



## **WORLD CORPORATE GOLF CHALLENGE FINALS**

### **SIMOLA GOLF & COUNTRY ESTATE**

**3-8 MAY 2011**

#### INTRODUCTION TO THE EVENT

The World Corporate Golf Challenge began in the United Kingdom in 1993 in association with The Times Newspaper. The intention was simple: To provide companies with a platform that would help enhance relationships both internally (incentives, communications, human resources etc) and externally (clients, suppliers etc).

In 1997 the event became so successful in the UK that the concept was rolled out around the world until it reached more than 20 countries. As a result, the event is now an international network of national amateur golf tournaments promoted and run by sports marketing organizations in association with local national print media partners. The annual winners from each territory compete in the World Final, representing not only their company, but also their country and national media partner.

In summary, the World Corporate Golf Challenge is the biggest corporate golf tournament in the world and since its inception 16 years ago, over one million golfers have competed across the globe for the chance to represent their country.

## THE EDEN DISTRICT MUNICIPALITY

This will be the second year that the Eden District Municipality will host the World Corporate Golf Finals in this district. In 2010, the event was played at both Fancourt and Oubaai. In 2011, the event will be played at Simola from 3-8 May 2011. The EDM has acquired the rights to host this Event for the next 2 years, with an option to renew the contract for a further 2 years.

## THE TEAMS

The participating teams represent 2 players from each company, and the participant profile is predominantly executive management (Chief Executive Officers, Chief Financial Officers and Managing Directors), all decision makers who are international business and leisure travelers. The participation in the national events worldwide comprises 15 000 teams around the world. (Participating countries attached hereto)

## THE EVENT

- A media launch and signing ceremony will be held on 2 March 2011 at Simola
- Invitees to the launch will be The Minister of Tourism, Mr van Schalkwyk, Mayors of the various Municipalities in the Eden District, Tourism bodies, a representative from the WCGC in Portugal, Executives from the EDM, Executives from Simola (approximately 30 people)
- It is planned to have a South Africa vs The Rest of the world corporate event on 4 and 5 May, and then the world final on 6 and 7 may 2011
- A welcome cocktail with all dignatories will be held o 3 may 2011, and a gala dinner on 7 may 2011