

SOUTH AFRICAN CHEFS ASSOCIATION



SPONSORSHIP PROPOSAL

ANNUAL GOLF DAY FUNDRAISER

PRESENTED BY
SA CHEFS ASSOCIATION

EVENT SUMMARY



EVENT NAME: THE CULINARY OPEN
PROPOSED DATE: 22 SEPTEMBER 2026
TIME: 10:00 - 21:00
VENUE: WANDERERS GOLF CLUB
GUEST COUNT: 70-100

EVENT BACKGROUND

The Culinary Open is a golf experience designed to raise funds for chef bursaries, providing life-changing culinary education opportunities to talented individuals from disadvantaged backgrounds.

In the world of professional golf, major tournaments like The Masters and The Open Championship represent the pinnacle of athletic excellence and precision. The Culinary Open applies this same championship ethos to culinary arts, creating a premier fundraising event where golf meets gastronomy in an unforgettable fusion.

The event transforms a traditional golf day into an immersive culinary journey. Over 18 holes, guests experience strategically placed culinary stations, each showcasing a different dimension of the culinary arts, from live fire cooking to molecular mixology and pastry artistry. At each station, bursary recipients and scholarship students demonstrate their skills, share their stories, and create exceptional tasting experiences that elevate the game beyond the fairway.

This is not simply golf with food service, it is a carefully choreographed experience where every culinary moment is designed to deliver a “wow factor” that surprises, delights, and inspires.

Every round played, every sponsorship secured, and every ticket sold directly funds culinary bursaries for students who possess talent and passion but lack financial means. The Culinary Open creates a tangible connection between guests and beneficiaries.

This is championship golf with purpose. This is excellence with impact.

This is **The Culinary Open**

WHY SPONSOR

Why Brands Sponsor The Culinary Open The Bursary Fund

Your sponsorship funds a person, not an event. Every rand goes directly toward tuition, mentorship, and career opportunities for a talented individual who has the ability to become a professional chef but not the means to train as one.

- 1. Traceable outcomes:** Point to specific students trained and careers launched, not vague CSI spend.
- 2. B-BBEE and ESG ready:** Skills development and education transformation are measurable, scorecard-eligible contributions, backed by real numbers.
- 3. Meet who you fund:** Bursary recipients cook at your sponsored station and share their story in person — turning a donation into a relationship sponsors want to renew.
- 4. Credible custodian:** The fund sits within the SA Chefs Association, the industry's recognised governing body.
- 5. A growing legacy:** Each cohort adds to a compounding track record of graduates and success stories. Early sponsors own a piece of that legacy.
- 6. Easy internal sign-off:** "We funded five chefs' training" is a far easier board pitch than "we sponsored a golf day."

SPONSORSHIP TIERS

TIER 2: STATION EXCLUSIVITY | R100,000 (6 AVAILABLE)

Benefits:

- Exclusive naming rights to the prize-giving dinner or an exclusive branded station.
- Full creative integration - your products/messaging woven into the experience
- Dedicated student brand ambassadors at your station (wearing co-branded apparel)
- Product sampling/demonstration rights
- Logo placement: Station signage, event website, tournament program, digital leaderboard, on-course signage
- Social media spotlight
- Speaking opportunity at post-tournament gala (2 minutes)
- 1 four-ball (4 players)
- Booth/activation space at registration or post-game area

Perfect For: Spirits brands, wine estates, premium food/beverage brands, kitchen equipment suppliers, hospitality groups, cookware companies, appliance manufacturers

TIER 3: SUPPORTING PARTNERSHIP | R50,000

Benefits:

- Logo placement: Event communication, tournament program, on-course signage (1 hole)
- 1 championship four-ball (4 players)
- Social media features (2 posts)
- Named bursary opportunity: "The [Brand] Rising Star Bursary" with student connection
- Recognition at awards ceremony
- Choice of tournament element sponsorship:
 - Scorecard Sponsor
 - Beverage Cart Sponsor
 - Prize Table Sponsor
 - Golf Cart Branding
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Perfect For: Mid-sized brands, local businesses, restaurant groups, SMEs, regional suppliers, individual donors

NEXT STEPS

1. **Choose a tier:** We'll share sponsorship packages outlining what each level funds (e.g., number of bursaries, tuition coverage, station branding, hospitality access).
2. **Confirm your slot:** Sponsorship spaces are limited and allocated on a first-confirmed basis ahead of 22 September 2026.
3. **Sign the sponsorship agreement:** A short agreement formalises deliverables on both sides.
4. **Brand integration:** We work with your marketing team to activate your branding at your sponsored station and across event materials.
5. **Meet your bursary recipients:** On the day, we'll introduce you to the students your sponsorship supports.

For more information or to confirm your sponsorship, contact:

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**Let's Make
an Impact
Together!**

