



PAUL ROOS

GIMNASIUM | GYMNASIUM

SPONSORSHIP OPPORTUNITIES

2022 and beyond

CONCEPT

- The first Film Festival by a school for schools.
- Skills development in the field of film, media and communication.
- Developing young creatives to thrive in the Fourth Industrial Revolution.
- Unearthing and promoting African talent on a global level.

TARGET MARKET

High school learners
12 - 19 years of age
Grade 8 – Grade 12

REACH

Creatives in school communities across all provinces of South Africa and major cities of:

- Botswana
- Namibia
- Zimbabwe
- Mozambique
- Eswatini
- Lesotho

Sponsorship opportunities:
Various packages on offer

READ MORE

Detailed proposal attached



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eSports

Main sponsorship opportunity available: 2022- 2024

Association with development partner: www.acgl.co.za

- ± 100 PRG learners participate in eSports
- 2021: 3 CS:GO teams, 6 Rocket League teams & 2 LOL teams
- 2022 Accomplishments:
 - VS Gaming HS CSGO, **3rd place**,
 - VS Gaming HS Rocket League, **2nd place**,
 - VS Gaming HS League of Legends, **1st place**
- Event highlights '22**
 - 12 February: PRG in-house LAN.
 - 5-9 August: Inter Schools LAN with ACGL



Detailed proposal attached

THE DREAM

- ❖ Upgrading of the game room
- ❖ Additional computers for 2 teams
- ❖ Frequent LAN & online events
- ❖ Expanding to mobile platform games
- ❖ Upskilling players with coaching
- ❖ Education on streaming
- ❖ Commentating on eSport games
- ❖ Sweatshirts for competitive teams

Sponsorship opportunities

- ❖ Branding of game room
- ❖ Branding of sweatshirts
- ❖ Branding of PRG hosted LAN events
- ❖ Branding of live streams

NEW INITIATIVES 2023 & 2024

STELLENBOSCH SPRING FAIR & ART GARDEN

Concept:

22 October 2022

Family market, entertainment & art garden

In partnership with Visit Stellenbosch Garden Town Week

& PJ Olivier Art School (including creative learners from surrounding schools)

Goal: Fundraising for PRG

LEADERSHIP PROGRAMME

Concept:

PRG's first leadership development programme

Aim: To get leaders fit for the 4th industrial revolution.

Focus group: Grade 10-11

Duration: 2-year programme

Involved at leadership development programmes at Stellenbosch Business School & Young Minds at Stellenbosch University

Outreach component:

To involve learners from disadvantaged schools from the community.

READ MORE

Detailed proposal attached

CULTURE – PATRON OF THE ARTS



ATTERBURY

Current nature of package (2022): Music & Drama incl. the categories below
Shared sponsorship package available with existing sponsor Atterbury Property

Choir & Singing group <i>Top boys' choir in SA</i>	Music festival <i>Annual mass event</i>	PRG Band <i>Rock & Jazz Band</i> Available for functions	Drumline <i>Big event performances</i> Available for functions
Young Virtuosi <i>Outreach to primary & less-privileged schools</i>	Musica Perpetua <i>Classical / string orchestra</i> <i>With neighbouring schools</i>	Theatre <i>Drama / young adult theatre competitions</i>	Film / Media / Photography <i>Film, media and photography clubs, Content creation</i>
Classical Concerts <i>Baroque Concert</i>	Musical <i>Annual musicals</i>		

Sponsorship opportunities:

Matching sponsorship with Atterbury Property #ItsAMatterOfAssociation

RUGBY FESTIVALS



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Four inaugural rugby festivals in 2022.
Sponsor partner to be secured for Sept 2022 events and 2023.

- An international festival with high school teams from Namibia, creating the opportunity for all B teams and below to tour and play tournaments.
- Three festivals aimed at primary school teams (nationally and provincially).

PRG Rugby Festival 25-30 March '22	Willie le Roux u/11 & u/13 Rugby Festival 30 March – 2 April '22	Schalk Brits u/12 10's Tournament 2-3 September '22	PRG Inter-Provincial u/12 Rugby Festival 23-24 September '22
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Sponsorship opportunities:

- Title sponsorship – brand with largest contribution.
- Tiered sponsorship opportunity – all other sponsors.
- Branding rights - based on contribution.

CRICKET

Teams available for sponsorship: u/14A & u/15A
2022 – end of 2023

SPONSOR OPPORTUNITIES PER TEAM SPONSORSHIP

- Branding of u/14A cricket shirts
- Branding of u/15A cricket shirts
- Website branding
- Mention in communication
- Opportunity to be associated with trophies at PRG Gala prizegiving
- Social media (tags, hashtags)
- Promotional material
- Press releases & interviews
- Branding of field (practice sessions & home fixtures)



CRICKET T-10 EVENT, SEPTEMBER '22

Event sponsorship opportunity

Nature of event: Family Day & Fundraising for Cricket

Varying sponsor categories

A) EVENT SPONSOR

- Website branding
- Mention in communication
- Social media (tags, hashtags)
- Promotional material
- Press releases & interviews
- Branding of fields

B) TEAM SPONSOR

- Branding of team shirts
- Mention in communication
- Social media (tags, hashtags)
- Promotional material
- Press releases & interviews



ATHLETICS & CROSS COUNTRY

Sponsorship package available: 2022-2024



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CROSS COUNTRY

May – August 2022

Competes against schools from:

- Stellenbosch, Paarl, Wellington, Franschhoek, Bloemfontein, Gqeberha & Cape Town.

Tour: September

Oystercatcher Trail (Mossel Bay to Gouritsmond)

Sponsoring opportunities:

- ❖ Branding of events hosted by PRG
- ❖ Social Media (tags, hashtags)
- ❖ Press Releases & Communication
- ❖ Website branding
- ❖ Branding on clothing

ATHLETICS

January – November 2022

Important athletics events:

- PRG Inter Schools (January, Home)
- Top Boys Athletics Meeting (January, Paarl)
- Invitation Meeting (Jan/ Feb, Paarl)
- Prestige Athletics (Jan/Feb, Paarl '22, PRG '23)
- Twizza Super School Series National Final, Feb, JHB
- Twizza South Qualifier, Oct/Nov, CPT
- Puma School of Speed, Oct/Nov, Paarl
- PRG Colours – Boland Central, Boland Championships, Endurocad, WC & SA Championships, SA School Championships
- Others – Dirkie Uys Top 10, Outeniqua Top 10, HS Strand event, Mossel Bay Warpe event, SWPS mini athletics, HS Hopefield event
- 2023: NWU Top 30 (Potch), Tuks Top 10 (Pretoria)

CHESS

Main sponsorship opportunity available: 2022- 2024

Current players: Full capacity

30 players

Who play club chess in association with Stellenbosch Chess

Leading role and position in Western Cape, particularly Winelands Chess

Chrystal Samuels (Head of Chess at PRG) = Chairperson of Central Winelands Schools

DREAM

To host Paul Roos Open & Western Cape Open

To facilitate an extensive training programme

To start a Chess Academy

Sponsorship opportunities:

Naming rights of PRG Open

Branding at PRG hosted events

Social media (tags, hashtags)

Press releases & communications

Website branding

Possible branding of team clothing for tournaments



OPPORTUNITIES OPENING UP 2023-24

Get a foot in the door...



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MAJOR SPORT CODES

1. Rugby Sponsor
2. Hockey Sponsor
3. Cricket Sponsor
4. Water Polo & Swimming
5. Soccer (unavailable)
6. Golf (unavailable)

CULTURE CODES

1. Music
2. Drama
3. Media
4. PRG Forum (unavailable)

CONTACT



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