

LADIES GOLF TOURNAMENT PROPOSAL

Presented by
The Title Sponsor



Operated by:
Ladies Asian Golf Tour (LAGT)

Organized by:
The local Promoter / The Golf Club



LADIES ASIAN GOLF TOUR (LAGT)

- LAGT was started in 1983 by Ladies Asian Golf Tour Limited a company based in Japan, formally called Kosaido Ladies Asian Golf Circuit.
- The LAGT's main objectives are to:-
 - ❖ Contribute to Women Golf in Asian countries
 - ❖ Upgrade the global status of all women golfers
 - ❖ Encourage more Asian women to pursue golf as a profession
- The tour also emphasizes on Junior Girls Golf Programme with participating with professionals signed up with the Tour in 'off-site" community activities. These include golf clinics and school visits where potential junior golf talents can be discovered and trained under the programme.
- Primarily for woman professionals in Asia, the magnetic pull of the LAGT inaugural events held in high tourists-centered cities in Asia attracted players from outside the continent – USA, Canada, Wales, England, Sweden, Finland, Zimbabwe, Brazil, New Zealand and Australia



LAGT (cont)

- Players from the above-mentioned countries joined their Asian counterparts from Japan, China, Korea, Taiwan, Thailand, India, the Philippines, Malaysia, Singapore, Indonesia and Hong Kong in playing several legs of the inaugural tour for example:-
 - Macau Ladies Open, Macau
 - Hong Kong Ladies Open, Hong Kong
 - Thailand Ladies Open, Bangkok
 - Women's India Open, Delhi
 - Sanya Ladies Open, China
- LAGT's calendar will be generally divided into two halves:-
 - ❖ January-April
 - ❖ October-December
- The Tour is scheduled as such to allow players from the USLPGA, Ladies European Tour, Japan Tour and Korea Tour whose tours run from April to November, to play in the LAGT



LAGT (cont)

- The past tour schedule is as follows:
 - ❖ NT dollar 5,000, 000 Royal Open Taiwan (2012)
 - ❖ NT Dollar 6,000,000 Hitachi Classic Taiwan (2012)
 - ❖ USD150,000 Thailand Ladies Open (2012)
 - ❖ Yen 10,000,000 Miyazaki Ladies Open (2012)
 - ❖ Yen 20,000,000 Yumeya Open (2013)
 - ❖ USD150,000 Enjoy Jakarta Open (2012)
 - ❖ USD150,000 Hong Kong Ladies Open (2015 till to-date)
 - ❖ Euro 300,000 Sanya Ladies Open (2016)
 - ❖ Euro 350,000 Suzhou-Taihu Ladies Open (2012)
 - ❖ USD400,000 DLF Women's Indian Open (2017)
- For future, LAGT is focused on expanding the Tour to other Asian countries with Malaysia, Indonesia, Philippines, Sri Lanka, Vietnam, Cambodia and Japan as prime candidates to host one leg of the Tour

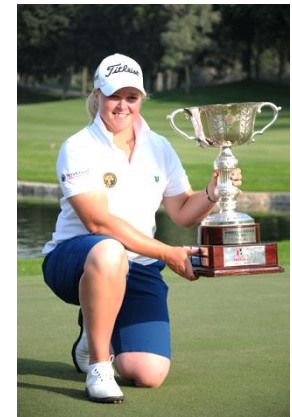


LAGT (cont)

- LAGT recognizes those countries as prime golfing destinations in Asia and has taken the initiative to work directly with local partners in ensuring that the events will be fixtures on the Ladies Asian Tour schedule.
- For example, Malaysia Selangor with its modern infrastructure, excellent facilities and over 40 golf courses (with the majority being of International tournament standards) would be LAGT's ideal choice to stage the Tour's reintroduction to Malaysia
- In view of the above, for example, LAGT Limited hereby invites Tourism Board of the Country to participate as the title sponsor of the inaugural Ladies National Open.
- It is our sincere hope that the partnership between Tourism as title sponsor and LAGT Limited as the operator would be for multiple years and hopefully the tournament would go on to be one of the most prestigious Ladies Golf Tournament in the World Golf Calendar



THE OPPORTUNITY



- An exciting **new** major event on the Ladies Asian Golf Tour in the country.
- Establishing the venue as an International hub for tourist activities, seminars, conferences and sporting events.
- Opportunity to capitalize on the high profile of US, European and Asian Ladies in golf and the resulting increased media and TV interest.
- A vehicle to promote Visit the country on the international stage



THE TOURNAMENT

- **Proposed Name**

- ❖ Ladies Title-Sponsor Open

- **Proposed Dates**

Between January - March or October – December

- **Approval**

- ❖ Ministries of Sports and Tourism

- **Players**

- ❖ Between 80 and 120 players from over 30 countries

- **Tournament Format**

- ❖ 54 holes stroke play

- **Proposed Prize Money**

- ❖ USD150,000 (minimum US\$100,000)



THE TOURNAMENT (cont)

- **Pro - Am**

- ❖ 3 amateurs & 1 professional per flight

- **Venue**

- ❖ 18 holes golf course with international standard

- **Ticketing**

- ❖ Free Entrance

- **Cocktail Reception**

- ❖ To be held with prize-giving for Pro-Am

- **Coaching Clinics**

- ❖ At Driving Range during tournament week



TOURNAMENT PROGRAMME

Monday	-	Players arrival
Tuesday	-	Practice Day/Registration
Wednesday	-	Pro Am and Cocktail Reception
Thursday	-	First Round
Friday	-	Second Round
Saturday	-	Final Round and Prize Presentation
Sunday	-	Players' departure



THE BUDGET (rough)

1. Prize Money (minimum)	USD 100,000
2. Pro-Am prize Money (50 pro players)	USD 5,000
3. Sanction Fee (LAGT only)	USD 10,000
4. Pre Tournament Site Visits (Tour Officials)	USD 2,000
5. Pro-Am event cost, play, caddie fee, function - TBC	USD 50,000
6. PR & Publicity (Media manager & Pixman)	USD 5,000
7. Official per diems (agreed number of staff x 7 days)	USD 2,000
8. Accommodation (10 officials – USD100, six nights)	USD 4,000
9. Airfare & Transportation (agreed No of staff – 8 pax)	USD 6,000
10. Local Referees' fee (4~5)	USD 4,000
11. Advertising & Promotion	USD 50,000
12. Volunteer workers (30 x 5 days)	USD 12,000
13. Others (Trophy, Welcome Dinner, Publicity Materials, On site Branding, Corporate Hospitality, Printing, Technical, Course, promoter, etc)	USD 40,000
TOTAL (rough estimate only)	USD 290,000
14. TV Production - optional	USD 50,000
15. Local transfer – optional	USD 10,000



THE INVITATION

- TOURISM BOARD to be the Presenting Sponsor of the Ladies Golf Tournament
- **Presenting Sponsorship Value**
 - ❖ More value than the invested money per year
- **Period of Sponsorship**
 - ❖ multiple years with option to renew sponsorship for another few years
- **Sponsorship Benefits**
 - ❖ *As stated in following pages of this proposal*



TV - optional

Format –

- 30 minutes highlights show for each event
- Full international broadcast quality style - part sport highlight, part lifestyle
- More mobile cameras to get closer to the action on the course
- Off-course highlights – traveling, visiting, entertainment, dining
- Overall – reality television meets golf television, YouTube

Broadcast –

- Pan Asia – FOX Sports
- Europe – Eurosports
- USA – The Golf Channel
- Korea – J Golf
- China – Guangdong TV plus 19 associated cable channels nationwide
- Key stations in Malaysia and Singapore
- Thailand – UBC

Audience-

- Total anticipated audience of 250 million



PRINT MEDIA

- The Ladies Asian Golf Tour (LAGT) media team will send all the latest news, tournament releases and about the Country Tourism to a list of many international newspapers/magazines and other publications, TV and radio networks and major websites including those of the major Ladies Tours.
- There will be a major Press Conference to announce the event with associated press releases – and periodical releases on players and tournament fact file.
- For each event there will be several releases, all using the Tourism Year logo and Ladies Asian Golf Tour Logo as headers.
- All releases will have pictures attached.



INTERNET WEBSITE

Official website :

Official tournament website will be under the Ladies Asian Golf Tour Official Website - <http://www.lagtpro.com> Tournament section with sponsor branding allocated on the front page of the official website, together with all tournament information, press releases, photo gallery. Pop-up banners sponsor advertising can be provided on the front page of official website.

Website partner:

Some of top golf website available, with on site reporters in the tournament, exclusive news and photo-flashes will be published in top pages.



PROMOTION

- Event promotional signages will be displayed in key areas throughout key roads leading to the venue.
- In addition there will be a souvenir programme book for local distribution.



TITLE SPONSOR BENEFIT

The Branding Title of the Event will also appear on:

- Four 3 x 1 meter advertising boards on the tee ground and green area or around the practice range and putting area near the clubhouse, main scoreboard
- 36 tee markers, optional
- All caddie bibs

Other benefits include:

- 2 pages of advertising in the event souvenir programme
- 2 pages of editorial in the souvenir programme
- The right to display products/services at the venue
- Spectator tickets on demand

Hospitality

- Invitation To Corporate Hospitality Area & Cocktail Reception

Pro Am Tournament

- Several teams from sponsors







THANK YOU

FOR MORE INFORMATION

Please contact Mr Koichi Kato at kato@lagtpro.com
or Mr. Ricky Takakuwa at ricky@lagtpro.com
Or Ms.Hew Kwee Fah at kweefahh006@gmail.com

