

CHAMPIONSHIP OF CHAMPIONS



EVENT SPONSORSHIP PROPOSAL

Tournament of Champions

Event Concept



Why Golf? / Key Objectives of the event

- Golf's TV audience is comprised of an audience with an infectious spending attitude. These are the desired demographics to market the Title Sponsor brand to.
- Leading form of corporate branding for companies to deliver awareness campaigns into the region and open up additional markets for them to pursue their clients and build their business.
- Allows the Title Sponsor to reach out to its target markets by way of international Live TV, print media campaigns and through on ground branding and hospitality for client entertainment and consumer engagement
- To assist youth development in the country through Golf (with other sports)
- Primary aim of this potential new event is to attract Asian tourists into Bulgaria
- Golf & Tourism are forever linked and the sport is a massive portion of the global tourism industry, Golfers love to travel and their socio-economic profile enables them to do so
- Golf is the largest sports tourism segment. As golf tourists spend more money than the average, many countries are using golf tourism as a successful platform for major GDP development and brand positioning (e.g. Mexico, Turkey)
- 20-30% of golfers will take a holiday in the next 12 months where golf is the main purpose
- Global golf tourism is a \$25.3bn industry
- Golf is a game that can be played well into retirement when more leisure time is available



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Tournament of Champions

Event Concept



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➤ Golf is a game that can be played well into retirement when more leisure time is available



Tournament of Champions Event Concept



How could this event help Tourism growing in Bulgaria?

In order to help Bulgaria attract more high spending tourists and establish Bulgaria as a major golf destination, the Event will:

- Provide Tourism Bulgaria insertions as well as verbal references into broadcast (Highlights and Golf Show) through the Asian Tour Media TV platform. The Asian Tour guarantees that major markets identified by Tourism Bulgaria will be covered in the Asian Tour Media TV distribution.
- Promote the golf experience with in-depth coverage of these elements: clubhouse facilities, food, and where to find golf packages and information about Bulgaria, helping to maximize exposure for “Golf Tourism”.
- Give the opportunity to Bulgaria to showcase its top destinations and golf packages on the Asian Tour website, on the new webpage “Asian Tour destination”.
- Mention Tourism Bulgaria in all Asian Tour news releases.



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Tournament of Champions Event Concept



How could this event help Tourism growing in Bulgaria?

- Showcase Bulgaria on Social Media such as YouTube, Twitter, Facebook
- Utilize the international players to endorse Bulgaria as a leading golf destination with world class golf courses. Make available some of the top golfers to say how much they are looking forward to coming to Bulgaria. Top golfers to voice key messages about golf in Bulgaria/their experience in the country, and even co-ordinate these golfers in visiting tourist hotspots or areas of cultural interest. These cameos will be inserted in the Highlights, Golf Show and Highlights Program broadcast internationally. Press Conference and photos featuring Star Players held at Bulgaria's key focus locations will also be showcased.
- The international pros playing in Bulgaria will be followed by all fans across the continents. Fans will have the opportunity to discover Tourism in Bulgaria thanks to the media exposure related to this brand new event.
- Promotion of tailor-made holiday/golf packages in Bulgaria on the various media platforms will have the Opportunity to win the ultimate golf holiday in Bulgaria



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Tournament of Champions Event Concept



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Tournament of Champions

Event Concept



Why Golf in Bulgaria

- Golf in Bulgaria is still in its infancy in terms of the sheer volume of facilities, but it is not short in any way when it comes to quality. Bulgaria has world-class facilities to offer e.g. Gary Player and Ian Woosnam's designed courses.
- Golf has an elite status in Bulgaria. The desire to be in this elite class will encourage the increasingly affluent middle class in Bulgaria to engage in golf
- Hosting an International event in Bulgaria will attract avid golfers from all around the world to come and play there, expanding local golf tourism.
- To re-enforce Bulgaria on the world sporting stage and promote Bulgaria as one of the favorite sporting and golf destination and expand the development of Golf and Golf Tourism in Bulgaria
- To provide Sponsors with opportunities to network with existing and potential clients in relaxed surroundings; along with their corporate brand image attributes and national / community support
- To increase Sponsors' corporate awareness and expand consumer / market 'touch-points'



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Tournament of Champions

Event Facts



Tournament Factsheet

- Blessings –Bulgarian Golf Association
- Patron of the Event – Ms. Daniela Bobeva Deputy P. M. of Bulgaria.
- Tournament Name – Tournament of Champions 2014
- Tournament Date – August 1st to 3rd , 2014 (54 Hole stroke play)
- Host Venue – RIU Pravets Golf & Spa in Bulgaria
- Professional Fee / Prize Purse – US\$ 350,000
- Participants - International Professional Golfers from India, USA, Europe, Bulgaria, Sri Lanka and South East Asia.
- Television Coverage – Highlights Program and Asian Tour Golf Show repeated several times globally (only for the first year)
- Playing Field – 24 International Professional Golfers



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Tournament of Champions

Benefits of Association (Title Sponsor)



Key benefits of association

(benefits listed on the basis of Title Sponsorship, and will vary depending on level of association)

- The Title Sponsor has an exclusive opportunity to build its partnership with Professional Golf Nationally and Internationally through the creation of a new Tournament.
- With the objectives of driving exposure of Tourism in Bulgaria, especially Golf Tourism, while creating unique consumer engagement initiatives, the Title Sponsor will be provided with a platform for significant brand building and strengthening by exposing its brand to a highly desired local and global golf audience.
- The Sponsorship package involves coverage to a potential audience



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Tournament of Champions

Benefits of Association (Title Sponsorship)



Benefits of association

(benefits listed on the basis of Title Sponsorship, and will vary depending on level of association)

Bulgaria Multimedia Solution

- Extensive coverage of Golf in Bulgaria through local and possibly Asian Tour Media's television distribution platform
- This comprehensively exposes the Title Sponsor to a highly desirable audience

Marketing "Blank Canvas"

- Essentially a multi-faceted marketing vehicle for the Title Sponsor to garner maximum exposure
- Graphics are customizable to suit Title Sponsor's branding and product marketing initiatives
- Marketing and promotions can be made via various platforms including TV, Print, Online, Social Media and mobile apps.
- Enhancement concepts that can cover several geographical markets or specific key markets of the Title Sponsor
- This platform will provide a valuable opportunity to create unique on-site touch points, branding and hospitality for client engagement



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Tournament of Champions

Benefits of Association (Title Sponsorship)



Benefits of association

(benefits listed on the basis of Title Sponsorship, and will vary depending on level of association)

Event Participation – Name and Logo

- Sponsor's name and logo included in Event's Composite Event logo
- Category exclusivity and Member of all Prize-Giving Presentation Parties
- Display(s) in Hospitality / Club House & Media areas (at Sponsor cost)

Event Marketing - PR & Media

- Press Conferences - Announcement, Pre / During the Event, Players / Celebrities
- Press Releases - Pre / During the Event, Announcement, Event Updates, Interviews
- Media Centre - Dedicated Facility for Event Media
- Highlights Show on World TV Platform along with local TV news coverage

Event Marketing - Hospitality

- Tournament Reception Hosted by Sponsor for VIP Guests and / or Players
- Pro-Am with VIP Guests / clients
- Event Hospitality - Breakfast / Lunch / Tea, Welcome Kits, Prize Presentations



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Tournament of Champions

Benefits of Association (Title Sponsorship)



Benefits of association

(benefits listed on the basis of Title Sponsorship, and will vary depending on level of association)

Event Participation – Television (TBC)

- Highlights Highlights Show
Magazine Segment (TBC)
Produced by Bulgarian National TV
- Advertising TV graphics (on Sponsor's cost - TBC)
- Distribution Possible Asian Tour Highlights Show
Possible Asian Tour Golf Show (Magazine Show)
Worldwide spread of Broadcast Partners
- Giveaways DVD packages for VIPs, guests, Pro-Am participants

Event Marketing – Direct and News Media

- Flyers to Sponsor / Partner Databases and Outlets, Golfing Community websites
- Websites Asian Tour and other Golfing Websites - Event Information / Updates
- Venue Branding Infrastructure / On-Course
- Event Collateral Printed collateral / Clothing

➤ Sponsor to be mentioned in the event boiler plate on all press releases relating to the Tournament



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Tournament of Champions

Benefits of Association (Title Sponsorship)



Benefits of association

(benefits listed on the basis of Title Sponsorship, and will vary depending on level of association)

Event Marketing – Advertisement

- Advertisement Print -Visibility through tie-ups with: National / Regional Newspapers & Magazines

Event Marketing – Logo Exposure

Sponsor's logo to appear on following elements:

- Backdrops: Welcome Boards, Press and Prize Presentation backdrop, Interview backdrop, Entrance and exit; archways or structures (if any)
- Print: Sponsor logo to be included in promotional and advertising material generated by the Tournament Sponsor will benefit from all tournament support print materials throughout the build-up period (dependent up on the commitment confirmation from the Sponsor) Tournament Poster, Draw Sheets, Stationary, Accreditation passes
- Online: Social media such as Twitter and Facebook. Including an online dedicated tournament website which will be linked to major tour websites such as the Asian Tour and PGTI websites



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Benefits of Association (Title Sponsorship)



Benefits of association

(benefits listed on the basis of Title Sponsorship, and will vary depending on level of association)

Event Marketing – Logo Exposure (Venue Branding)

- Branding infrastructure to include Banners / Flags, Venue Hoardings, Marquee / Grandstand Scoreboard / Leader-Boards (Main / On-Course / Hand-Held), Backdrops, Prize Presentation / Media backdrops, Media Centre, Hospitality Areas and Directional Signage
- On course branding to include - On-Course Runner Boards, Logo Boards, Tee Boards, Tee Markers, Pin Flags, Caddy Bibs, “Quiet Please” bats, ‘Hole in One’ Car Display (if any), TV Presenter Backdrop, Official Golf Carts
- Printed Materials (Composite Event name / logo prominent on all Printed Materials)
Score-cards / Draw-sheets / Posters / Flyers / Letter-heads / Envelopes
Media / Information docket and hand-outs, Accreditation badges / Invitations / Tickets / Car Park passes, Posters / Flyers, Event Program, Scorecards (Tournament / Pro-Ams), Media / Information Hand-Outs, Invitations / Parking Passes, Accreditation Badges
- Clothing to include Event Polo Shirts / Caps, Pro-Am / Hospitality Giveaways, Event Staff



Tournament of Champions Sponsorship Structure

Sponsorship structure for the event is:

- Title Sponsor – One (Category Exclusive)
- Platinum Sponsor – One (Category Exclusive)
- Gold Sponsor – One (Category Exclusive)
- Silver Sponsor – Two (Category Non-Exclusive)
- Co-Sponsors – Four (Category Non-Exclusive)
- Sanctioning Bodies – Two (Category Non-Exclusive)
- Official Media Partner – One (Category Exclusive)
- Official Airline Partner – One (Category Exclusive)
- Official Apparel Partner – One (Category Exclusive)
- Venue & Hospitality partner – One (Category Exclusive)



Tournament of Champions Sponsorship Structure



Sponsorship Level: Title Sponsor – (One - Category Exclusive)

Cost of Association: In cash USD 390000 Equivalent product:.....

Benefits	Title
Category Exclusivity	Yes
Designation	Title Sponsor
Pro-Am	20 Players
Pro-Am Prize Giving	8 invites
Event Hospitality	6 VIP passes per Tournament Day
Printed Collateral	Yes – On All
Press Conference	Attendance – All, Speak - All

Benefits	Title
On-Course Runner Boards (at Sponsor Cost)	12 Boards (Locations to be Agreed)
Press/ Interview Backdrop	Yes
Main Score-Board	Yes
Product Placement / Display (at Sponsor cost)	Yes
Pro-Am Goody Bag Gift or Discount Coupon	Yes



Tournament of Champions

Sponsorship Structure



Sponsorship Level: Diamond Sponsor – (One - Category Exclusive)

Cost of Association: In cash USD 150000 Equivalent product:.....

Benefits	Diamond
Category Exclusivity	Yes
Designation	Diamond Sponsor
Pro-Am	10 Players
Pro-Am Prize Giving	6 invites
Event Hospitality	5 VIP passes per Tournament Day
Printed Collateral	Yes – On All
Press Conference	Attendance – All, Speak - All

Benefits	Title
On-Course Runner Boards (at Sponsor Cost)	8 Boards (Locations to be Agreed)
Press/ Interview Backdrop	Yes
Main Score-Board	Yes
Product Placement / Display (at Sponsor cost)	Yes
Pro-Am Goody Bag Gift or Discount Coupon	Yes



Tournament of Champions

Sponsorship Structure



Sponsorship Level: Gold Sponsor – (One - Category Exclusive)

Cost of Association: In cash USD 110000 Equivalent product:.....

Benefits	Gold
Category Exclusivity	Yes
Designation	Gold Sponsor
Pro-Am	8 Players
Pro-Am Prize Giving	4 invites
Event Hospitality	4 VIP passes per Tournament Day
Printed Collateral	Yes – On All
Press Conference	Attendance – All, Speak - selective

Benefits	Gold
On-Course Runner Boards (at Sponsor Cost)	6 Boards (Locations to be Agreed)
Press/ Interview Backdrop	Yes
Main Score-Board	Yes
Product Placement / Display (at Sponsor cost)	Yes
Pro-Am Goody Bag Gift or Discount Coupon	Yes



Tournament of Champions Sponsorship Structure



Sponsorship Level: Silver Sponsor – (Two - Category Non-Exclusive)

Cost of Association: In cash USD 50000

Equivalent product:.....

Benefits	Silver
Category Exclusivity	Yes
Designation	Silver
Pro-Am	6Players
Pro-Am Prize Giving	1 invites
Event Hospitality	3 VIP passes per Tournament Day
Printed Collateral	Yes – On All
Press Conference	Attendance – All, Speak – selective

Benefits	Silver
On-Course Runner Boards (at Sponsor Cost)	4 Boards (Locations to be Agreed)
Press/ Interview Backdrop	Yes
Main Score-Board	Yes
Product Placement / Display (at Sponsor cost)	Yes
Pro-Am Goody Bag Gift or Discount Coupon	Yes



Tournament of Champions

Sponsorship Structure



Sponsorship Level: Co Sponsor – (Four - Category Non-Exclusive)

Cost of Association: In cash USD 10000

Equivalent product:.....

Benefits	Co Sponsor
Category Exclusivity	Yes
Designation	Co Sponsor
Pro-Am	2 Players
Pro-Am Prize Giving	None
Event Hospitality	2 VIP passes per Tournament Day
Printed Collateral	Yes – On All
Press Conference	Attendance – All, Speak – selective

Benefits	Co Sponsor
On-Course Runner Boards (at Sponsor Cost)	2 Boards (Locations to be Agreed)
Press/ Interview Backdrop	Yes
Main Score-Board	Yes
Product Placement / Display (at Sponsor cost)	Yes
Pro-Am Goody Bag Gift or Discount Coupon	Yes



Tournament of Champions

Sponsorship Structure



Sponsorship Level:

Official Partners (One in each following discipline - **Category Exclusive)**

Cost of Association: In cash USD 5000

Equivalent product:.....

With following specific benefits:

Benefits	Official Partner
Category Exclusivity	Yes
Designation	Official Partner
Pro-Am	2 Players
Pro-Am Prize Giving	None
Event Hospitality	1 VIP passes per Tournament Day
Printed Collateral	Yes – On All
Press Conference	Attendance – All, Speak – selective

Benefits	Official Partner
On-Course Runner Boards (at Sponsor Cost)	1 Boards (Locations to be Agreed)
Press / Interview Backdrop	Selective
Main Score-Board	Yes
Product Placement / Display (at Sponsor cost)	Yes
Pro-Am Goody Bag Gift or Discount Coupon	Yes



Tournament of Champions

Promoter of the Event



Role of Promoter for the Event will be:

Promoter will oversee the overall management of the tournament from budget management, liaising and negotiation with vendors, suppliers servicing the tournament related requirements, Promoter will:

- Consult and assist in strategizing all lead-up promotional activities with the sponsor and its promotions/PR department*
- Consult in selection of Host Venue; Manage all the F&B during the tournament
- Consult on requirements on Graphics, set ups, signage, displays, etc
- Conduct a full site check and develop a log review for the tournament
- Attend log review meetings and consult on the requirements needed
- Develop the artwork for printed materials & coordinate with the vendors
- Develop and assist in designing the main graphics if required.
- Liaise with both the Asian Tour and venue teams as necessary
- Conduct the press conference and Conduct and run the pro-am
- Liaise with Asian Tour media/television to fulfill all agreed sponsor requirements
- Conduct volunteer and scoring training
- Manage all debriefings with all parties concerned and be the point of contact for liaison
- Develop an event report within 8 weeks post tournament



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Thank You



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