CANTERBURY GOLF



SPONSORSHIP PROPOSAL

Canterbury Golf 2026-2027 Season

Canterbury golf



About Us

Canterbury Golf is the regional sports association responsible for growing, supporting and administering golf across Canterbury. We service 36 clubs and 15,500+ registered golfers - making golf one of Canterbury's top two club sports.

- 4 FTE & 1 PTE staff
- 637,000+ rounds played in Canterbury p.a.
- 36 affiliated clubs
- 6% membership growth
- 470+ fixtures delivered per season

Our Audience

Our golfers are active, locally-connected community members - exactly the audience Canterbury businesses want to reach.

- Over 3,500 Facebook followers
- Over 1,600 Instagram followers
- Over 180,000 annual views on our website, from an engaged 33,000 visitors
- 15,000+ registered club members receiving our ‘Scorecard’ eDM 6x/year





Our Approach

Canterbury Golf is a year-round, multi-faceted organisation delivering golf at every level of the game. Whatever your brand objectives, there's a programme that fits.

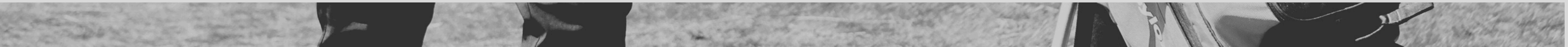
- **Championship golf** - we host Canterbury's premiere annual tournament calendar.
- **Development golf** - from our Futures program (junior hubs to encourage starting the sport), to our Talent Development programme, we invest in the next generation of golfers.
- **Representatives golf** - we compete at every Interprovincial level. Men's, women's, master's and junior's with 141 reps selected last season.
- **Interclub golf** - the backbone of competitive golf in Canterbury. 26 competitions per season involving 1,500+ players.
- **She Loves Golf** - the programme dedicated to getting women into golf. 20+ events delivered with 50+ women attending on average.



Why Sponsor Us

Your brand deserves more than logo placement. A Canterbury Golf partnership delivers strategic integration with a deeply engaged and loyal Canterbury audience.

- Reach 15,000+ Canterbury-based locally, spending members.
- Multi-channel exposure through digital, print, on-course and events.
- Co-branded content and naming rights opportunities.
- Association with national-level sporting achievement



Current Sponsorship Opportunities

Canterbury Golf Futures Events

About:

- Canterbury Golf's Futures programme is all about getting young people into golf and giving them a brilliant first experience of the sport.
- Futures events run throughout the year across the region and we typically look to do 6-8 annually.
- We're looking for a local business to partner with us to make the Futures events continue at the level they are today.
- What we'd need to do this, is investment of $250 per event, so up to $2,000 for the full Futures event season.
- Learn more here > LINK

Exposure for you:

- Sponsorship annouced to our 15,000 Canterbury golfers via our Scorecard eDM.
- Your logo featured on all social media posts related to your sponsored events.
- Signage at the event on the day.
- Logo and sponsorship blurb on the Futures website, as well as on the Futures section on the Canterbury Golf website.
- Option to speak at each event's prizegiving.

$2,500

Canterbury futures

Current Sponsorship Opportunities

Senior Order of Merit - Development Funds

About:

- Canterbury Golf's Order of Merit (OOM) series features premier events run by both clubs and Canterbury Golf, with points available to all participating players.
- To boost local player participation and support their development, Canterbury Golf has established Development Fund prizes for the CGI Tour – OOM. These funds can be used for coaching and development support, or towards travel and entry fees for competitive events.
- Learn more here > LINK

Exposure for you:

- News article on Canterbury Golf website and story in Scorecard eDM. Reaching our 15,000 members.
- Dedicated post about your brand to announce the sponsorship partnership.
- Logo included on event social posts (at least 3x results update posts throughout the OOM season) as well as your social page being tagged.
- Option to speak at OOM prizegiving, at the final event.
- Inclusion in OOM event wrap up social posts and news article.

$5,000



Current Sponsorship Opportunities

Talent Development Programme

About:

- Canterbury Golf's annual Talent Development Programme supports promising young Cantabrians to reach their potential both on and off the course.
- 25 of the top boys and girls take part in monthly sessions across four key pillars: Technical/Tactical Development, Athlete Life & Well-being, Tournament Pathway, and Individual Player Development Plans. Sessions are delivered by three Canterbury-based PGA professionals with a strong emphasis on attitude and growth mindset
- Learn more here > LINK

Exposure for you:

- News article on Canterbury Golf website and story in Scorecard eDM. Reaching our 15,000 members.
- Dedicated post about your brand to announce the sponsorship partnership.
- Ability to speak at one Talent Development session - getting your brand in front of our most talented, up and coming golfers.

$4,000



Current Sponsorship Opportunities

Represenetative Programme

About:

- Canterbury Golf fields teams across 13 representative events annually throughout the South Island and New Zealand, covering all age groups and genders: Men, Women, Masters Men & Women (40+), Boys (U18) and Girls (U21).
- Around 140 players are selected each year, with the highlight being the NZ Interprovincial tournaments competing against 14 other districts. Many of these representatives go on to become professional golfers - a legacy your brand could be part of.
- Learn more here > LINK

Exposure for you:

- News article on Canterbury Golf website and story in Scorecard eDM. Reaching our 15,000 members.
- Dedicated post about your brand to announce the sponsorship partnership.
- Logo included on event social posts related to team announcements and results (~10-15 posts throughout the season).
- Ability to attend NZ Interprovincial team training and present new players their official team cap/rep #'s
- Logo included on team golf bags and/or uniforms
- Playing opportunities with Rep players for you or your business partners
- x2 complimentary invites to our Annual Awards

$10,000

Preferred multiyear commitment



Current Sponsorship Opportunities

Golf in Schools Programme

About:

- Canterbury Golf's Golf in Schools programme brings the game to life for primary, intermediate, and secondary school students across the region. Through fun, skills-based sessions delivered at schools, students build confidence, coordination and a love for a sport they can enjoy for life.
- With thousands of young Cantabrians introduced to golf each year, the programme offers an opportunity for brands who want to connect with kids and inspire the next generation of golfers.
- Learn more here > LINK

Exposure for you:

- News article on Canterbury Golf website and story in Scorecard eDM. Reaching our 15,000 members.
- Logo inclusion on Golf in Schools collateral (website, advertising to schools).
- Printed collateral left behind with students following Golf in Schools programmes (30x per year).

TBC

Canterbury GOLF in schools

Current Sponsorship Opportunities

Canterbury Golf Awards Evening, August

About:

- The Canterbury Golf Awards Dinner is New Zealand's only dedicated awards evening for golf - an annual celebration bringing together players, clubs, volunteers and supporters from across the region.
- With a room full of passionate golf supporters and decision-makers, it's a standout opportunity for brands looking to align with excellence, community, and the spirit of the game.
- Learn more here > LINK

Exposure for you:

- Logo inclusion on Awards Dinner social posts and advertising material pre, during and post event
- Brand exposure on the night, leave behinds on tables and banners on site.
- 4x Complimentary invites to attend the Awards Dinner as a VIP guest, and the ability to speak to the crowd/present award(s)

$3000

Current Sponsorship Opportunities

Canterbury Stroke Play Championship

About:

- Our premier Stroke Play Championship event which brings the best amateur players from across region and NZ
- 72-Hole format for the men, making this the only amateur 72-tournament in the South Island, and one of only 3 Amateur District 72-hole Stroke Pay events in NZ. Additional 54-hole division for Women.
- World Amateur Ranking Event, NZ & Canterbury Golf OOM Event & NZ Open Final Qualifying event
- 108 max field size - Spots in the field balloted based on highest ranked handicap indexes
- Premier venues, 3-year rotation with Clearwater, Russley and Christchurch Golf Clubs
- Total prize value up to $6,500K with a $1K value first prize
- Learn more here > LINK

Exposure for you:

A historic high-calibre event, a premium setting, with some of the countries best players - this is a prime naming rights opportunity for a brand that wants to be front and centre of Canterbury Golf's premier event.

- Logo inclusion on all pre, during and post event advertising and social media activity.
- Logo inclusion on starting tee blocks signage.
- Leave behinds on the table for player prizegiving.
- Ability to speak at prizegiving.
- Exclusive sponsors/partners F&B hosting area for the final rounds play
- Brand exposure via event Live Scoring & leaderboards via our Golf Genius software
- x2 complimentary invites to our Annual Awards

$5,000

Preferred multiyear commitment

Sponsorship rights now committed 2027 - 2029



Current Sponsorship Opportunities

New Canterbury Masters Stroke Play Championship

About:

- Canterbury Golf's Masters Stroke Play Championship is a brand new event bringing together the region's most passionate and experienced competitors.
- A high-calibre field of dedicated and passionate players who love the game - this is a prime naming rights opportunity for a brand that wants to be front and centre of one of Canterbury golf's most exciting new events and engage with a unique demographic of players
- Open Championship Men's & Women's grades plus various age group divisions (50-59 & 60+) with a tournament dinner included

Exposure for you:

- Logo inclusion on all pre, during and post event advertising and social media activity.
- Logo inclusion on starting tee blocks signage.
- Leave behinds on the table for player prizegiving.
- Ability to speak at tournament dinner and prizegiving.
- x2 complimentary invites to our Annual Awards Dinner (August)

$5,000

Preferred multiyear commitment

Sponsorship rights now committed for 2027



Current Partners

For full transparency, Canterbury Golf already proudly partners with the following brands:

- **Lamb & Hayward:** Canterbury Golf prinicpal sponsor and interclub support.
- **Golf Warehouse:** Futures prize sponsor.
- **The Clubroom:** Championship event prize sponsor.
- **Craig's Investments & Jeuneora:** She Loves Golf winter event sponsor.
- **Ferguson Earthmoving:** sponsor of Junior Order of Merit.
- **Flexi Lease**: sponsor of Canterbury Women's team.
- **Relm Quantity Surveyors:** Sponsor of the Canterbury Stroke Play Championship
- **Vision 360:** Futures Canterbury sponsor





Let's Tee Off Together

Canterbury Golf is passionate about growing the game and building partnerships that work for everyone. Whether you've found the perfect fit in this pack or have something else in mind, we'd love to talk.

We're committed to working closely with our partners to maximise exposure and create genuine value - for your brand, for our players, and for the Canterbury golfing community.

Email blair@canterburygolf.co.nz