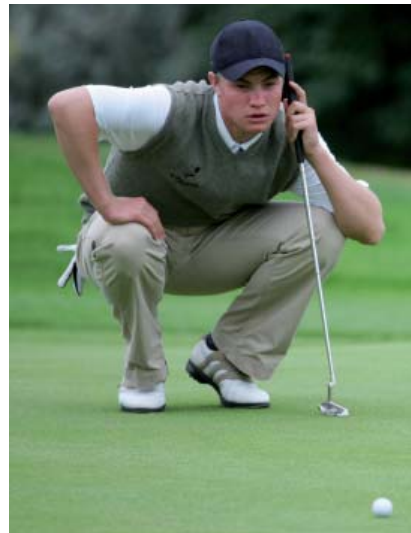


# “Developing Tomorrow’s Champions” An Introduction to Sponsorship



**FALDO**  
SERIES

ASIA GRAND FINAL  
盃總決賽  
MAR 月 2009  
of the Faldo Series Asia

MISSION HILLS  
觀瀾湖



FALDO  
SERIES ASIA  
費度亞洲盃賽

1

PAR 5



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# FALDO SERIES ASIA GRAND FINAL

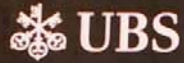
# 費度亞洲盃總決賽

25-27 MAR 月 2009

Mission Hills – Home of the Faldo Series Asia



MISSION HILLS  
觀瀾湖



## The Faldo Series

Launched by Nick Faldo in December 1996, the Faldo Series (charity number 1102719) aims to give opportunities to young people through golf and help to develop tomorrow's champions.

The Faldo Series is the only global programme of its kind. It identifies talented young golfers aged 12 to 21 and helps them fulfil their potential through a series of events that combine tournament experience with expert advice, including support and advice from Nick himself. With very few barriers to entry, the Faldo Series is open to all, regardless of gender, background or financial circumstance.

Simultaneously the Faldo Series aims to create access to the game for younger children through a number of grass-roots activities and initiatives, including Faldo Series Kids Zones and the Faldo Mini Series. This is part of Nick's drive to change general perceptions towards golf and inspire a younger generation.

Since its launch in 1996, the Faldo Series schedule has expanded to over 25 countries throughout the UK, Europe, South America, the Middle East and Asia. There is a strong emphasis on supporting golf's emerging nations, hence a Faldo Series presence in countries such as Brazil, Iceland, Russia and Poland; as well as over 10 countries on the 'Faldo Series Asia' schedule, including India, Japan and four tournaments in mainland China.

Across the globe, more than 4,000 players take part in the Faldo Series each year while many more are introduced to the game. The leading competitors qualify for one of two annual Faldo Series Grand Finals, one in Brazil and one at Mission Hills in China, both of which are R&A World Amateur Golf Ranking events hosted by the six-time Major winner himself. The champions receive the opportunity to play in a professional Tour event.

The Faldo Series is a registered charity in London and Hong Kong. Underwritten by Nick, it receives backing from a number of brands, businesses and individual patrons as well as golf's governing bodies, including The R&A.



## The Mentor

Nick Faldo MBE was inspired to take up golf while watching Jack Nicklaus contest the 1971 Masters at Augusta; he turned professional five years later aged 19.

A little over three decades later, following a career that has included over 40 tournament victories, six Major wins, 97 weeks as world number one and a record 11 Ryder Cup appearances, Nick is recognised as Britain's most successful ever golfer.

Driven by a desire to give back to the game, Nick created the Faldo Series and with it a unique format that allows him to pass on his advice and experiences from playing at the highest level for over 30 years.

Some of Nick's protégés to have graduated from the Faldo Series and benefited from his unique insights include European Tour stars Nick Dougherty, Marc Warren, Oliver Fisher and Rory McIlroy; Asian Tour player Yasin Ali; Ladies European Tour members Kiran Matharu and Melissa Reid; and LPGA Major winner Tseng Ya-ni.





## Sponsorship Opportunity

Nick Faldo's desire to grow the game of golf around the world is unparalleled. The success of the Faldo Series so far is just a small illustration of what can be achieved. Nick is planning to continue the remarkable growth of the Faldo Series into many more countries and regions, including North America.

Nick is looking to join forces with like-minded partners who share his passion for supporting young people and giving back to the sport. Sponsorship packages are tailored to meet each partner's marketing objectives. Fees vary according to the level of benefits, the exclusivity required and the territory of interest to the brand, whether that be one particular region – such as Europe or Asia – or global.

To follow is an outline of some of the unique benefits that current Faldo Series sponsors enjoy:

### **Corporate hospitality with Nick Faldo:**

- Hospitality invites to the Faldo Series Grand Finals hosted by Nick in Brazil and China
- Invites include tickets to the tournament; a sponsors' golf competition; a Nick Faldo master-class; and a gala dinner hosted by Nick, including a Q&A
- Nick Faldo to host a private client golf day or other function for the sponsor
- Rights to use hospitality with Nick Faldo for customer promotions or incentives

### **Brand promotion:**

- On and off course signage rights at all Faldo Series tournaments, including the Grand Finals, including banners on the 1st tee and 18th green
- Logo on the media backdrop at all Faldo Series tournaments, including the Grand Finals
- Rights to showcase products or services at all Faldo Series tournaments, including the Grand Finals
- Logo on official Faldo Series apparel and merchandise, e.g. caps
- Logo on the official Faldo Series website at [www.nickfaldo.com](http://www.nickfaldo.com)
- Logo on Faldo Series printed materials including posters and stationery
- Logo on the official Faldo Enterprises e-newsletter

## Faldo Series

[Tournaments](#)[Sponsorship](#)[News](#)

## Sponsorship

### Major Partners



### Supporting Partners



The Professional Golfers' Association

### Official Suppliers



### Media Partners



## Information

“We’re extremely grateful for all of the help that we receive from the official golfing bodies that we work with and the organisations that have come on board to assist with making the Faldo Series a success. None of this would be possible without their generous support.”

[Click here for sponsorship information.](#)



**Brand association:**

- Naming rights, e.g. “The Faldo Series presented by...”
- Rights to use the Faldo Series logo plus images of Nick and appropriate wording, e.g. “proud partner of the Faldo Series”
- Access to Faldo Series players to further promote the brand's association, e.g. as part of a press launch, marketing campaign or a client golf day
- An exclusive association with an element of the Faldo Series that matches the brand's values, for instance:
  - *Team Faldo* - an annual camp in the USA with Nick for his hand-picked group of protégés
  - *Faldo Mini Series* - a programme of short-course events for 7 to 11 year olds, from which competitors can win the chance to meet Nick
  - *Faldo Series Buddy Scheme* - opportunity for sponsors to mentor Faldo Series players and offer support in areas such as management training, public speaking, financial planning etc.
  - *Faldo Series Bursary* - a financial support programme for Faldo Series players

**Media coverage:**

- Exposure through broadcast coverage in international markets, e.g. Sky Sports in Europe, ESPN in South America and Star Sports in Asia (over US\$200,000 worth of broadcast coverage is typically achieved at each Gand Final - see Appendix 3)
- Exposure in extensive print coverage throughout the season generated through the Faldo Series Press Office
- Guaranteed exposure via the Faldo Series media partners
- Further cross-over opportunities with Faldo Series media partners
- Free advertising and promotion on the official Faldo Series website at [www.nickfaldo.com](http://www.nickfaldo.com)

**Business integration:**

- Ability to explore new Faldo Series tournaments in new countries at the sponsor's request
- Hospitality opportunities for sponsors at local Faldo Series tournaments in each country

**Exclusivity:**

- Partners to receive brand exclusivity in their chosen category



## The Future

The Faldo Series is at an exciting point in its relatively short history. Since its launch in 1996 it has not only provided new and unique opportunities for thousands of young people; it has also helped to shape the careers of some of today's most promising professional Tour golfers.

The Faldo Series is widely recognised as a pioneering golf programme established by one of sport's legends, six-time Major winner Nick Faldo. Across the globe, more than 4,000 players now take part in the Faldo Series each year while many more are being introduced to the game. Everyone involved is judged on talent, desire and passion; not gender, background or financial circumstance.

Nick's vision for the Faldo Series has no limits. With the support of like-minded partners it is predicted the Faldo Series will help tens of thousands more young golfers over the years to come and ultimately play a significant role in making golf more accessible and developing tomorrow's champions.

For a discussion regarding sponsorship of the Faldo Series, please call us on +44 1753 829711 (UK) or +852 2819 3364 (Hong Kong). Alternatively please email us at [series@nickfaldo.com](mailto:series@nickfaldo.com)

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# Appendix 1: Global Presence

The Faldo Series currently operates in the following locations:



● CURRENT ACTIVITY



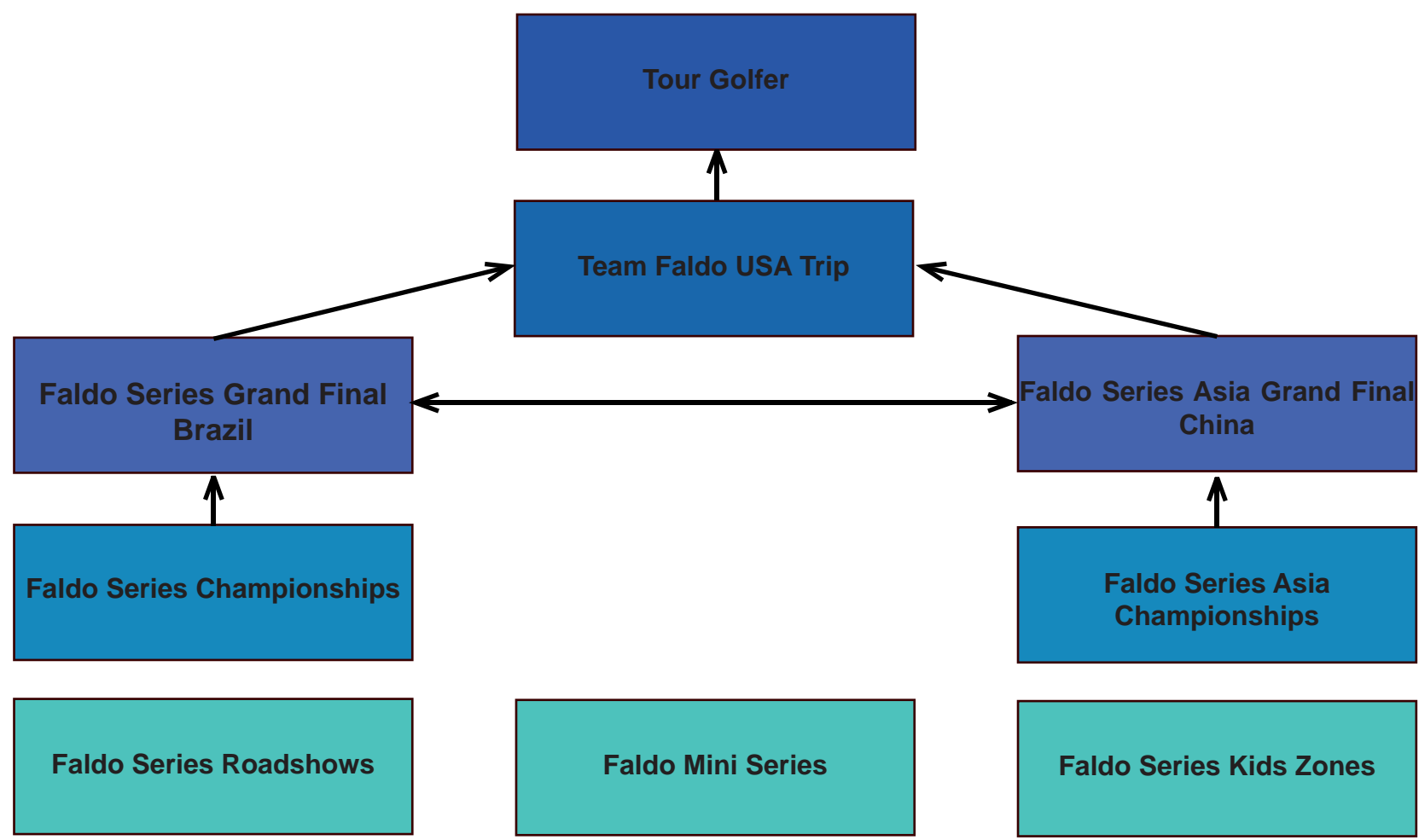
Jumeirah  
HOTELS & RESORTS

Jumeirah  
STAY & PLAY

- DUBAI DESERT CLASSIC**
- |                                      |                        |
|--------------------------------------|------------------------|
| 2002 ERNE ELS (South Africa)         | 2008 TIGER WOODS (USA) |
| 2003 ROBERT-JAH DENNER (Netherlands) |                        |
| 2004 MARK O'MEARA (USA)              |                        |
| 2005 ERNE ELS (South Africa)         |                        |
| 2006 TIGER WOODS (USA)               |                        |
| 2007 PERNIE STRONGBERG (Sweden)      |                        |

## Appendix 2: Pathway to Success

The Faldo Series formula supports golfers from grass-roots to amateur to professional golf:





UBS

FALDO  
SERIES  
15  
PAR 4



MISSION HILLS  
— GOLF CLUB —  
觀瀾湖高爾夫球會





TaylorMade

TaylorMade

TaylorMade

FALDO  
SERIES ASIA  
吳順廷 謝志偉

FALDO  
SERIES ASIA  
吳順廷 謝志偉

**FALDO**

SERIES