

Discussion Document
Marketing Support



Nico Els
Professional Tour Golfer

Mission | Executive Summary

- To continue and develop the professional golf career of Nico Els
- To reach the next level of the sport, within the next 2 to 3 years.
- Participate on the EuroPro Tour for the next 2 years and progress to The European tour from there.
- Sponsorship support is essential for all developing golfers of whatever type.
- Even players such as Rory McIlroy, Tiger woods and Jordan Speith needed funding to progress their careers.

Nico Els



- A Challenge tour & Sunshine tour Professional Golfer.
- Fully Qualified PGA professional for the last 12 years.
- Nico has demonstrated consistent high achievement, and has rapidly established affable and co-operative relationships with all types of people throughout his professional career.
- His most recent experience, gaining his sunshine tour card, has provided him with a good insight into the golfing profession to play at the top level as a successful professional.
- Nico has now gained ample experience in his career and would like to put all his skills gained to a higher test.
- Experience: European tour , Sunshine tour, Challenge tour. PGA South Region - Won many events on PGA Region.

The EuroPro Golf Tour

- The HotelPlanner.com PGA EuroPro Tour is Europe's leading development tour, and the European Tour's satellite in the UK and Ireland.
- The EuroPro Tour provides Europe's best up-and-coming golfers the chance to gain necessary experience of life on tour, and in particular in front of the TV cameras.
- A two-hour highlights package from each event is broadcast on Sky Sports, and on networks around the world including Fox International across Asia, Fox Sports Australia, Fox Sports in Turkey, Greece, Malta and Cyprus and StarHub in Singapore.
- The PGA EuroPro Tour has played a pivotal part in the early careers of some of the biggest names in golf.

The Benefits of Investment

- Opportunities to engage with customers and incentivise employees (through hospitality, experience days, team building days and the like), enhance promotions and open days and where appropriate drive data capture through competitions.
- Nationwide and global promotion and coverage.
- Involvement with a highly motivated and personable golf talent.
- Investment to the high profile European Tours.
- A Partnership with a genuine and wholehearted brand ambassador who will help bring your brand to life and get it noticed.

The Investment

Packages don't come as "standard" as we want to work with you to for the benefit of your business not just our team. The options are numerous—engagement with customers and incentivising of employees, enhanced product or brand launches and open days and where appropriate driving data capture through competitions (win a golf day or lesson(s) with Nico).

How can we help drive your business?

We have a number of investment options available for partners with packages from £2500 per season upwards. Phase payments and manageable funding options available. Please talk to us about your specific needs and requirements.



Contact

For more information about Nico and his plans or for an informal discussion please call Dean Faulkner **on +44 (0) 7841 974376**
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