



22 - 27 June 2026
Shandrani Beachcomber Resort Mauritius



Gold Sponsor - ADAMA
Frederick Labuschagne
079 995 4746



Primary Contact
Mandie Rademan
081 403 3776



Backup Contact
Helané Meintjes
083 332 3886

ADAMA Golf Day



26 June Golf invitation.

ADAMA Golf Day format

- 4-Ball Alliance - two scores to count
- Players without an official handicap will play off a handicap of 18.
- Shotgun start
- Prizes: Closest to the Pin, Longest Drive, Longest Putt - 18th Hole, Most Golf / Longest Day

Welcome & Announcements

- Welcome: Frederick Labuschagne, 5 minutes
- Rules & format: Josh, Anahita

Operational notes

- Arina du Plessis bring 4 x Books for prizes (Helane)
- Drinks on the bus on the way back to Shandrani. (Denise)
- Finalise 4-Ball pairings and teams (Kobus - 15 June).
- Louis Olivier - Shellfish Allergy
- For the most up-to-date player list:
www.sonsafari.co.za/adamagolfplayers

Programme, meals and drinks

Time	Activity / Details
06:30 – 07:30	Continental breakfast at Shandrani Resort
07:30	Players depart from Shandrani
08:20	Arrival at Anahita
08:30	Refreshments at the Anahita Driving Range
09:00	Shotgun start
11:00	Lunch (in ADAMA cooler bag) handed out on the golf course. Drinks cart available for the players' own account.
+/- 14:00	Return to the Shandrani Resort. Note that players will be able to shower at Shandrani.
18:00	ADAMA Golf Day prize-giving at Shandrani - Blue Bay Bar

Branding & arrival notes

- Golf bags + ADAMA / LAC banners will be taken to Anahita on 25 June.
- 8 x ADAMA and 8 x Laeveld Agrochem banners at Anahita Golf Course. Anahita will set them up.
- Golf carts will be marked with the players' names.
- Golf bags will be placed on the carts prior to player arrival.
- The ADAMA Wall Banner will remain at Shandrani and will be used for the prize-giving ceremony.

Prizes

Prize Category	Prize
Winners	4 x ADAMA Field Bars
2nd place	4 x LAC Gift vouchers - R1000 each (Liesel)
3rd place	LAC Golf balls, hats
Longest Drive	2 x ADAMA Field Bars
Closest to the Pin	2 x ADAMA Field Bars
Longest Putt – 18th Hole	1 x Field Bar
Longest Day	4 x Arina du Plessis cookbooks (Helene)

ADAMA Gifts & Items

Date	Item / gift	Contact	Venue / where	Required
Jun 21	700 x ADAMA Pens	Jeanette	Room Drop + Golf Day	Room drop, two per room in Enviro bag + 72 pens for Golf Day. Jeanette
25 and 26 June	70 x ADAMA coolers plus 4 x unbranded coolers	Jeanette / Denise	Packed at Shandrani, Taken to Anahita on June 26	Denise to arrange packing of lunch bags
26 June	ADAMA Golf Shirts	Mandie / Liesel / Catharina / Jeanette	Handed out at Anahita	Mandie / Liesel / Catharina
26 June	ADAMA Caps and Laeveld Agrochem Caps	Mandie / Liesel / Catharina / Jeanette	Handed out at Anahita	Mandie / Liesel / Catharina
26 June	ADAMA Pens - Two per golf cart	Mandie	Two per golf cart	Mandie

1	1	Roos	Jacques
	2	Van der Linde	HS
	3	De Kock	Gawie
	4	Wolfaardt	Dirk
2	5	Venema	Richard
	6	Venema	Brian
	7	Venema	Robert
	8	Van Heerden	Carl
3	9	Van Staden	Sterenbergh
	10	Pretorius	Wian
	11	Oellerman	Heinz
	12	Oellerman	Lourens
4	13	Botha	LM
	14	Delpont	Marnus
	15	Kachelhoffer	Righardt
	16	Oosthuizen	Lourens
5	17	van Wyk	Stefan
	18	Janse van Vuuren	Hendrik
	19	van der Walt	Xander
	20	Janse van Rensburg	Corne
6	21	Ferreira	Reynier
	22	du Preez	Grant
	23	Rautenbach	Naas
	24	Ferreira	Benjamin
7	25	Coetzee	Henri
	26	van Staden	Willem
	27	Kruger	Christiaan Frederick
	28	Labuschagne	Frederick
8	29	Roos	Willem
	30	Malan	Renier
	31	Coetzee	Kobus
	32	Oosthuizen	Gerik
9	33	Ferreira	SG
	34	Webb	Gary
	35	Nel	Francois
	36	Le Roux	Dandre
10	37	Visagie	Johan
	38	Gubitz	Johann
	39	Landman	Ec
	40	Lange	Ruan
11	41	Nel	Aser
	42	Dreyer	Christian
	43	Mulke	Kolver
	44	Stander	Hennie
12	45	Olivier	Louis
	46	De Bruin	Petri
	47	Esterhuyse	Heinrich
	48	Meintjes	Johan

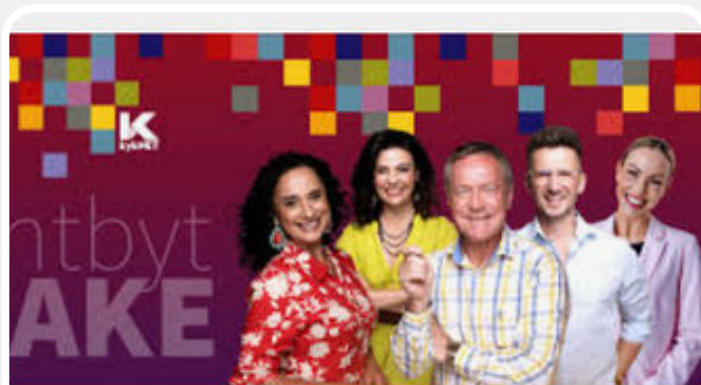
13	49	Potgieter	Gustav
	50	Mc Gregor	Michael
	51	Van Niekerk	Dirk
	52	Botes	Cullen
14	53	Van Vuuren	Hardus
	54	Du toit	Jaco
	55	Burger	Handri
	56	Erasmus	Nicolaas
15	57	Schoonwinkel	Ben
	58	Grobler	Migael
	59	Vorster	Gerhard
	60	Noeth	Mynhardt
16	61	Allers	Rudi
	62	Gunther	Francois
	63	Allers	Lihan
	64	Allers	Ruan
17	65	Cornelius	Janneman
	66	Roux	Herald
	67	Van Wyk	Dirk
	68	Deysel	Tiaan
18	69	Neethling	Marinus
	70	Vorster	Eddie
	71	Briedenhann	Conrad
	72	Meinties	Kobus

For the most up-to-date player list:
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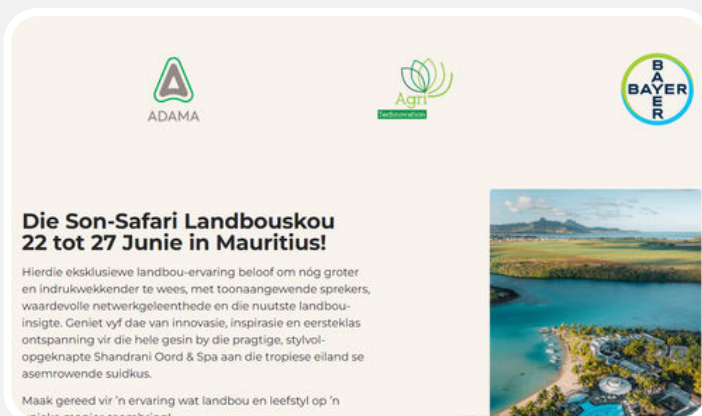
Photo requirements

Photo type	Required content
Branding	Photo of ADAMA and LAC banners at the driving range.
Brand Activation Event	Photo of a golf cart with LAC and ADAMA logos on the screen. Try to include a player in this photo.
Brand Activation Event	Photo of "closest to the pin / longest drive" if possible.
Team	ADAMA: Frederick & Lourens together with Laeveld Agrochem BBs / team
Brand Activation / Prize-giving	Photo of the winning team together with Frederick.

Media & Digital Brand Exposure



KykNET || ontbytSAKE **television** interview
Scheduled for August / September 2026



ADAMA brand exposure - Son-Safari website.
April - June 2026: 9 692 website events
April - June 2026: 1 386 active users

Home - Son-Safari	2,548 (19.52%)	1,142 (43.64%)	2.23	1m 04s	7,846 (21.6)
Program - Son-Safari	2,843 (21.79%)	934 (35.69%)	3.04	2m 07s	7,755 (21.3)
Syngenta - Son-Safari	690 (5.29%)	217 (8.29%)	3.18	1m 04s	1,689 (4.6)
Adama - Son-Safari	648 (4.97%)	239 (9.13%)	2.71	48s	1,670 (4.6)
FAQ - Son-Safari	507 (3.89%)	189 (7.22%)	2.68	2m 57s	1,650 (4.5)
Cart - Son-Safari	461 (3.53%)	121 (4.62%)	3.81	1m 24s	1,238 (3.4)
Akkommodasie - Son-Safari	462 (3.54%)	271 (10.36%)	1.70	1m 26s	1,202 (3.3)
Enviro - Son-Safari	455 (3.49%)	192 (7.34%)	2.37	1m 34s	1,200 (3.3)

Website: Brand exposure
ADAMA landing page on website:

Feb - May 2026:
1 670 web events

ADAMA team



Lourens Oellerman



Frederick Labuschagne



Marnus Delport



Handri Burger



Hardus van Vuuren

***Mandie can meet with the ADAMA team upon arrival.**

Exhibition Table at Son-Safari Conference

Tuesday, 23 June, and Thursday, 25 June
10:30 – 11:00 and 12:30 – 13:00

As the break times for the conference room and the tent are not the same, one of your team members may need to stay until 11:30. Your team is also welcome to continue after 13:00.

Son-Safari Conference



Date Estimate time	Videos: Conference / Music Shows
25 June, 11:30	ADAMA video (1:10 minute) before Theo Vorster
23 & 26 June	ADAMA video (The video will play before the outdoor music shows)

***Refer to digital programme:** <https://sonsafari.co.za/program/>