

SPONSORSHIP PROPOSAL




34th Val Fowler Elite Basketball Tournament

Pietermaritzburg Girls' High School
6-9 August 2026

This proposal outlines a powerful opportunity to drive meaningful impact through strategic partnership, brand alignment, and a shared commitment to educational excellence at Pietermaritzburg Girls' High School.



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OVERVIEW

The 34th Annual Val Fowler Invitational Basketball Tournament, proudly organised by Pietermaritzburg Girls' High School (GHS), will take place from 6–9 August 2026. This premier event will welcome 32 teams from across South Africa and beyond, competing in both A and B divisions to showcase the very best of schoolgirl basketball.

For over three decades, this tournament has stood as a beacon of excellence, empowerment, and opportunity. By investing in this event, your organisation will not only be supporting the largest all-girls invitational basketball tournament in the country, but also championing the broader mission of advancing women's sport, education, and leadership development.

We believe this partnership presents organisations with exciting opportunities in:

- Empowerment: Creating pathways for young women to excel in sport and beyond.
- Excellence: Upholding world-class standards with FIBA-accredited referees, elite competition, and professional broadcasting.
- Community impact: Strengthening local and national pride while fostering inclusivity and opportunity.
- Legacy building: Honouring the vision of Ms Val Fowler, whose name embodies style, skill, and inspiration.

We welcome and value the opportunity to share this proposal with your organisation, and look forward to exploring how we can work together in a joint pursuit of elevating and strengthening the development of women's sport in our country. Through this collaboration, your organisation will not only gain brand visibility across broadcast, digital, and live platforms, but also demonstrate its leadership in driving social impact and sustainable growth.





INTRODUCTION



The 34th Annual Val Fowler Invitational Basketball Tournament, proudly organised by Pietermaritzburg Girls' High School (GHS), takes place from 6–9 August 2026, and will see 32 teams from across South Africa and beyond, competing in both A and B divisions to showcase the very best of schoolgirl basketball.

Recognised as the largest all-girls invitational basketball tournament in South Africa, the Val Fowler Tournament has built a reputation for excellence, attracting elite local and international teams. With FIBA-accredited referees ensuring world-class standards, and university scouts from across South Africa in attendance, the tournament has become a critical platform for identifying and nurturing future talent.

The event enjoys extensive media coverage, with matches live-streamed on SuperSport Schools, broadcast on DStv Channel 216 (SuperSport), and replayed across SuperSport platforms. Platinum Sponsors benefit from premium visibility, with their logos displayed on the electronic scoreboard during live TV coverage, ensuring unmatched brand exposure.

We proudly invite organisations to partner with us in this prestigious event. Sponsorship opportunities include monetary contributions, product support, or prize sponsorships, each offering significant advertising exposure across multiple platforms:

- D6 Communicator (reaching approximately 2,400 parents)
- Instagram (9,000+ followers) and Facebook (27,500+ followers).
- Displays in our dedicated Sponsor Walkway and the official tournament programme.
- Advertising space within the Sylvia Vietzen Community Centre and surrounding structures.
- Opportunities for visibility on the SuperSport Schools App, with the entire tournament live-streamed.
- Branded banners displayed at all tournament venues, including top-class indoor centres.





TOURNAMENT HISTORY



Pietermaritzburg holds a proud place in history as the birthplace of South Africa's organised school basketball programme for girls. What began in the late 1970s as a pioneering school sport quickly gained momentum, with leading local schools driving competitive group leagues that soon inspired similar initiatives nationwide.

By 1981, Pietermaritzburg hosted the first Inter-Provincial Tournament, drawing teams from across the country and showcasing an impressive standard of play for such a young sport. This spirit of excellence laid the foundation for what would become one of the most prestigious events in schoolgirl basketball.

In 1992, Pietermaritzburg Girls' High School launched its Invitational Tournament. Initially featuring KwaZulu-Natal teams, it rapidly grew into a sought-after national competition, attracting top schools from across South Africa and Zimbabwe. To balance elite competition with grassroots development, the tournament evolved into two divisions, an A-section for the strongest contenders and a B-section to nurture emerging talent.

Over its 33-year history, GHS's First Team has claimed the championship title an extraordinary 24 times, with other stalwarts such as Pretoria Girls' High School and Lereko Secondary School (Free State) leaving their mark on the courts. In 2015, the tournament was renamed the Val Fowler Basketball Tournament in honour of the former PMB GHS principal whose vision, leadership, and coaching excellence not only established this annual tradition but also elevated schoolgirl basketball across the nation.

We look forward to hosting the 34th Val Fowler Elite Basketball Tournament in 2026!





SPONSORSHIP PACKAGES



CATEGORY	VALUE	EXPOSURE
TITLE SPONSOR	R50 000	<ul style="list-style-type: none"> Naming rights after the sponsor. E.g., <i>Sponsor's Name: Val Fowler Tournament.</i> A dedicated post on the GHS social media platforms 10 teardrop banners along Topham Road in the week leading to the event A wall banner during prize-giving Four banners inside the venue Logo on the programme, all advertising materials, and in social media marketing. Dedicated page in the revolving slideshow 8 Banners along the sponsors' walkway in the food park/prize-giving area and at the Activation site. Logo on the SuperSport School streaming channel. Advertising space on surrounding structures. (See diagram on following page). <p>[Your logo on the Tournament Shirt, artwork setup and printing is for your own cost.]</p>
PLATINUM SPONSOR	R25 000+	<ul style="list-style-type: none"> Logo will appear on the programme, all advertising material and in social media marketing. Dedicated branding page on revolving slideshow. Six teardrop banners along Topham Road in the week elading to the event 6 Banners along the sponsors' walkway in the food park, prize-giving arena, and at the Activation site. Logo on SuperSport School Streaming. Advertising space on surrounding structures inside the indoor centre at GHS. (See diagram on following page.) <p>[Your logo on the Tournament Shirt, artwork setup and printing is for your own cost. The logo will be smaller than the Title Sponsor's logo.]</p>
GOLD SPONSOR	R15 000+	<ul style="list-style-type: none"> Logo on the programme, all advertising material and in social media marketing. Dedicated branding page on the revolving slideshow. 4 banners along Topham Road prior to the event, on the sponsors' walkway, and at the Activation site.
SILVER SPONSOR	R10 000+	<ul style="list-style-type: none"> Logo on the programme and on all advertising materials. Profiled on a mixed branding page that will be displayed on a revolving slideshow. 2 teardrop banners along sponsors' walkway. The right to distribute products and/or brochures at the event.



SPONSORSHIP PACKAGES



CATEGORY	VALUE	EXPOSURE
BRONZE SPONSOR	R8 000+	<ul style="list-style-type: none"> • Logo on the programme and on all social media marketing. • Profile on the mixed branding page that will be displayed on the revolving slideshow. • 1 teardrop banner along the sponsors' walkway. • The right to distribute products and/or brochures at the event.
PRODUCT or PRIZE SPONSOR	More than R4000	<ul style="list-style-type: none"> • Prizes to the value of R4000 or more will be associated with your corporate name. • Logo on the programme, and mention on social media. • Exposure on the revolving slideshow.
PRODUCT or PRIZE SPONSOR	Less than R4000	<ul style="list-style-type: none"> • Prizes to the value of R3999 or less will be associated with your corporate name. • Logo will appear on the programme. • The right to distribute products and/ or brochures at the event.

Title & Platinum Sponsor Branding



The area beneath the spectators' gallery offers our Title and Platinum sponsors a number of rectangular sign options for branding (120x60 cm) - as indicated above.



34th Annual

VAL FOWLER ELITE BASKETBALL TOURNAMENT



6-9 August 2026

For sponsorship enquiries, please contact marketing@ghspmb.co.za