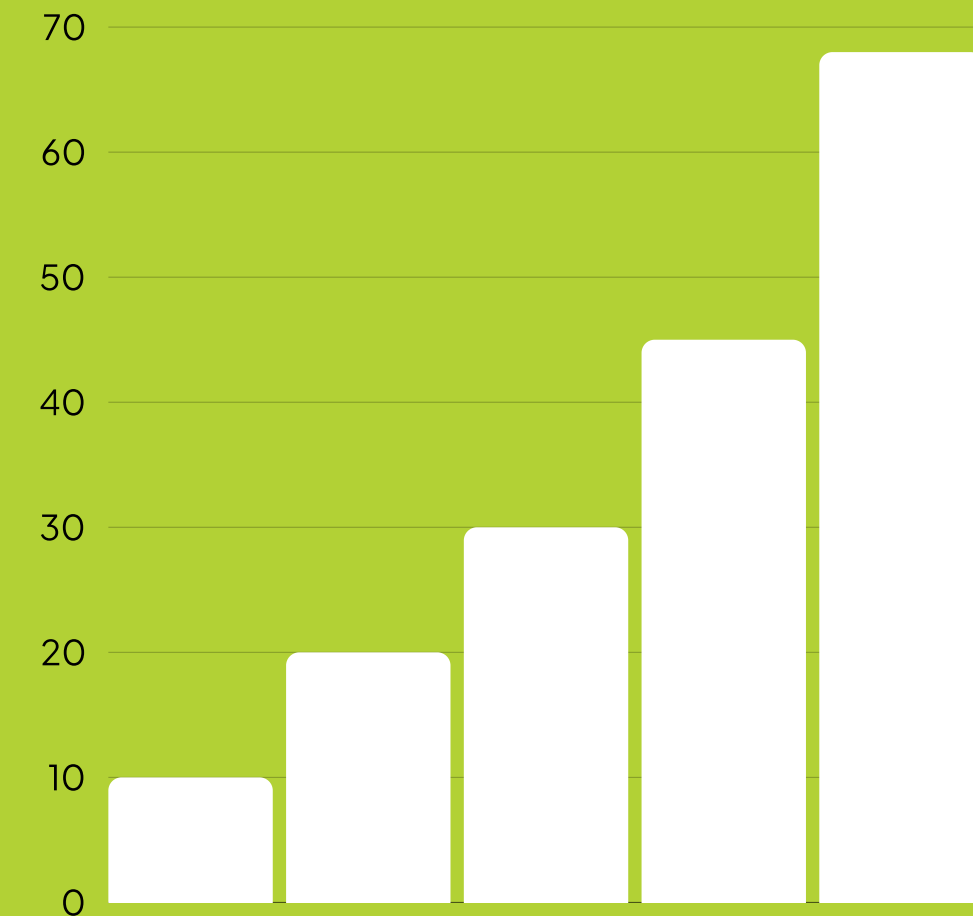
Grand View Research. (2023).
Golf Equipment Market Size,
Share & Growth Report, 2030.



EG. (2024). Sponsorship
ROI insights. IEG
Consulting.



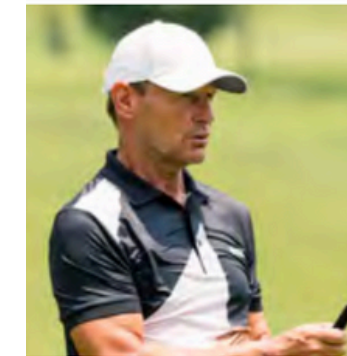
Nielsen Sports. (2024). Return on
sponsorship investment. Nielsen Sports



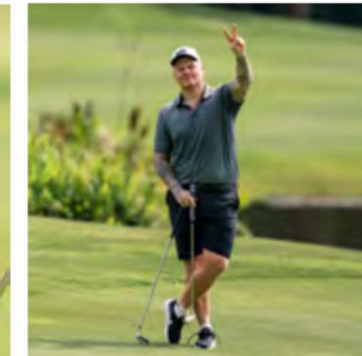


LEGENDS GOLF TOUR

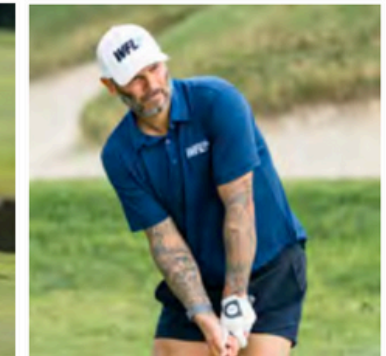
Former Professional English Premier League Icons



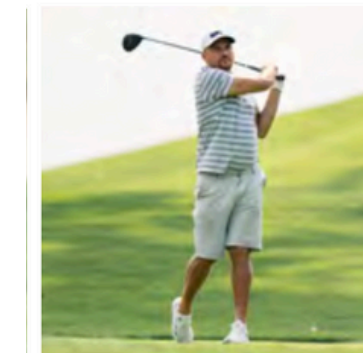
TEDDY SHERINGHAM



JOHN ARNE RIISE



PATRIK BERGER



WES BROWN



VLADIMIR SMICER



GLEN JOHNSON

Tee Off with former premier league legends.
Creating unforgettable experiences with the
biggest names in legends football.

Title Sponsor Trophy

- Sponsor and have your or your company's name on the trophy.
- 3-year or indefinite option available for amateur trophy and Professional golfer's trophy.



SPONSOR ENTITLEMENTS	TITLE CONDOR	PLATINUM ALBATROSS	GOLD EAGLE	SILVER BIRDIE	RUBY PAR
JGE2024 Qualifying entry places per qualifier	15 pax	10 pax	5 pax	2 pax	2 pax
JGE Pro–Am Entry Slot	6	3	2	1	N/A
Separate Corporate Day & golf vouchers.	140pax	100pax	50pax	20pax	4 pax
1–HOUR Golf Clinic	20 pax	8 pax	4 pax	2 pax	1 pax
The Company Board is to be displayed at the designated hole.	Yes	Yes	Yes	Yes	Yes
Company Logo displays at Event Microsite for one year with different sizes.	Yes	Yes	Yes	Yes	Yes
be displayed on the photo booth and backdrop with different sizes.	Yes	Yes	Yes	Yes	Yes
Certificate of Appreciation during the Dinner.	Yes	Yes	Yes	Yes	Yes
Brand Logo visibility in Video Loop Session before the Dinner.	Yes	Yes	Yes	Yes	Yes
Allocation of Promotion Counter and/or to display Buntings at Lunch & Dinner venues.	Yes	Yes	Yes	Yes	Yes
Company Logo to be displayed on Event Merchandise	Yes	Yes	Yes	Yes	Yes

Sponsor’s Logo Branding Exposure may increase due to the final Golf Expo's finalise area and activities.

SPONSOR ENTITLEMENTS	TITLE CONDOR	PLATINUM ALBATROSS	GOLD EAGLE	SILVER BIRDIE	RUBY PAR
EPL Legend Appearance	1 hour	30 min	15 min	NA	NA
VIP Tickets for the opening party (Friday 18th October 2024)	50	20	10	2	NA
Standard Tickets for opening party	150	75	40	20	10
VIP EPL watch along tickets	75	45	30	10	2
Standard Tickets for EPL watch along	150	75	40	20	10
VIP Tickets for After Party (Sunday 20th October 2024)	50	20	10	2	NA
Standard Tickets for after party	150	75	40	20	10
Johor Golf Expo Admission Tickets	1,000	750	500	200	100
Golf Course Advertisement Hoardings	36	18	9	6	3

Thanks a Lot!

Phone : +6011 1229 1011

Email: john@johorgolfexpo.com
shasha@johorgolfexpo.com
kai@johorgolfexpo.com

