

\* keep your brand  
active

Sponsorship  
proposal



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  
PGANationalCyprus
- 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



# our journey



## who we are

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.



# 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



## 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



## banqueting centre

ideal national and international convention destination



## children's club

supervised by professionally trained childcare personnel



## beach club zias

a private, sandy and secluded beach with all amenities



## property management

a comprehensive landlord service



## 800 real estate already sold properties

an investment into a lifestyle of luxury living



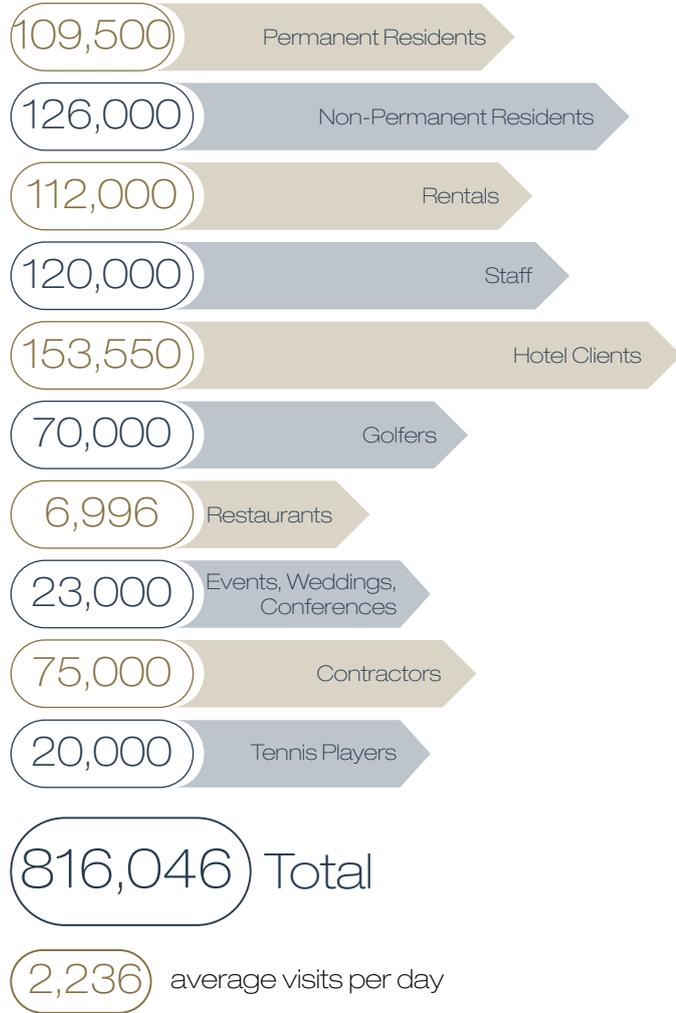
## sports activities

Horse-riding, Archery, Hiking, Cycling, Soccer School, etc.

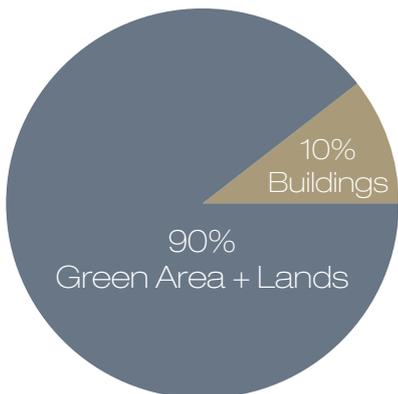


# the resort

## annual visits



## unique visitors



234 hectares of land  
234 opportunities of exposure

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.



one of  
the best  
**3**  
golf courses  
in Europe

regular players  
**350**  
local  
& international

since 2009  
**40,000**  
golf rounds  
per year

awarded  
**1st**  
Eco-label  
The only environmentally  
awarded club in Cyprus



golf  
**PGA** National  
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 €2.5 million 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



International Standard  
Hard Courts

5

1 shaded  
during Summer

European

4

Clay Courts

members

200

regular players

annual

20,000  
tennis players

visits

# tennis academy

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 everyday

## 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

## 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)

## 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

## 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)

## annual events

30 sports

10 music

5 cultural

4 holiday happenings

3 international exhibitions

# 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.



# 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.



# activities

Aphrodite Hills Resort is renowned as one of the few resorts to offer top class sports facilities and activities.

## dream team soccer school

A professional UK provider of football fun and development for boys and girls of all ages and abilities.

- Qualified coaches
- Highest of standards
- 3G football pitch

## retreat spa

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

## jogging & hill walking

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

## casual elegance by the beach

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

## riding club

The Aphrodite Hills Riding Club offers horse riding experiences in the beautifully forested landscape of Lakkos Tou Frangou. The horse riding facilities are available for all ages and abilities and include private lessons for beginners or experienced riders.

- 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

## mountain bike riding

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

## children's club

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





# Aphrodite Hills

~ Cyprus ~

3, Aphrodite Avenue, Kouklia 8509  
P.O. Box 62769 8072 Paphos

**t:** +357 26 828000

**e:** [info@aphroditehills.com](mailto:info@aphroditehills.com)

[www.aphroditehills.com](http://www.aphroditehills.com)

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**COMMUNICATIONS MANAGER**

**t:** +357 26 828088

**e:** [communicationmanager@aphroditehills.com](mailto:communicationmanager@aphroditehills.com)



EU Eco-Management and Audit Scheme (EMAS) certification

