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Department of Defence
Human Resource Division
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Pretoria
0001
July 2025

SUBJECT: SPONSORSHIP REQUEST – CHIEF HUMAN RESOURCE GOLF DAY 2025

Dear MS Sindi Mndaweni (AMD)

1. I hope this letter finds you well.
2. On behalf of the Chief Human Resources Division of the Department of Defence, I am pleased to extend a heartfelt invitation for your esteemed organisation to support the Chief Human Resource (CHR) Golf Day 2025, taking place at the esteemed Pinnacle Point Golf Course, Mossel Bay (Western Cape) on Friday, 19 September 2025.
3. This annual event, hosted under the leadership of the Chief of Human Resource, Lieutenant General M. Sitshongaye, brings together distinguished leaders from the Defence Sector, Government Departments, and the Corporate Community for a day of engagement, camaraderie, and purpose-driven collaboration.

Purpose of the Golf Day

4. The 2025 edition will be held under the theme “Swinging for Service, Honour, and Hope”, and aims to:
 - Foster collaboration between the Department of Defence and its strategic partners.
 - Support a local primary school in Mossel Bay, enhancing educational resources and infrastructure.
 - Contribute to the bereaved family of a South African National Defence Force (SANDF) member who tragically lost their life during the recent DRC conflict.

Sponsorship Packages

5. We are pleased to offer a range of sponsorship packages that align with your marketing and corporate social responsibility objectives:

a. Title Sponsor – R100,000

- Exclusive naming rights: “CHR Golf Day Presented by [Your Company]”
- Prime logo placement on all branding, media, and event collateral
- Address opportunity during official ceremony
- Full-page feature in event booklet

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- Opportunity to distribute branded merchandise
- Two four-ball entry included

b. Gold Sponsor – R50,000

- Logo featured on banners, digital media, and signage
- Brand recognition during the programme
- Half-page feature in event booklet
- Display table at event venue
- One four-ball and two-ball players included in the golf day

c. Silver Sponsor – R25,000

- Logo on select marketing materials
- Quarter-page feature in the event booklet
- Mention during closing function
- One four-ball players included in golf day
- Two complimentary invitations to the awards dinner

d. Hole Sponsor – R10,000

- Branding at one designated hole on the course
- Opportunity to host a networking activation or activity at the sponsored hole
- Recognition in the event booklet
- Two players included in the golf day

e. In-Kind Sponsor (e.g. refreshments, prizes, golf apparel, goodie bags), Acknowledgment in all official communication

- Opportunity to display banners and materials at the event
- Two guest invitations to the awards dinner

6. Your Organisation's Impact

Your sponsorship will directly support Mossel Bay Local School Project – Providing basic educational tools, uniforms, and refurbishment of selected learning spaces as well as offering compassionate financial assistance to the grieving family of one of our brave soldiers, who paid the ultimate sacrifice during the conflict in the Democratic Republic of Congo.



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7. We would be honoured to have your organisation stand with us in this meaningful initiative. Kindly confirm your preferred sponsorship package by 31 May 2025, to allow for sufficient preparation and brand integration.
8. Should you require further information or wish to schedule a meeting, please don't hesitate to contact Mr Tsholanang Zwane on tsholanang.polori@gmail.com or 065 933 5760 or Ms Keneilwe Mabiletsa 072 477 5278 or kmabiletsa@yahoo.com
9. Your corporate branding and marketing material may be displayed on the day of the event and it should be arranged with the Event Coordinator. We also kindly request companies to forward their company logo to the Event Co-ordinator for branding material purposes.
10. Thank you for considering our invitation. Together, we can honour, service, support communities, and celebrate humanity.

Warm regards,



(M. SITSHONGAYE)

CHIEF HUMAN RESOURCE SANDF: LIEUTENANT GENERAL

