

PRESS STATEMENT

VISION 2030 PROMOTION FOR THE SPORTS SECTOR

MAGICAL KENYA OPEN & SAVANNAH CLASSIC VISION 2030 SPONSORSHIP

Nairobi, February 24th, 2021.....Kenya is a Sports Giant. From Kenya's first Olympic Gold Medal in 1968, courtesy of Naphtali Temu, running the 5,000 metres Olympic Final in Mexico, Kenyans have blazed, and torched, the running tracks, the roads, and anywhere we are able to compete. Just the other day, our National Basketball Team, the Morans, qualified for the 2021 Afrobasket tournament for the first time in 28 years. The historic win together with other achievements in the sporting arena continue to position Kenya as sports hub with a wealth of talent.

Vision 2030 takes into account the crucial role Sports has in overall national development. This is outlined in the Social Pillar of Vision 2030 which seeks to harness sports for enhanced social economic and political development.

The Vision 2030 Delivery Secretariat (VDS) is working hard to cement Kenya's position as a Global Sports Superpower. Golf is no exception, and will play its part in Kenya's Middle Term Plan (MTP) on Sports Tourism.

With the support of The Presidency and the Government of Kenya, The Magical Kenya Open is now a European Tour Event, showcasing Kenya as a premier Golf Tourism destination to more than 600 Million people worldwide.

If anyone needed proof that Kenya is Special, beloved of God and Man, Kenya is also going to host, for the first time, two (2) European Tour events following the addition of The Savannah Classic on the back of The Magical Kenya Open.

This means that there will be well over 1 Billion people, globally, who will focus on Kenya for almost 2 weeks. The value of this to Kenya is incalculable.

As you are all aware, His Excellency The President is an avowed Pan-African and has opened Kenya's doors wide open to our fellow African brothers and sisters in our African culture and tradition of offering hospitality to visitors, friends and neighbours. In conjunction with the Kenya Golf Union and the Professional Golfers Association of Kenya, Vision 2030 will offer all Kenyan and African qualifiers direct support to enable them, and their Caddies, to prepare appropriately for these two tournaments where they will be flying the flags of Kenya, and Africa. We are Kenya, and we are Africa.

Additionally, Vision 2030 will motivate our Players to not only make the Cut in big numbers, but to go all the way and Win this tournament on our home soil. There will be a cash motivation to make the Cut.

SUPPORT:

- 1. All Magical Kenya Open & Savannah Open qualifying Players: Ksh 50,000/= x 15 = Ksh 750,000 x 2 = Ksh 1,500,000/=**
 - 2. All Players who make the Cut: Ksh 50,000/= x 7 = Ksh 350,000**
 - 3. Caddy Support @ Ksh 5,000/= per round x 8 rounds x 15 players = Ksh 600,000/=.**
 - 4. Top 3 Kenyan/African Players @ Ksh 250,000/=, Ksh 200,000/= & Ksh 100,000/=**
- TOTAL: Ksh 3,000,000/=**