

YOUR MAJESTY THE INDLOVUKAZI,
EMAKHOSIKATI,
YOUR ROYAL HIGHNESSES,
PRIME MINISTER,
COUNCILLORS,
CHIEFS,
CHIEF JUSTICE,
DEPUTY PRIME MINISTER,
CABINET MINISTERS,
MEMBERS OF THE DIPLOMATIC CORPS,
MEMBERS OF BOTH HOUSES OF PARLIAMENT,
REGIONAL ADMINISTRATOR FOR THE HHOHHO REGION,
SPONSORS AND GOLFERS,
DISTINGUISHED GUESTS,
LADIES AND GENTLEMEN.

SIYANIVUSELA NONKHE BEKUNENE LAPHA
EZULWINI PALAZZO ICC.

INTRODUCTION

IT GIVES US IMMENSE PLEASURE TO WELCOME YOU ALL TO THIS EXTRAVAGANT DINNER MARKING THE **22ND KING'S GOLF CUP TOURNAMENT**. WE ARE ALSO PLEASED THAT THIS MAGNIFICENT EVENT IS BEING HELD IN THESE OPULENT FACILITIES.

THIS EVENT COMES IN THE WAKE OF THE SUCCESSFUL REED DANCE CEREMONY, WHICH DREW A MULTITUDE OF IMBALI ACROSS THE KINGDOM. WE NOTE WITH PRIDE THAT THIS CEREMONY ATTRACTS THE GLOBAL COMMUNITY TO COME AND WITNESS OUR CULTURE THUS PROMOTING TOURISM.

WE WOULD LIKE TO TAKE THIS OPPORTUNITY TO THANK CHIEFS, BANTFWABEKHOSI AND PARENTS FOR INSTILLING OUR CULTURAL HERITAGE IN OUR YOUTH.

ALLOW ME TO EXTEND OUR SINCERE APPRECIATION TO ALL THE GOLFERS WHO HAVE TRAVELLED FROM NEAR AND FAR TO PARTICIPATE IN THIS YEAR'S COMPETITION.

AS WE GATHER ONCE AGAIN TO CELEBRATE THIS ANNUAL GOLF CUP, WE TAKE NOTE THAT THE TOURNAMENT HAS GROWN FAR BEYOND A SPORTING COMPETITION.

IT HAS BECOME A PLATFORM THAT BRINGS PEOPLE TOGETHER, BUILDS FRIENDSHIPS ACROSS BORDERS, PROMOTES HEALTHY COMPETITION, AND SHOWCASES THE WARMTH AND HOSPITALITY OF THE KINGDOM OF ESWATINI. WE PRIDE OURSELVES ON THIS GREAT NATIONAL INITIATIVE.

WE ARE ALSO PLEASED THAT THE KING'S CUP HAS AGAIN JOINED HANDS WITH THE BIG EASY TOUR (BET), A DEVELOPMENT TOUR OF THE SUNSHINE TOUR FROM SOUTH AFRICA. A WARM WELCOME TO YOU TOO HERE IN THE KINGDOM OF ESWATINI.

22 YEARS OF GOLF TOURNAMENT IN THE KINGDOM
TWENTY-TWO YEARS IS A SIGNIFICANT JOURNEY.

IT IS A TESTAMENT TO THE ENDURING SPIRIT OF THIS TOURNAMENT AND TO THE COMMITMENT OF EVERYONE WHO HAS CONTRIBUTED TO ITS SUCCESS OVER THE YEARS.

TO OUR **LOCAL GOLFERS**, WE THANK YOU FOR CONTINUING TO SUPPORT AND EMBRACE THE KING'S GOLF CUP. YOUR PARTICIPATION DEMONSTRATES THE STRENGTH AND GROWING POPULARITY OF GOLF IN THE KINGDOM.

TO OUR **INTERNATIONAL GOLFERS**, YOUR PRESENCE ADDS GREAT VALUE TO THIS TOURNAMENT AND STRENGTHENS THE BONDS OF FRIENDSHIP BETWEEN THE KINGDOM AND THE COUNTRIES YOU REPRESENT. WE HOPE THAT BEYOND THE GOLF COURSE, YOU WILL EXPERIENCE THE BEAUTY OF OUR KINGDOM, THE RICHNESS OF OUR CULTURE AND THE WARMTH OF OUR GREAT NATION.

ACKNOWLEDGE SPONSORS – E3, 240, 000.00

A TOURNAMENT OF THIS MAGNITUDE CANNOT SUCCEED WITHOUT THE GENEROUS SUPPORT OF OUR SPONSORS AND PARTNERS. WE WISH TO EXPRESS OUR **PROFOUND GRATITUDE TO ALL THE SPONSORS** WHO HAVE CONTINUED TO BELIEVE IN THE VISION OF THE KING'S GOLF CUP.

YOUR CONTRIBUTION HAS ENABLED THIS TOURNAMENT TO GROW AND TO MAINTAIN ITS POSITION AS ONE OF THE KINGDOM'S IMPORTANT SPORTING AND SOCIAL EVENTS. WE PARTICULARLY COMMEND THOSE SPONSORS WHO HAVE REMAINED WITH THE TOURNAMENT OVER MANY YEARS.

YOUR CONTINUED PARTNERSHIP IS A REFLECTION OF CONFIDENCE, LOYALTY AND A SHARED COMMITMENT TO THE DEVELOPMENT OF SPORT AND TOURISM IN ESWATINI.

WE ALSO WELCOME AND APPRECIATE THOSE SPONSORS AND PARTNERS WHO HAVE JOINED US FOR THE FIRST TIME. YOUR ASSOCIATION WITH THE KING'S GOLF CUP IS THE BEGINNING OF A LONG AND FRUITFUL RELATIONSHIP. THESE COMPANIES INCLUDE ESRIC, EEC, MTN, NEDBANK, UBOMBO SUGAR, FSRA, ESWATINI RAILWAY, LUPHOHLO COMMODITIES AND FRIENDS OF THE KING'S CUP.

THE NATION WILL BE PLEASED TO KNOW THAT THIS SPONSORSHIP IS **E3, 240, 000.00**. THIS INDICATES A GROWTH OF **E150,000.00** WHEN COMPARED TO LAST YEAR 2025 WHEN **E3, 090, 000.00** WAS CONTRIBUTED. MAY THE LORD BLESS THESE COMPANIES, **KWANDZE LAPHO NITSETSE KHONA**.

WE HAVE SEEN THAT EVERY YEAR THE SPONSORSHIP IS GROWING AND NEXT YEAR WE HOPE THE SPONSORSHIP WILL BE EVEN HIGHER, YOUR **TARGET SHOULD BE E4 MILLION**, AND THE COMMITTEE SHOULD START NOW TO LOOK FOR SUPPORT.

THE KING'S GOLF CUP SHOULD BECOME A PRESTIGIOUS TOURNAMENT NOT ONLY IN THE REGION AND ON THE CONTINENT, BUT ACROSS THE GLOBE.

RENAMING OF KEY SPONSORS

WE TAKE THIS OPPORTUNITY TO RENAME THE KEY SPONSORS AS THE **KING'S GOLF CUP PARTNERS**. THIS TOURNAMENT HAS BEEN A GREAT SUCCESS BECAUSE OF YOUR SUPPORT.

MESSAGE TO THE GOLFERS

TO THE GOLFERS, WE ENCOURAGE YOU TO REMEMBER THAT WHILE COMPETITION IS AT THE HEART OF THIS TOURNAMENT, THE TRUE SPIRIT OF GOLF LIES IN **INTEGRITY, RESPECT, FRIENDSHIP AND SPORTSMANSHIP**.

THE GOLF COURSE MAY DETERMINE WHO TAKES HOME THE TROPHY, BUT THE FRIENDSHIPS CREATED HERE ARE VICTORIES THAT ENDURE LONG AFTER THE FINAL PUTT.

WE CONGRATULATE THE KING'S CUP FOR PRESENTING THE MOST LUCRATIVE PRIZE MONEY ON THE BIG EASY TOUR. IT IS DOUBLE THE HIGHEST PRIZE MONEY PER EVENT ON THE BET'S TOUR CHAMPIONSHIP AT **E700,000.00**.

AS WE CELEBRATE THE 22ND EDITION, WE LOOK FORWARD TO SEEING THE KING'S GOLF CUP CONTINUE TO GROW, ATTRACTING EVEN MORE GOLFERS FROM THE REGION AND FROM AROUND THE WORLD, WHILE CONTRIBUTING TO THE DEVELOPMENT OF SPORTS, TOURISM AND INVESTMENT OPPORTUNITIES IN THE KINGDOM OF ESWATINI.

NEW CATEGORY FOR EMASWATI

WE WERE PLEASED TO HEAR THAT THE KING'S CUP HAS ALSO INTRODUCED A NEW CATEGORY FOR THE **TOP 3 EMASWATI**. THIS WILL ENCOURAGE COMPETITION AMONGST EMASWATI WITH THE BONUS POOL OF **E100,000.00** FOR FIRST, **E75,000.00** FOR SECOND AND **E50,000.00** FOR THIRD.

THESE AWARDS TOTAL **E225,000.00** AND WILL BE EARNED ON PERFORMANCE MERIT.

KING'S CUP PRE QUALIFIER

IT IS ALSO PLEASING THAT EVEN THE KING'S CUP PRE-QUALIFIER COMPETITION WHERE LOCAL AMATEURS COMPETED TO WIN PLAYING SPOTS ON THE KING'S CUP ALSO HAD THE MOST LUCRATIVE PRIZES EVER COMPETED FOR IN GOLF COMPETITIONS IN THE KINGDOM. **E185,000.00** WAS PROVIDED TO HOST THE PRE-QUALIFIER OVER 3 DAYS.

CONCLUSION

WE TAKE THIS OPPORTUNITY TO THANK ALL THE BIG EASY TOUR PROFESSIONAL GOLFERS WHO CAME FROM THE SADC REGION AND BEYOND. THE COMMITTEE INFORMED US THAT A TOTAL OF 120 PROFESSIONALS AND ELITE GOLFERS STARTED THE MAIN TOURNAMENT ON THURSDAY, GOOD LUCK TO THE REMAINING PLAYERS AS THEY CONCLUDE THE 2026 KINGS CUP TOMORROW.

WE ENCOURAGE ALL OUR VISITORS TO TAKE THIS OPPORTUNITY TO DISCOVER ESWATINI BEYOND THE GOLF COURSE. OUR KINGDOM OFFERS BEAUTIFUL LANDSCAPES; A PROUD CULTURAL HERITAGE, WILDLIFE, HOSPITALITY AND MANY EXPERIENCES THAT WE HOPE WILL REMAIN IN YOUR MEMORIES LONG AFTER YOU HAVE RETURNED HOME.

ONCE AGAIN, WE THANK ALL OUR SPONSORS, LOCAL AND INTERNATIONAL GOLFERS, ORGANIZERS, PARTNERS AND SUPPORTERS FOR MAKING THE 22ND KING'S GOLF CUP A SUCCESS.

MAY THIS TOURNAMENT CONTINUE TO BE A BRIDGE THAT CONNECTS PEOPLE, NATIONS AND CULTURES THROUGH THE UNIVERSAL LANGUAGE OF SPORTS. WE CONGRATULATE THE COMMITTEE FOR A JOB WELL DONE. THANK YOU FOR THE GIFTS PRESENTED TO US.

I THANK YOU - MAY THE ALMIGHTY GOD BLESS US ALL.

BREAKDOWN OF CONTRIBUTIONS:

• ESRIC	E1,200,000.00
• EEC	E 525,000.00
• MTN	E 350,000.00
• NEDBANK	E 300,000.00
• UBOMBO SUGAR	E 170,000.00
• ESWATINI RAILWAY	E 100,000.00
• FSRA	E 100,000.00
• FRIENDS OF GOLF	E 100,000.00
• LUPHOHLO COMMODITIES	E 65,000.00
• ESTA SEED FUNDING	<u>E 330,000.00</u>

TOTAL: E3, 240, 000.00