



ANGKOR GOLF RESORT'S
**DRIVE SIEM REAP
FORWARD**

2024 Annual Branding Proposal for
HYUNDAI CAMKO MOTOR COMPANY LTD



HYUNDAI

in support of PEPY Empowering Youth



Partnership Overview

Angkor Golf Resort, Cambodia's Premiere Golf Course, has worked in partnership with PEPY Empowering Youth for close to two years to advance community development in Siem Reap through PEPY's powerful life skills, professional training, and business-strengthening programs targeting both rural and city-based youth ages 14-35.

For the upcoming 2024 golf tournament season, Angkor Golf Resort and PEPY Empowering Youth are seeking a partnership with Hyundai to continue **driving** positive change in Siem Reap through a series of Hyundai-sponsored and centered events, CSR campaigns, and installations.



Structure of the Agreement



Why Angkor Golf Resort?

Founded in 2008, Angkor Golf Resort is one of Cambodia's most prestigious golf courses. Currently, it is the only course in Siem Reap with a world-famous course designer; Sir Nick Faldo. In addition to earning numerous international awards, Angkor Golf Resort is also regarded as Cambodia's friendliest golf course.

Since 2008, the resort has firmly established itself as a host for international golf tournaments and has built a formidable **network that reaches up to 3,000 clients per month** - connecting them with promotions from Siem Reap's top hotels. The resort team is composed of very experienced international staff who are known for providing high-quality service and top tier experiences to players.





Additional Partnership Benefits:

Beyond Angkor Golf Resort's renowned reputation and extensive network, several other reasons Hyundai would benefit from aligning with the resort is that Angkor Golf Resort

- is the preferred course of dignitaries, business professionals, and VVIPs due to its superior course design
- is considered **Cambodia's most proactive** golf course with steady events and tournaments
- is committed to enhancing the surrounding environment and practicing environmentally sustainable golf course maintenance
- features an electric charging station and can feature/drive electric cars



Why PEPY?

PEPY Empowering Youth (PEPY) is a non-profit led by Cambodians who are driven to help ALL youth realize their dreams and take charge of their path to success. We support the life skills and professional development of young people ages 14-35.

Your business will be publicly aligned with a well-reputed organization with **10+ years of experience** in successful CSR partnerships. Our values of Learning and Sharing, Transparency, Accountability, and Collaboration apply to all our partnerships. We will market your business professionally and effectively AND work to grow your customer base while engaging your team in meaningful work.





Additional Partnership Benefits:

Beyond supporting PEPY's community-based work, other reasons for aligning Hyundai with PEPY are our:

- wide marketing reach - connecting with audiences in Australia, USA, Ireland, Europe, and SE Asia.
 - including regular appearances in podcasts and newspapers working with your team on features.
- organic **social media reach of over 20,000** regional community members aged 20-50 per month.
- storytelling capabilities - we can send you or collaborate with you on developing impact stories made possible by your support (via sound bites, promotional videos, other forms of media, etc).
- opportunities to engage and volunteer in the community. Your team members may join PEPY Civic Engagement Project activities, our environmental impact work, or speaking/promotional events.



How Your Brand Will Be Showcased:

- 01 Monthly Socials (12 events)**
- 02 Angkor 4-Ball Championship**
- 03 Angkor Amateur Open**
- 04 Annual Test Drives**
- 05 Prime Location for permanent display vehicle(s)**
- 06 On-Course Signage**
- 07 Annual Golf Memberships**
- 08 FOC Green Fee Vouchers**
- 09 PEPY Website and Media Campaign**
- 10 PEPY Signature and CSR Events**

[View Detailed Overview](#)



The Golf Course:



The Golf Course:



The Golf Course:



The Driving Range:



Determining Next Steps

To move forward...

- Let us know what you think about our proposal and any adjustments you would suggest before moving forward with either the \$20 or \$30k investment
- Confirm which investment you would like to move forward with
- Angkor Golf Resort/PEPY draft an MOU agreement outlining the expectations of the three parties
- Representatives between Hyundai, Angkor Golf Resort, and PEPY will determine a schedule to outline a marketing and event plan to meet Hyundai's objectives.



Get in Touch:

Let's advance professional development in Siem Reap AND cultivate meaningful business opportunities for Hyundai together!

+855 66 770 007

Mean Lux, PEPY's Executive Director

meanlux@pepyempoweringyouth.org

<https://www.pepyempoweringyouth.org>





THANK YOU!

Visit Resort Website
www.angkor-golf.com

