



# BLACK EAGLE XKK2 SECURITY AND PROJECTS (PTY) LTD

## PROPOSAL FOR COMMUNITY BUILDING EVENTS MANAGEMENT, MARKETING AND MONITORING

### BACKGROUND

Black Eagle XKK2 Security and Projects (Pty) Ltd is a 100% black owned small company, registered in 2012 to provide security services that include VIP protection and guarding of all types of premises.

Black Eagle XKK2's has background on hosting such an event from his previous employment, Jaquar Land Rover SA. He possess qualifications from Unisa in Public Relations, Marketing Management, Sales Management, Relationship Management, Basic of Customer Service Management and Advance customer service management, Arrange Sponsorships :

**Qualified Customer Service Consultant (UNISA).** Mr Mandla Teddy Mndawe is an ardent golf player, (instrumental in arranging Sponsorships for the City of Tshwane both Junior and Senior Golf Tournament since year 2016 successfully ) ,excellent in prize giving and very passionate about the different sporting codes to activate rehabilitation programs jointly with Governmental institutions in community development at large ,monitoring ,evaluation, accountability and capacitation.

### AIMS AND OBJECTIVES OF THE GOLF TOURNAMENT

The aim of the golf tournament is to partner, private and public companies in the event as part of Community Development Program, Rehabilitation Program from drug abuser, This will inspire the gentleman to pursue his passion for golf again.

The second aim is to involve car dealerships in the area to showcase their brands, awareness of various models available as a marketing and sales strategy including entertaining clients who will be partaking in the tournament.

**Black Eagle Group** wants to deliver an exceptional Golf tournament for the reasons:

- Provide an extraordinary value proposition for the community and clients
- Create a win-win situation for all participants in this initiative
- With our experience in car sales and marketing ,we will be assisting dealerships to generate new leads, business and give them the database for their imminent sponsorship in the tournament

Address: Embankment Road; Office No 305A; Lougardia Building; Centurion; 0157

No5 Dublin Street; Leandra; Mpumalanga; 2265

Office Number: 012 663 7694 Mobile Number: 082 624 9680 Email: mandla@blackeaglegroup.co.za

PSIRA #: 3031824 Co Reg : 2012/086451/07 Fnb Acc : 62749897263

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- Finally this is aimed to be a continues project beneficial to the rainbow nation of South African young peoples who are interested in playing golf and other sporting codes and help them avoid using drugs ,as we continually identify youth and old members ( drug victims ) of the communities , who needs help stopping , using drugs ,we will be helping community members to open a Golf academy for them to train both young and old people how to play Golf in the communities entirely and surely in this exercise our very own professionals athletes like Tiger Woods will be produced in all our communities.

### **THE ROLE OF OUR CLIENTS AND ORGANISATIONS**

1. To provide sponsorship, donations as part of the social responsibility program and put their banners for the visibility, awareness in the tournament.
2. Capacitating the substance victims who needs help jointly with private, public organisations partnering with us in rehabilitation programs
3. Our Clients are to take part in handing the donated gift hamper, golf apparel, etc.
4. To assist him with establishing his own academy to train and upskill other young and old people in the area

### **DATE OF EVENT**

This event is schedule.....

Car Dealerships approached for participation like Jaguar Land Rover, Volkswagen VW, Renault, Hyundai, Mitsubishi, Nissan, Renault etc, private and public companies

**Date: .....**

### **PLANNED ACTIVITIES / PROGRAMME.**

- 1, 9am: Brief Address by ..... with the stakeholders representative
- 2, Tee off time 9:30am  
Number of players 17:
  - 8 youth
  - 9 adults
  - Network / prospects
- 3, Midday: half (light mill / food) between: 12pm and 13pm  
15: 30pm Prizing giving to the winner 1, 2 and 3
- 4, Prize 1 Trophy and.....  
Prize 2 .....  
Prize 3 .....
- 5, Refreshments / Food Spit braai pap and sous and mingling networking

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## **SPONSOR RIGHT PACKAGE FOR THE BLACK EAGLE GROUP TOURNAMENT**

**Blackeaglegroup Golf Tournament** Presented by.....

- Right to present at the Blackeaglegroup Golf Tournament
- Co-branding of entire tournament with Blackeaglegroup and.....
- Trophy handover to winner with the..... and Blackeaglegroup Director.
- First 3 winners of the Blackeaglegroup Golf Tournament presented by.....

The Blackeaglegroup Golf tournament is critical to the South African Communities and business, which sees it as a feeder system into the mainstream, professional golf sector.

Supporting junior players, youth of The ..... is an investment into building the sport across the SA, and it's a smart and sustainable way of doing so – capturing the youngsters who are already interested in golf to constructively keeping them busy and help them establishing themselves in the Golf Space and in other sporting codes.

**SPONSOR** will receive exclusivity in its field.

**SPONSOR** will have the right to use the approved **tournament logo** for any **marketing and/or promotions** related to the tournament.

**SPONSOR** logo will be included in the **sponsor/partner board** which will be displayed at the tournament.

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