



Nico Els

Partnership Proposal

Dear [],

Please take a moment to look through the partnership proposal that I have constructed. I believe this proposal portrays my commitment to the game and the clarity I have for the next 3 years. I hope you are able to give consideration to what I believe will be a highly successful professional golf career and a fulfilling partnership for yourself and any colleagues. In the following pages, I outline my background and summarise where I am as a professional golfer in 2022 including current support structures. In addition, I provide information about my past golfing accomplishments, future 3-year plan, detailed projected expenses and finally the specific partnership opportunities available for the 2022/23 season.

Thank you once again for considering this proposal and I look forward to exploring a mutually beneficial agreement for both parties. If you wish to discuss further please do not hesitate to call me on 07716953713 or email me at nicoelsgolfacademy@yahoo.co.uk.

Yours sincerely,

Nico Els



Introduction

Golf has always been a part of my life. I found a love for the game the age of 25 and over the last 24 years the dream has not changed. I will compete on the world's major tours.



50+ Professional Wins



Previous Sunshine Tour Member



25+ Years Professional



PGA Accredited Coach

NE NICO ELS GOLF
COACHING • TIPS • KIT



Support Structures

Kenny Stephenson

Co-founder and Golf Professional at Body Swing Solution. Kenny provides golf coaching for all abilities and helps to create a fun and productive learning environment. Kenny is Nico's swing, short game and putting coach.

Mike Joyce

TPI Certified Golf Fitness Specialist and recognised exercise professional with a degree in sports science and over 25 years of experience in the fitness industry. Mike is Nico's strength & conditioning coach.

Hallam Morgan Coaching

Hallam Morgan is a renowned mental skills coach specializing in the development of elite competitive athletes by equipping them with the necessary skills to maximise performance and fulfilment. Hallam is Nico's mental skills and life coach.



Career Achievements

2012 ALLIANZ Open Côtes d'Armor Bretagne

Played my first European Tour event

2012 VIP Mini Tour UK

Won the VIP Mini Tour in 2012 with a score of -3

2015 Sunshine Tour

Gained full playing rights through the 2015
Qualifying School

2019-2021 PGA National Events

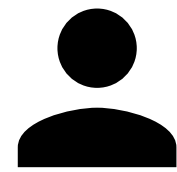
Obtained 15 professional wins and almost 100
top 10's

2021 Clutch Pro Tour

Finished T10 in the Golf At Goodwood Classic

3-Year Plan

YEARS 1-2



A RELENTLESS FOCUS ON SELF-IMPROVEMENT:

- Mental Health – Daily meditation, educational, motivational & inspirational videos
- Physical Health – Daily stretching/mobility, daily workouts.
- Golfing Ability – 6 hours focus-based training per day based on previous round reviews.

All 3 focus areas have targets associated to them and are reviewed weekly with a mentor – I would be happy to discuss this process in more detail in person.



SEEK FINANCIAL SUPPORT:

Please see page 7 & 8 for details.



EUROPRO TOUR:

Location: England
TV Coverage: Sky Sports
Prize Fund: £25,000-£35,000
Goal: Gain Challenge Tour Starts



SUNSHINE TOUR:

Location: South Africa
TV Coverage: SuperSports/Sky Sports
Prize Fund: £30,000-£250,000
Goal: Gain Co-Sactioned European Tour Starts

YEAR 3



EUROPEAN & PGA SENIORS TOURS:

Location: Worldwide
TV Coverage: Sky Sports & US Golf Channel
Prize Fund: £400,000-£1,200,000
Goal: Gain Full Playing Rights

2022 Expenses

Annual funding required to compete full time: £45,000

To focus on my playing career full-time, I am seeking £45,000 through 3 mutually beneficial partnerships. The remainder of my income will come from my personal earnings through my golfing academy and private tuition.

Funding will contribute towards tour schools, tournament entry fees and travel, (transport, accommodation, flights, etc.)

Expenses	
Tournament entry fees	£10,366
European Tour: 4 events	£250
Challenge Tour: 4 events	£250
Sunshine Tour: 6 events	£2,250
Europro Tour: 8 events	£2,280
Clutch Pro tour: 10 events	£2,380
Jamega Tour: 8 events	£1,760
PGA South Region: 25 events	£1,195
Travel and subsistence	£14,876
Total:	£35,607

The Partnership

Bronze

£2000 Per Partner Which Includes:

1 range & playing lesson per month

Company logo advertising on equipment, clothing & car*

Social & live media coverage; Sky Sports, Instagram etc.

15% of all winnings from the season will be paid back to partners. The total winnings of the year will be calculated at the end of the year after all tournaments are completed.

*All advertising costs to be covered by partner

Silver

£15,000 Per Partner Which Includes:

2 FREE PGA Pro-Am Entrees for 3 People

4 client hosting days with Nico Els at Clandon Regis GC

12 free range & playing lessons

Company logo advertising on equipment, clothing & car*

Social & live media coverage; Sky Sports, Instagram etc.

15% of all winnings from the season will be paid back to partners. The total winnings of the year will be calculated at the end of the year after all tournaments are completed.

*All advertising costs to be covered by partner

Gold

£100,000 Per Partner Which Includes:

All inclusive hosted business trip to South Africa for 10 days including Safari & Golf (10 People)

2 FREE PGA Pro-Am Entrees for 3 People

4 client hosting days with Nico Els at Clandon Regis GC

12 free range & playing lessons

Company logo advertising on equipment, clothing & car

Social & live media coverage; Sky Sports, Instagram etc.

Thank you very much for taking the time to read this proposal and I hope it is a partnership of interest to you. I hugely value every partnership and will work relentlessly to create mutual benefit for everyone involved.

If this is not something that you would be interested in, I ask you to please pass this on to one of your contacts.

Once again, I appreciate your time and consideration.

Kind Regards,

Nico Els



Bronze Package

Please find below a full breakdown of the Bronze package. This package is a great option for individuals looking to improve their game in the 2022 season whilst also benefitting from some great advertising opportunities.

Sale value - £2000

Package Value - £2620

What is included:

1 hour Lesson & 9 Hole playing session (include green fee)

12 sessions for the year = £2220

Logo – Advertising arrangements & cost

Clothing - £300

Car - £100

Total = £400

Total value for bronze package = £2620.00

Silver Package

Please find below a full breakdown of the Silver package. This package is a great option for organisations looking to provide in-person experiences for clients or employees.

Silver Package

Total days per year allocated to commitment - 18 days

Sale Value - £15,000

What is included:

2 FREE PGA Pro-Am Entrees for 3 People

Personal Buggy | Choice of breakfast or lunch | Use of driving range, short game and putting area | 18-hole green fee | Golf buggy Hire with GPS | Competitions including Nearest The pin / Beat the Pro / Longest drive | Live Electronic scoring | BBQ or carvery Lunch / Dinner.

Silver Package

Client Hosting Days (For CEO and Business Managers) 3 people per day

Client Hosting days = £200p.p x 3 people = £600 per day
1 per quarter (4 x £600) = £2400

Meet & Great - 9 am | Bacon sandwich & coffee on arrival | Morning Golf Tuition – Short Game 9.30 am, Long Game 10.45am | Lunch – 12 pm | 18 holes Golf – 12.45pm to 1pm (on course instruction and help) | Completion of round / drinks & analyse Golf game 5.30 pm | Depart 6.30pm | Include: Green fee's, Tuition fees, Goody Bag

1 hour Lesson & 9 Hole playing session (include green fee) (for company employees)

Free Range use before coaching | £60 & £125 = £185 per session | 12 sessions for the year = £2220

Logo – Advertising arrangements & cost

Clothing - £300 | Car - £100 | Total = £400

*Option for Nico to host a corporate golf day. Please enquire for more information.

Gold Package

Please find below a full breakdown of the Gold package. This premium package is an incredible opportunity for organisations looking to provide unforgettable experiences for current/potential clients or employees.

Gold Package

Total days per year allocated to commitment - 28 days

Sale Value - £100,000.00

What is included:

2 FREE PGA Pro-Am Entrees for 3 People

Personal Buggy | Choice of breakfast or lunch | Use of driving range, short game and putting area | 18-hole green fee | Golf buggy Hire with GPS | Competitions including Nearest The pin / Beat the Pro / Longest drive | Live Electronic scoring | BBQ or carvery Lunch / Dinner.

Gold Package

All-inclusive Business Trip to South Africa 10 days (5 days Golf & Safari & 5 Days Golf & Wine Tour)

Flights from Heathrow to Johannesburg | Flights - Economy class (extra for upgrade to business class)

Venue's: Kruger National Park – Golf -Leopard creek GC / Buhala lodge

Fancourt – Golf, Wine, beach

Kruger National Park – Golf -Leopard creek GC / Buhala lodge

Includes: Transfers from airport to golf destinations, Lodge Accommodation, 3 rounds Golf & buggy Hire, 1 day Safari in the National Kruger Park, Breakfast, Lunch, Dinners & drinks, Golf Tuition, Goody Bag.

Internal Flights from JHB to George Airport

Fancourt Golf Estate – Golf, Wine, beach

Includes: Transfers from airport to golf destinations, Hotel Accommodation, 3 rounds Golf & buggy Hire, 1 day -visit wine estate & wine tasting, All-inclusive food- Breakfast, Lunch, Dinners & drinks, Golf Tuition, Goody Bag.

Internal Flights from George Airport to Cape Town international

Flights – Cape Town International to Heathrow

Gold Package

Client Hosting Days (For CEO and Business Managers) 3 people per day

Client Hosting days = £200p.p x 3 people = £600 per day
1 per quarter (4 x £600) = £2400

Meet & Great - 9 am | Bacon sandwich & coffee on arrival | Morning Golf Tuition – Short Game 9.30 am, Long Game 10.45am | Lunch – 12 pm | 18 holes Golf – 12.45pm to 1pm (on course instruction and help) | Completion of round / drinks & analyse Golf game 5.30 pm | Depart 6.30pm | Include: Green fee's, Tuition fees, Goody Bag

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