

RED GOLF MANAGEMENT LTD

SPONSORSHIP PROPOSAL



CONTENT

	Page
Introduction to Red Golf Management Ltd	3
Background to International Sport Sponsorship	4
The Opportunity – European Challenge Tour	5
Marketing Value – Coverage & Exposure	6
European Challenge Tour – The 2012 Event Schedule	7-8
The Players – Andrew Johnston & Thomas Haylock	9-12
The Sponsorship Opportunity	13
The Branding Layout	14
Contact Details	15

INTRODUCTION – WHO ARE WE?

Red Golf Management Ltd specialises in providing bespoke management services for golf professionals. We pride ourselves on providing a fully comprehensive and personal service which allows our clients to maintain their focus on the most important element, their preparation and performance on the golf course.

The company works with each individual player to establish the optimum tournament schedule based upon the players' category and ranking. Utilising our close links with the The European Tour, Challenge Tour, Europro Tour and Jamega Tour, Red Golf Management works diligently on behalf of its players to secure invites into non-exempt events, where appropriate.

Every player is different and we tailor our services to facilitate individual needs. We work closely with each player to understand their goals and ambitions, we then design a personal development programme to enable each player to realise their full potential. We believe in the team approach and aim to ensure every player has the right team supporting them.



BACKGROUND INTO INTERNATIONAL SPONSORSHIP

Sponsoring allows you to reach specific target markets with a lower financial investment than a traditional advertising campaign, activating a process of automatic communication.

- Sports sponsorship has a clear advantage over TV advertising and that is that the consumer is actively choosing to watch sports and the sponsorship within them. Therefore it is a personal choice that involves feelings which are automatically transferred to the sponsor of the event. The sponsor of an individual, team or tournament, will be perceived in a positive way because the values of the sport are transferred onto the brand and product.
- It is effective. Viewing figures of sporting events are far higher than the majority of prime time programs. There is added value because a much broader target specific group is being penetrated, which ultimately, enhances brand or product awareness.
- Sponsoring a professional athlete can be used as a platform to develop many other marketing activities. All partnerships can be defined into several sub-activities that will increase the brand awareness and involve the target market more directly.
- Golf is a high profile game worldwide, and traditionally one of the wealthier sports. Players and spectators have lifestyles and financial capacity that align with the image of the game. Furthermore, in recent years Golf has begun to appeal to a younger, cooler generation of sportsman; this is down to the success of players such as Tiger Woods and Rory McIlroy and their partnerships with the likes of Nike. Tiger's sponsorship deal, particularly, created a wave of publicity that took the game to a new level.





THE OPPORTUNITY EUROPEAN CHALLENGE TOUR

Since its inception in 1987, the European Challenge Tour has developed into a proven training ground, where the champions-in-waiting can hone their skills over 72-hole competition and under differing conditions in a substantial number of countries within Europe and beyond.

Widely regarded as a valuable stepping stone onto The European Tour, the Challenge Tour has achieved incredible growth. Under the Directorship of Alain de Soultrait and headquarters administration of Mark Aspland, Tara Bickers and Sally Stewart, it caters for aspiring, ambitious young hopefuls who seek to realise the dream of following in the illustrious footsteps of players of the calibre of Ryder Cup players, Major champions and Order of Merit winners such as Thomas Björn, Michael Campbell, Niclas Fasth, Trevor Immelman, Ian Poulter, Justin Rose, Henrik Stenson, Oliver Wilson, to name but a few.

In 2012, the European Challenge Tour carried a total prize fund of €5,706,942 during a season of 26 tournaments in 20 countries.

The no-frills competition is fierce, testing playing ability and character to the limit in offering only the top 20 players 'promotion' each year to The European Tour. It can, at times, be a stern examination, but those who do make the grade know that the chance of fame and fortune awaits.

Scores of Challenge Tour players have gone on to become tournament winners on The European Tour with many earning Ryder Cup honours, and the certainty for future Ryder Cup Captains is that the Challenge Tour will go on providing the incentive, opportunity and experience needed to produce winners.

REFERENCES: WWW.EUROPEANTOUR.COM

MARKETING VALUE COVERAGE AND EXPOSURE

Media Exposure

Broadcast Units, In-Program, International TV, Tune-In Promotions, Sky Sports/Golfing World, Programs, europeantour.com, News Coverage, Local Market, Sporting magazines.

Sky Sports – Coverage

In 2012, The European Challenge Tour hosted 26 tournaments in 20 different countries. Worldwide TV coverage is controlled directly by European Tour Productions, guaranteeing weekly coverage and highlights to 400+ million homes in over 60 countries.

European Challenge Tour

The Challenge Tour features one of the most talented groups of up and coming golfers who, in 2012, competed in 26 official money events in 20 countries. There are over 400 Challenge Tour members, of who approximately 240 are active competitors, representing 27 different countries.

Charity

The Tour Players Foundation is the charitable foundation of the European Tour and its Members. The charity was initiated by the European Tour Wives Association and players in 2005 as GolfAid, then established by The European Tour in 2006 and re-branded to The Tour Players' Foundation in 2009.

Through the unique and direct involvement of world class golf professionals the Tour Players' Foundation fundraises for, and makes donations and grants to voluntary bodies and charities, particularly those assisting children and young people in the regions where European Tour events are held. CHANGING CHILDREN'S LIVES THROUGH GOLF.

REFERENCES: WWW.EUROPEANTOUR.COM



EUROPEAN CHALLENGE TOUR

EVENT CALENDAR

The 2013 schedule is currently being finalised but will be very similar to the 2012 schedule which is shown below.

Date	Tournament & Venue
Jan 26 Jan 29	<u>The Gujarat Kensville Challenge 2012</u> Kensville G&CC,Ahmedabad,India
Mar 08 Mar 11	<u>Pacific Rubiales Colombia Classic</u> CC de Barranquilla,Barranquilla,Colombia
Mar 29 Apr 01	<u>The Barclays Kenya Open</u> Muthaiga GC,Nairobi,Kenya
May 10 May 13	<u>ALLIANZ Open Côtes d'Armor Bretagne</u> Golf Blue Green de Pléneuf Val André,Pleneuf,France
May 10 May 13	<u>Madeira Islands Open - Portugal</u> Santo da Serra,Porto Santo, Madeira,Portugal
May 24 May 27	<u>Telenet Trophy</u> Ravenstein Royal GC of Belgium,Tervuren,Belgium
May 31 Jun 03	<u>Fred Olsen Challenge de España</u> Tecina Golf,La Gomera, Canary Islands,Spain
Jun 07 Jun 10	<u>Kärnten Golf Open presented by Mazda</u> GC Klagenfurt-Seltenheim,Klagenfurt,Austria
Jun 14 Jun 17	<u>St Omer Open presented by Neuflyze OBC</u> Aa Saint Omer GC,Lumbres,France
Jun 21 Jun 24	<u>Scottish Hydro Challenge hosted by Macdonald Hotels and Resorts</u> Macdonald Spey Valley GC,Aviemore,Scotland
Jun 27 Jun 30	<u>Challenge Provincia di Varese</u> Golf Club Varese,Luvinate,Italy
Jul 12 Jul 15	<u>Credit Suisse Challenge</u> Golf Sempachersee,Lucerne,Switzerland
Jul 18 Jul 21	<u>Double Tree by Hilton Acaya Open</u> Acaya Golf Resort,Lecce, Puglia,Italy
Jul 26 Jul 29	<u>English Challenge</u> Stoke by Nayland Hotel, Stoke-by Nayland,England
Aug 02 Aug 05	<u>Finnish Challenge</u> ⁷ Kytäjä Golf,Hyvinkää,Finland

Aug 09	Aug 12	<u>Norwegian Challenge</u> Byneset GK, Trondheim, Norway
Aug 15	Aug 18	<u>ECCO Tour Championship hosted by Thomas Björn & Mercedes-Benz</u> Stensballegaard Golf, Horsens, Denmark
Aug 22	Aug 25	<u>Rolex Trophy</u> GC de Genève, Geneva, Switzerland
Sep 06	Sep 09	<u>M2M Russian Challenge Cup</u> Tseleevo Golf & Polo Club, Moscow Region, Russia
Sep 13	Sep 16	<u>Kazakhstan Open</u> Zhailjau Golf Resort, Almaty, Kazakhstan
Sep 20	Sep 23	<u>ALLIANZ Golf Open Toulouse Metropole</u> Golf de Toulouse-Seilh, Seilh, France
Sep 27	Sep 30	<u>Challenge de Catalunya</u> Golf La Graiera, Calafell, Tarragona, Spain
Oct 04	Oct 07	<u>ALLIANZ Open de Lyon</u> Golf du Gouverneur, Monthieux, France
Oct 11	Oct 14	<u>D+D Real Czech Challenge Open</u> Kunetická Hora GC, Drítec, Czech Republic
Oct 18	Oct 21	<u>Crowne Plaza Copenhagen Challenge hosted by Royal Golf Club</u> Royal Golf Club, Copenhagen, Denmark
Oct 24	Oct 27	<u>Apulia San Domenico Grand Final</u> San Domenico Golf, Savelletri, Italy

REFERENCES: WWW.EUROPEANTOUR.COM

THE PLAYERS

ANDREW JOHNSTON

Andrew started playing golf at the age of four when his father, a single-figure handicapper, took him out to a local field to hit balls, before becoming a member at North Middlesex GC at the age of nine. Golf took a leading role in Andrew's life and he made the climb to the England Boys set-up via his county team and won the Boys Home Internationals in 2007.



Andrew turned pro at the age of 20 and started on the Jamega Pro Golf Tour - his first victory came at the Warwickshire. Later that year he earned a category 13 on the Challenge Tour for 2011. Andrew took advantage of an invite to the ECCO Tour Championship presented by Thomas Björn and Mercedes Benz, his ninth place finish was enough to seal berths in the lucrative Kazakhstan Open and M2M Russian Challenge Cup, where he finished second.

His meteoric rise continued at the season-ending Apulia San Domenico Grand Final, where a stunning performance and a third place finish earned him a card for The European Tour 2012 International Schedule.

In 2012 Andrew played in 20 European Tour events. He made 60% of cuts and finished 163 in the Race to Dubai. The highlight of his year was a hole-in-one during the Scottish Open at Castle Stewart winning him 168 bottles of champagne. Andrew, on the back of five made cuts, finished the year off with a 33rd place finish at the SA Open in Johannesburg.



Personality

Honesty, loyalty, desire and responsibility are all strong characteristics of Andrew's personality. Coupled with his professionalism, his drive to succeed and the seriousness with which he approaches his game, more success is on the cards as Andrew steps forward into his 4th year as a professional golfer.

THOMAS HAYLOCK

Born in London, in 1987 Tom has been playing golf since the age of 12. The game rapidly took a front seat in his life, developing into his lifelong passion. Supported by his parents Robert and Maureen he quickly went from strength to strength.

A true junior star, Tom won his first major amateur championship at the North of England Boys. His triumph caught the attention of the English Golf Union who promptly gave him a place in the England squad. He took full advantage of this opportunity and went onto to win the prestigious Carris Trophy, Pannel Trophy and Faldo Series, whilst continuing to represent England at all levels.



Tom turned pro in 2006, following his status and the experience he gained from the amateur golf scene. Tom had a solid start to his professional career, qualifying for the 2007 PGA Europro Tour and finishing the year in 29th on the order of merit. He continued to improve and the following season he finished 12 places higher on the order of merit in 17th.

The 2008 season was characterised by intensive training and preparation for the 2009 season. Tom claimed two victories on PGA Europro Tour at the Stoke by Nayland Championship and Formby Hall Classic, winning £10,000 at each.

He fired a final round seven under par 65 to win at Stoke by Nayland, leading the field by eight strokes with a 16 under par total. Additionally, he finished the year in 2nd place on the order of merit and earned his Challenge Tour card for 2010.

Despite the two victories, his greatest success during the 2009 season was his qualification for the Open Championship at Turnberry – one of the four major competitions on the golfing calendar.

Tom made two European Tour appearances in 2010 at the Austrian Golf Open and the Madeira Islands Open. He made 12 cuts during his season on the Challenge Tour but failed to retain his card. He returned to action on the Europro Tour in 2011 and finished the year in 35th place.



Tom started the 2012 season with some changes around his team. A change in swing coach was made and a new training regime was adopted. He picked up his first victory on the Jamega Tour at Frilford Heath and found himself battling for the win in numerous tournaments throughout the year, most notably at the Ulster Bank Open where a stunning charge of eight under-par through 12 holes catapulted him into contention. His consistency earned a top 20 finish on the Jamega Tour money list and 31st on the Europro Tour.

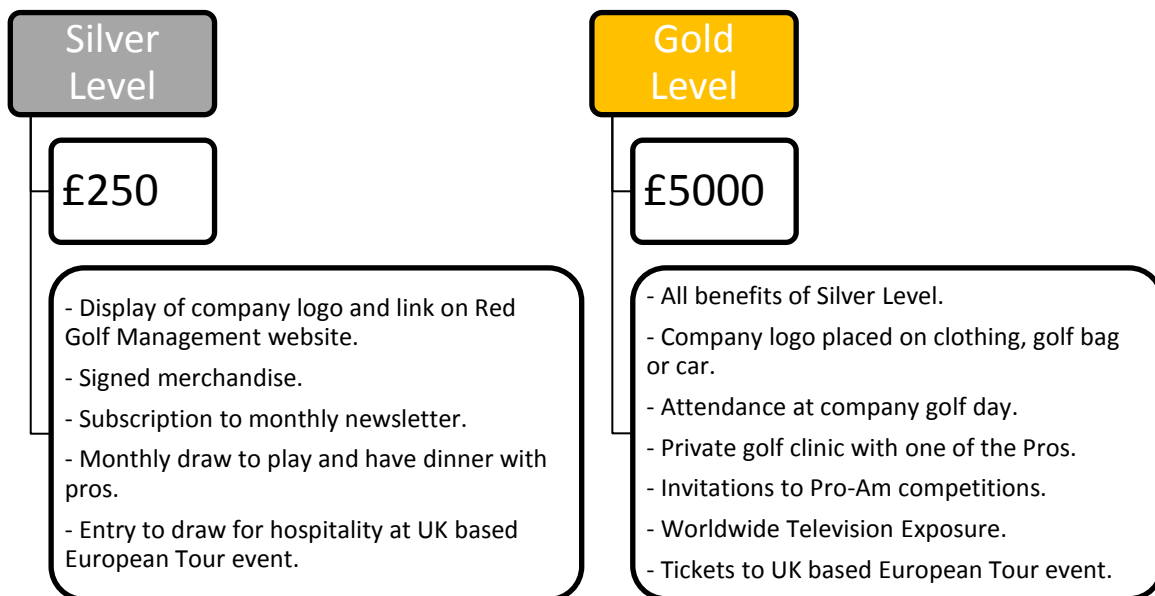
Tom's hard work throughout the season paid off at the grueling European Tour Q School. At the first qualifying stage Tom finished second out of the 100-strong field to comfortably advance. It was much of the same at second stage with Tom leading going into the final round and he shot a solid 71 to advance to final stage in Barcelona. Final stage consisted of six rounds of golf over two courses - there is a cut after four rounds for the top 65 players. Tom showed his strength of character by bouncing back from a slow start to comfortably make the cut and crucially finish inside the top 65.

This achievement qualified him for the 2013 European Challenge Tour and puts him on course for further success!

SPONSORSHIP

OPPORTUNITIES & BENEFITS

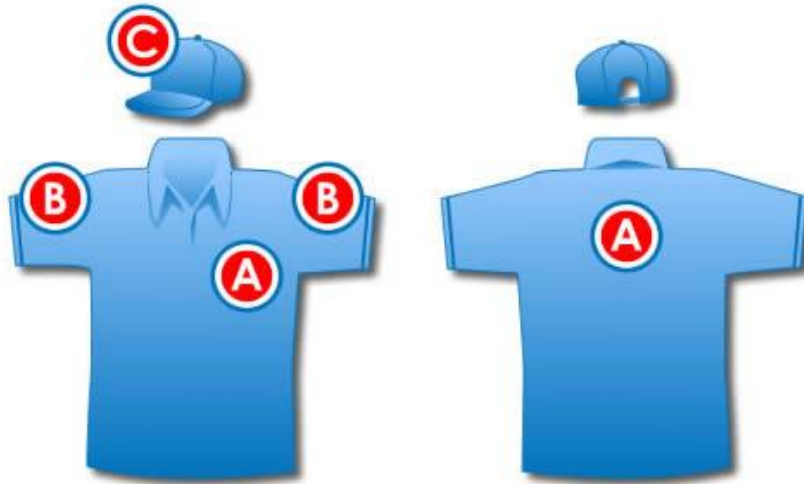
Playing golf at a professional level requires a considerable outlay of money with regards to entry fees, travel, accommodation and general expenses incurred during a tournament. Without help from sponsors, achieving a full playing schedule is impossible. We are looking to raise £25,000 to enable these players to partake in a full season on the European Challenge and main European Tour. The following sponsorship structure represents the standard levels of annual sponsorships and the related benefits. Should you wish to have special requirements, we are more than happy to assist in tailoring a package to meet your needs.



BRANDING OPPORTUNITIES CONTINUED...

- Brand exposure at the events visiting 20 countries.
- Exposure in UK & international press, TV, Online and Sports magazines.
- Brand association with golf and the associated image.
- Brand association with other sponsors.
- Benefits of association with young, vibrant sporty image.
- Using either, or both, Andrew Johnston and Tom Haylock for photo shoots, brand endorsement, and golfing events.
- Exposure through both players and Red Golf Management's websites and social media outlets.

THE BRANDING LAYOUT



A. Main Sponsor

B. 2nd Main Sponsor

C. Co-Sponsors

A. Main Sponsor

B. 2nd Main Sponsor

C. Co-Sponsors



CONTACT DETAILS

For more information on either Andrew or Tom and to discuss sponsorship opportunities in more detail please contact:

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