



ISPS | WORLD HANDA | INVITATIONAL

PRESENTED BY MODEST! GOLF MANAGEMENT

28 July – 01 August 2021



ISPS HANDA WORLD INVITATIONAL 2021

After the event's success in 2019, the ISPS Handa World Invitational 2021 will become a **tri-sanctioned European Tour and LPGA Tour** event. This elevation to golf's global Tours is a genuine **game changer** for the event and for tournament golf in Northern Ireland.

The ISPS Handa World Invitational is the **first and only** event of its kind in the northern hemisphere. **Men and women professionals** compete on the **same golf courses**, at the **same time** and for the **same prize money**.

288 players, 144 men and 144 women, will compete for an even split of the **\$3 million purse**.



"We are leading the way and creating a genuine lasting legacy with this innovative and inclusive tournament. Our vision is to showcase the very best of men's and women's golf on an equal footing through the ISPS Handa World Invitational Men | Women, a world class tournament with a global reach."

- NIALL HORAN

HOLE SPONSOR PROPOSAL

Hole Sponsor packages are available for the ISPS Handa World Invitational 2021-2023.

As one of Ireland's premier sporting events, it creates fantastic business development, marketing and networking opportunities.

It is the perfect opportunity to align with an event focused on equality. The partnership provides numerous social events to enjoy with employees, clients and guests.

HOLE SPONSOR BENEFITS

Named Recognition

PR & Marketing

1 Massereene
Pro-Am Team

1 x On-Course Sign



4 VIP Hospitality
Places

Business
Networking

10 Tournament Day
Tickets

VIP Social
Functions

BRANDING

One on course sign to promote your business

- 3m x 1m signage
- Positioning to maximise exposure for spectators and TV coverage



Listed as Hole Sponsor for a designated hole and on event materials, for example:

- On event website
- In event brochures



DIGITAL MAGAZINE

- Listed as Hole Sponsor
- Distributed to databases
- Frequency of distribution increases as event approaches – monthly, fortnightly, weekly then daily during the event
- Opportunity to promote services offered in a ½ **page advert** in the pre event programme



The screenshot displays a digital magazine interface for the ISPS Handa World Invitational. At the top, it features the event logo and details: "GALGORM CASTLE NORTHERN IRELAND JUL 29 - AUG 1, 2021". Below this is a circular image of a golfer and social media hashtags: #WorldInvitational, #EuropeanTour, #LPGA, and #LET. The interface also includes logos for the LPGA, European Tour, and LET. A section titled "Latest Tournament Update" contains four panels: "SPONSORS" (a photo of a golfer on a green), "TEE-TIMES" (a Rolex clock), "LEADERBOARD" (a list of player names and scores), and "GETTING SOCIAL" (a social media post for the event).

EVENT SCHEDULE

	ON THE COURSE	OFF THE COURSE
MONDAY 26TH	PRACTICE DAY Golf 08:00-17:00 Galgorm Castle & Massereene Golf Club	
TUESDAY 27TH	PRACTICE DAY Golf 08:00-17:00 Galgorm Castle & Massereene Golf Club	PLAYER, SPONSORS & VIP PARTY VIPs and entertainment at Galgorm Resort
WEDNESDAY 28TH	PRO-AM DAY Golf 07:30-17:30 Galgorm Castle & Massereene Golf Club	PRO-AM DINNER Dinner and Prize Giving at Galgorm Resort & Massereene Golf Club

EVENT SCHEDULE

	ON THE COURSE	OFF THE COURSE
THURSDAY 29TH (LIVE TV Coverage)	TOURNAMENT DAY 1 07:30 Start both courses Galgorm Castle & Massereene Golf Club	BUSINESS BREAKFAST / CORPORATE HOSPITALITY Networking opportunities plus hospitality adjacent to 18th and On-site Activations
FRIDAY 30TH (LIVE TV Coverage)	TOURNAMENT DAY 2 07:30 Start both courses Halfway cut at end of play	LADIES' DAY / LPGA WOMEN'S SERIES Unique opportunity on dedicat- ed day to engage, inspire and unite women in business
SATURDAY 31ST (LIVE TV Coverage)	TOURNAMENT DAY 3 07:30 Start Galgorm Castle Third round cut at end of play	CORPORATE HOSPITALITY Adjacent to 18th, Entertainment, Tournament Village, Exhibitors, On-site Activations
SUNDAY 1ST (LIVE TV Coverage)	TOURNAMENT DAY 4 07:30 Start Galgorm Castle 17:00 Official prize giving	CORPORATE HOSPITALITY Adjacent to 18th, Entertainment, Tournament Village, Exhibitors, On-site Activations

PRO AM

Three invitations to participate in the Massereene Pro Am

- 1 male/female professional + 3 amateurs per team
- 18 hole Tour scramble
- Morning and afternoon shotgun starts
- Prizegiving and lunch/dinner for players, sponsors and VIP guests
- **Meeting and competing with celebrities!**

Wednesday 28th July, Massereene GC



VIP HOSPITALITY

Four VIP Hospitality places to be used on a day of your choice during the event (Thursday – Saturday)

- VIP Hospitality Pavilion located on the 18th green
- **Perfect opportunity to host your clients, customers and employees**
- Exclusive guestlist for business networking
- Breakfast, lunch and afternoon tea
- Complimentary bar including wine, beer and soft drinks
- On-site parking



WOMEN'S DAY

Invitation to attend the Women in Business and Sport event.

- Unique opportunity to engage and unite women in business and sport
- Selected guest speaker panel
- Strong focus on inspiring and celebrating women in business and sport

Friday 30th July, Galgorm Spa & Golf Resort



MEDIA VALUE

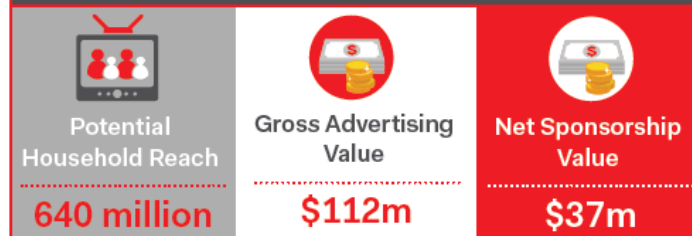
AT-A GLANCE: GLOBAL COVERAGE/MEDIA VALUE

Anticipated media and sponsorship performance based on previous European Tour data and 2019 ISPS Handa World Invitational Men | Women

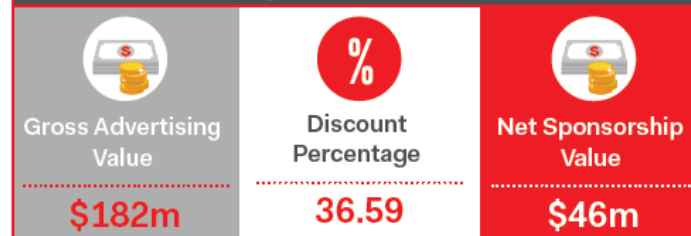
DEDICATED TV BROADCAST COVERAGE



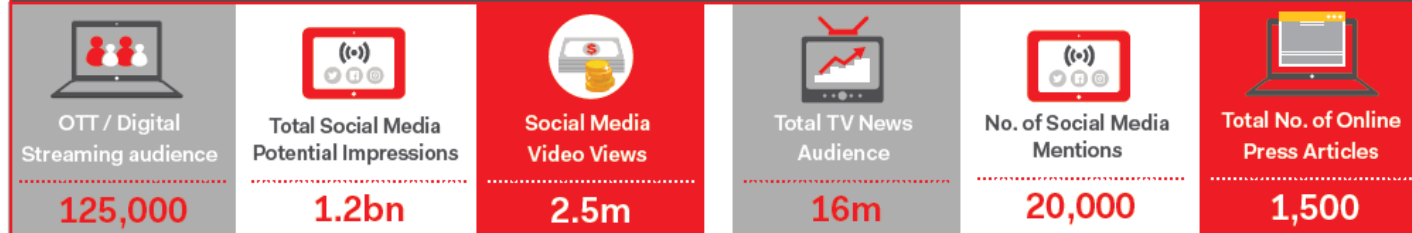
HOUSEHOLD REACH AND DEDICATED TV VALUE



VALUE - ALL MEDIA SOURCES



SECONDARY MEDIA



EXAMPLES OF MEDIA OUTLETS

The 2021 ISPS Handa World Invitational Men | Women will be shown live on Sky Sports and broadcast around the world through international networks and will include exclusive local coverage on BBC Northern Ireland.

- Sky Sports
- BBC
- Belfast Telegraph
- European Tour
- LPGA Tour
- Ladies European Tour
- Golf World
- Irish Golfer
- Tee to Green
- Golf Digest
- Women & Golf
- The Irish Times
- RTE
- Irish Independent
- The Times
- The Scotsman
- GolfPunk
- Give Me Sport

NIALL HORAN

The international star along with his Modest! Golf Management company will deliver unrivalled exposure for the ISPS Handa World Invitational.



41.1 million followers



26.6 million followers



9.4 million followers

SOME OF OUR SPONSORS...



HOLE SPONSOR PROPOSAL

Hole Sponsor Package

£4,750 + VAT per annum



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JUL 28 - AUG 1, 2021

FOR FURTHER INFORMATION

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