Sponsorship proposal

* keep your brand active

Aphrodite Hills
Cyprus
marketing potential: keeping your brand active

The Resort’s integrated facilities in combination with a plethora of activities create countless sponsorship opportunities that can be discussed and designed according to the needs of the sponsor.

Top class sports facilities & activities:
- Greco Roman Retreat Spa and Health Club
- 18-hole Championship Golf course PGA National Cyprus
- Golf Academy including Range, chipping, putting and academy course
- World-class Tennis courts
- Renowned Soccer School
- 34 fabulous indoor and outdoor swimming pools & a splash park
- Children’s Club
- Archery
- Horse Riding
- Jogging
- Cycling
- Hill walking & trekking
Aphrodite Hills Resort is a wonderfully unique luxury Resort located on the idyllic Mediterranean coastline of Cyprus, atop two plateaux divided by a dramatic ravine - overlooking the legendary birthplace of the Greek goddess Aphrodite.

Positioned on a sprawling 234 hectares of land, this first of its kind multi-award winning Resort is favoured by travelers all over the world for its unprecedented beauty, its delightful tranquillity and sophisticated elegance.

1997
when it all began

2000
construction of the golf & resort infrastructure begins

2001
residential development commences

2002
golf course completed

2005
opening of the hotel

2009
property title deeds issued

2017
“For the Love of Life” charity foundation comes to life

2002-2018
residential villages conclude
- Orpheus
- Adonis
- Zephyros
- Theseus
- Helios Heights
- Hestiades Greens
- Apollo Heights
- Alexander Heights
- Aeneas Grand Villas

2018
relaunch of fully renovated & rebranded golf course awarded PGA National Cyprus
where we are

cyprus

one of Europe's sunniest locations

- ranked the 5th best relocation destination out of 23 countries in the world (Knight Frank Global Lifestyle Review 2013)
- world's 5th safest country (ValuePenguin 2015)

land of possibilities

- Unforgettable landscape of opportunity
- High quality living
- Key growth sectors (shipping, tourism, Real Estate, ICT, innovation and start-ups)
Aphrodite Hills

- Cyprus -

international shipping centre

- Member of EU
- Well developed social as well as economic infrastructure
- Stable, reputable political and legal system
- Taxation advantages
- Low set up and operating costs
- Double tax treaties with more than 45 countries
- Active stock exchange
- No stamp duty on ship mortgage deeds or other security documents
- Efficient quality provision of services by the Department of Merchant Shipping
- Highly educated and professional individuals & services in broaden areas (legal, tax, audit and advisory services).

oil & gas
future opportunities

- Cypriot drilling for Oil begun in 2012 by the US-based energy company Nobel Energy in the zone known as Block 12 (Aphrodite field)
- The International Energy Agency (IEA) predicts global gas demand will rise to about 140 Tcf by 2020 from 117 Tcf in 2020 (IEA, 2012)
- Current commercial analysis suggests that 9–10 Tcf of the additional 23 Tcf of demand will be in the form of LNG.
hotel
unique landmark
with 290 rooms and suites
offering a captivating stay

golf course
and golf club
the PGA National Cyprus
18-hole golf course

the retreat spa
and health club
an award-winning serenity

banqueting centre
ideal national and international
convention destination

9 championship tennis courts
5 hard courts and 4 clay courts

holiday residences
an exclusive selection of luxury homes

18 eclectic restaurants & bars
an exquisite mix of gourmet culinary delights

children’s club
supervised by professionally trained childcare personnel

property management
a comprehensive landlord service

beach club zias
a private, sandy and secluded beach with all amenities

800 real estate
already sold properties
an investment into a lifestyle of luxury living

sports activities
Horse-riding, Archery, Hiking, Cycling, Soccer School, etc.
Boasting an exclusive mix of high-quality Resort elements, Aphrodite Hills Resort offers a holiday experience that comprises a high standard of comfort, pampering and style to suit the most ardent luxury seeker or family holiday-maker. The Resort is located between the two airports of the island (Larnaca & Paphos) and near Limassol port, the main port of Cyprus.
Famous Golf Course architect Cabell B. Robinson considers Aphrodite Hills to be the culmination of his work. The 18-hole Aphrodite Hills course is a very popular golfing attraction for holiday makers and business travelers.

The 500,000 sqm course

- Built on two level plateaux separated by a dramatic ravine
- Indigenous carob and olive trees complete a mature Mediterranean landscape
- Fairways: Challenging and strategically shaped
- 18-hole Championship Golf Course, fully renovated in 2017 with a €2.5million investment
- Training facilities which are adequate for national teams, professionals and amateurs
- Four PGA qualified resident golf instructors
- A double-ended driving range with targets
- Short-game practice facilities
- Buggies come equipped with GPS functionality.

The tournaments

Ranked as one of the top championship courses internationally, the Aphrodite Hills Golf Course holds a number of open tournaments and corporate days throughout the year (ie Glenfiddich Team Cup).

The golf club

- The Golf Club Restaurant offers an elegant and intimate dining experience with authentic Cypriot cuisine, international dishes and a wide range of fine wines.
- A luxurious Clubhouse with comfortable changing rooms and cozy bar and restaurant areas
- A Pro Shop offering the latest fashion in golf apparel and monthly offers, covering all the needs for your game
- Golf Membership options to meet the needs of both Aphrodite Hills Property Owners and Cyprus Residents
- Rental Clubs and Shoes available
“If the Gods played golf, this would be their temple”

Andrew Darker
Golf Director
you only live once,
but you get to serve twice
One of the best Tennis Academies in Cyprus and one of the best in the Region, Aphrodite Hills Tennis Academy offers 5-star services and facilities and its designed to offer players of all standards the highest game quality.

**courts**
- 4 highly experienced Tennis Professionals offering individual tuition or group lessons
- 5 International Standard Hard Courts, with 1 hard court shaded during the summer
- 4 European Clay Courts
- 8 courts with floodlights
- Visited by local and international tennis players every day

**facilities**
- Tennis Academy Pro Shop- stocked with a comprehensive selection of the latest sporting apparel
- Tennis bar with shaded viewing area selling a selection of drinks and ice creams

**membership**
- Full Adult Membership (18 years+)
- Adult Country Membership
- Junior Membership (up to 17 years)

**children’s activities**
- Junior Tennis Academy, Professional coaching team for all ages and abilities for 4-year old children and above
- The Sports Summer School with fully-qualified Coaches and a safe environment

**sports happenings**
- Annual European sports events
- Regular local and international tournaments
getting involved
a working relationship

The suggested sponsorship is a joint venture and must be a two way benefit for both parties.

why seek a sponsorship opportunity at the Resort

• Expose your brand to a range of market segments and consumer demographics
• Enhance brand awareness
• Create positive consumer perceptions through association with the Aphrodite Hills brand
• Engage in targeted marketing and consumer segmentation strategies
• Establish authentic consumer relationships.
• Increase sales to new and existing consumers
• Enhance verbal recognition of sponsorship via naming rights

event sponsorship opportunities

Aphrodite Hills Resort is well known for its several happenings throughout the year:

• Various cultural events with popular national and international artists
• Christmas charity fair
• Summer Music Festival (live music with several bands)
• Theme Music Festival (Rock, Latin, Folk etc.)
• Must see productions (world tour events)
• National Holiday happenings (i.e. Easter, Whit Monday, May Day)

Every year thousands of visitors arrive at the Resort to enjoy artistic events and many more. All happenings are being promoted through local and international media publications, radio spots and social networking.

Event specific sponsorships are also available. The Resort facilities offer hundreds of event opportunities that can be designed according to the sponsor’s promotional needs.

sponsorship levels and naming rights opportunities

(3 year agreement)

• APHRODITE €250,000
  (this category holds only one sponsor)

• ADONIS €150,000
  (this category holds two sponsors)

• ZEUS €70,000
  (this category holds three sponsors)
aphrodite €250,000

This category holds only ONE Sponsor and includes ALL of the below plus NAMING RIGHTS.

Naming rights possibility is the elite action for verbal recognition through charity & sports events, international tournaments or any other happenings at the Resort.

Joining forces with us benefits your business by advertising to a large market, including many locals as well as visiting players and travelers from around the world.

The Aphrodite Sponsor holds the exclusive right to name a facility for three years (i.e “Aphrodite Hills Golf” will be named “Sponsor Name Golf”).

The name of the Aphrodite Sponsor will be recognized verbally as well as via all facility material (uniforms, marketing material, signage etc).

adonis €150,000

- Website
- Magazine
- Info Kiosks
- Events
- 4 Golf-Hole (of 18)
- 3 Tennis Court Naming Rights (of 9)
- Lounge Bar Exterior
- Marketing Material in 150 Rental Villas
- Course Entrance (Golf, Tennis, Soccer, etc.)
- Soccer Club Billboard
- Highway Billboards
- Social Media
- Buggy Fleet
- TV Promotion (Corporate Videos)
- Tournament Naming Rights (Golf, Tennis, Soccer, etc.)
- Event Specific Sponsorship (annual)
- Database Monthly Newsletter
- Resort Entrance
- Guerrilla Advertising (negotiable)
- Resort Map
- Resort Guest Questionnaire
- Brand Placed Behind Both Baselines (Tennis)

zeus €70,000

- Website
- Magazine
- Info Kiosks
- Events
- 3 Golf-Hole (of 18)
- 1 Tennis Court Naming Rights (of 9)
- Social Media
- Event Specific Sponsorship
- 80,000 Database Monthly Newsletter
- Guerrilla Advertising (negotiable)

All three Sponsorship levels will be included in various marketing material promotion of the Resort.

Sponsorship opportunities can be discussed and designed according to the promotional and exposure needs of the sponsor.

Marketing flexibility: Advertising campaigns & material vary for each happening.

The Sponsorship Rights are personal and the Resort is not obliged to provide the Sponsorship Rights (or any part of them) to any other entity or person.

The Sponsor undertakes to exercise the Sponsorship Rights in accordance with the terms of the Agreement.
Aphrodite Hills Resort is renowned as one of the few resorts to offer top class sports facilities and activities.

**activities**

_Aphrodite Hills Resort_ is a UK provider of football fun and development for boys and girls of all ages and abilities.
- Qualified coaches
- Highest of standards
- 3G football pitch

The children's club is suited to entertain children ranging from babies and toddlers aged 6-42 months and children aged 3-12.
- off-road trail riding in the gorgeous countryside
- a pony club where children visit the stables to learn about riding and pony care
- a large outdoor arena

Cycling is one of the healthiest and most exhilarating ways to discover Aphrodite Hills Resort and its surrounds. From its innovatively designed world class Golf Course to the stunning cliffs at the Cove overlooking the Mediterranean, there is panoramic beauty to be admired everywhere.
- easy roads with some hills within Aphrodite Hills Resort
- miles of flat, easy routes around Aphrodite’s Rock
- challenging off-road routes
- gradients in the hills surrounding the Resort
- bikes and accessories are available for all ages and abilities

The tranquil spaces of a Greco-Roman inspired spa are profound in the way that they seem to envelop you in a soothing embrace. Combined with the range of treatments on offer, one experiences a height of relaxation and well-being that invigorates the body, mind and soul.
- 3000 stylish square meters
- secluded space with views, scents and textures which tantalize and delight the senses
- has received some of the highest accolades in the spa industry
- 27 treatment rooms available

The hills surrounding the Resort make for some excellent walking and jogging routes.
- well-marked paths and incredible views
- hikers can climb to the summit of the local hills (5 kilometers from the Resort)
- a variety of routes for running and trekking, suitable for a wide range of ages and levels of fitness

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Zias Beach Club & Bar are located within 15 minutes drive from the Resort, offering a pebbled / sandy, child-friendly beach located in Avdimou Bay on a scenic route.
- complimentary beach facilities including sun beds, umbrellas, beach towels
- bar/restaurant facilities set beside a beautiful, seemingly endless beach

The Children’s club is suited to entertain children ranging from babies and toddlers aged 6-42 months and children aged 3-12.
- child friendly indoor play area
- a number of conveniently shaded outdoor areas
- a range of fun-filled daily activities including arts and crafts sessions (sugar art, pottery & pottery painting, canvas art, t-shirt designing)
- numerous outdoor activities and sporting events (archery, pony rides, football coaching, dance lessons)
- Sports Summer School