



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# TWO OF THAILAND'S TOP JUNIOR GOLF TOURS

2020 / 2021

## INTERNATIONAL SCHOOL GOLF TOUR THAILAND 2020 / 2021 FALDO SERIES THAILAND 2020 / 2021

*Two of Thailand's top junior golf tours - the International School Golf Tour Thailand 2020 / 2021 and Faldo Series Thailand 2020 / 2021, which attract the best junior golfers from all over Thailand, are offering a number of commercial sponsorship and partnership marketing opportunities.*

With the huge growth in popularity of golf both globally and in Asia over the past few years Thailand now has one Million active golfers, 247 golf courses, 35 professional tournaments and more than 100 junior events each year.

Golf is becoming an increasingly popular sport among school age children with many of the most respected international schools in Thailand recruiting highly skilled golf instructors and the sport is also a popular extracurricular activity for children of affluent families.

Both tours foster and nurture the next generation of Thailand's golfers... the juniors taking part are mostly from International Schools in Thailand with some spots also open to local competitors.

**The International School Golf Tour Thailand** - puts the spotlight on young talents from all over the country and gives them an opportunity to test their skills amongst their peers domestically and internationally as well as gain experience with golf competitions.

**Faldo Series Thailand** - part of Sir Nick Faldo's celebrated amateur series for upcoming talents aged between 12 and 21 provides an opportunity for young amateur golfers both boys and girls to participate in one of the most famous junior events in the world.

Winners of the International School Golf Tour Thailand have the chance to compete in the Faldo Series Thailand, with the winners of each Faldo Series age category competing in the Faldo Series Asia Final at the beautiful Laguna Langkow in Vietnam, presented by Sir Nick Faldo!

**Organised by Fore Management Group and Golf Development Asia** the tours offer an excellent chance for Sponsors and Partners to increase their brand value and awareness within the hi-end target of Thai Society.

**Be Part Of International School Golf Tour Thailand 2020 / 2021 and Faldo Series Thailand 2020 / 2021 Success - Become A Commercial Partner**





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## GOLF FACTS & FIGURES

### GOLF WORLDWIDE

**OVER 89 MILLION**  
GOLFERS WORLDWIDE

**OVER 208 COUNTRIES**  
GOLF PLAYED IN

**35 NEW FEDERATIONS**  
CREATED FOLLOWING INCLUSION  
OF GOLF @ 2016 OLYMPIC GAMES

**WORLD'S #1**  
INDIVIDUAL SPORT

**ASIA'S FASTEST**  
GROWING SPORT

### GOLF IN THAILAND

HUGE GROWTH  
**15,076**  
NUMBER OF REGISTER  
PLAYERS WITH THAI  
GOLF ASSOCIATION

**247**  
NUMBER OF GOLF  
COURSES IN THAILAND

**1 MILLION**  
ACTIVE GOLFERS IN THAILAND

**35**  
PROFESSIONAL  
TOURNAMENTS EACH YEAR

### JUNIOR GOLF IN THAILAND

**10**  
JUNIOR  
TOURS  
A YEAR

**OVER 100**  
JUNIOR TOURNAMENTS  
EACH YEAR

Source - Thai Golf Association

## JUNIOR GOLF TOURS IN THAILAND

There are currently 10 Junior Golf Tours in Thailand:

International Schools Golf Tour  
Faldo Series Thailand  
Thailand Junior Golf Federation  
GSB Thailand Kids Golf Step Up Tournament  
Thailand Kids Golf Tour

Future Junior Golf Thailand  
US Kids Golf Local Tour Thailand  
TGA-Singha Junior Golf Ranking  
TrueVisions Junior Golf Tour  
Chang Thailand Junior Golf Tour





## COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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## SPONSORSHIP PACKAGES

International School Golf Tour Thailand and Faldo Series Thailand 2020 / 2021 have developed commercial sponsorship and partnership marketing packages to suit differing levels of needs:

### INTERNATIONAL SCHOOL GOLF TOUR 2020 / 2021

#### TIER 1: TITLE & PRESENTING SPONSORS

1 x Title Sponsor with naming rights to International School Golf Tour Thailand 2020 / 2021  
1 x Presenting Sponsor with naming rights to International School Golf Tour Thailand 2020 / 2021

#### TIER 2: OFFICIAL PARTNERS

6 x Official Partners of International School Golf Tour Thailand 2020 / 2021 from non-competing categories

#### TIER 3: OFFICIAL SUPPLIER PARTNERS

Up to 10 x Official Supplier Partners from different industries providing supplies and support for International School Golf Tour Thailand 2020 / 2021. These include Official Supplier Partners in the following sectors:

Airline	Clothing	Relocation	Travel & Tourism
Auto	Courier	Recruitment	
Banks & Financial Services	Destinations	Sports & Soft Drinks	
Beer	Mobile Communications	Ticketing	

#### TIER 3: OFFICIAL MEDIA PARTNERS

Up to 10 x Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social

### FALDO SERIES THAILAND 2020 / 2021

#### TIER 1: TITLE & PRESENTING SPONSORS

1 x Title Sponsor with naming rights to Faldo Series Thailand 2020 / 2021  
1 x Presenting Sponsor with naming rights to Faldo Series Thailand 2020 / 2021

#### TIER 2: OFFICIAL PARTNERS

6 x Official Partners of Faldo Series Thailand 2021 from non-competing categories

#### TIER 3: OFFICIAL SUPPLIER PARTNERS

Up to 10 x Official Supplier Partners from different industries providing supplies and support for Faldo Series Thailand 2020 / 2021. These include Official Supplier Partners in the following sectors:

Airline	Clothing	Relocation	Travel & Tourism
Auto	Courier	Recruitment	
Banks & Financial Services	Destinations	Sports & Soft Drinks	
Beer	Mobile Communications	Ticketing	

#### TIER 3: OFFICIAL MEDIA PARTNERS

Up to 10 x Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social

### BOTH EVENTS

#### SPECIAL ONE-OFF PACKAGES

Naming rights to Hole-In-One  
Naming rights to Tournament Buggies

SERIES





## COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# INTERNATIONAL SCHOOLS GOLF TOUR THAILAND

2020 / 2021

*The International Schools Golf Tour (ISGT) Thailand 2020 / 2021 is an open Invitational Golf Tour to all International School students wishing to enter with 140 children at each event*

<b>MINIMUM OF 6</b> One-day Invitational Events	<b>VENUES</b> Hosted By International Schools @ Venues Around Thailand	<b>TIMING</b> On Weekends Within School Terms October 2020 - March 2021
<b>PRIZES</b> Individual & Team Scratch & Nett Order Of Merits	<b>FORMAT &amp; RANKING</b> 36 Hole Events - Qualifying For Junior Scoreboard Ranking Points	<b>FALDO SERIES</b> Top Male & Female Golfer From Each Event Win An Exemption Into The Next Multiday Faldo Series Event

## INTERNATIONAL SCHOOL DEMOGRAPHICS - THAILAND

<b>SCHOOL FEES</b> 300,000 to 1.1 Million THB p.a.	<b>800</b> Average Pupils @ Each School	<b>HIGH NETWORTH INDIVIDUALS</b> Families In Thailand's Top Wealth Demographic
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## ISGT THAILAND 2019 / 2020 CALENDAR

EVENT NAME	DATE	VENUE	HOST
ISGT Harrow Invitational	6 <sup>th</sup> October 2019	Bangkok Golf Club / Lam Lukka Country Club (tbc)	Harrow International School
ISGT Shrewsbury Invitational	17 <sup>th</sup> November 2019	Suwan Golf & Country Club	Shrewsbury International School
ISGT Norwich Invitational	2 <sup>nd</sup> February 2020	The Vintage Club	Norwich International School
ISGT Regents Pattaya Invitational	1 <sup>st</sup> March 2020	Burapha / Pattana Golf Resort	Regents International School
ISGT Wellington Invitational	8 <sup>th</sup> March 2020	Lotus Valley Golf Resort	Wellington International School
ISGT Battle for The International Schools Trophy	28 <sup>th</sup> - 29 <sup>th</sup> March 2020	Lotus Valley Golf Resort	



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# INTERNATIONAL SCHOOLS GOLF TOUR THAILAND

2020 / 2021

## PARTICIPATING SCHOOLS

INTERNATIONAL SCHOOLS GOLF TOUR (ISGT) THAILAND 2019 / 2020



**HARROW**  
INTERNATIONAL SCHOOL  
BANGKOK



**Bangkok Pattana School**  
*The British International School in Thailand*  
Established 1957



**BROMSGROVE**  
INTERNATIONAL SCHOOL  
THAILAND



**WELLINGTON COLLEGE**  
INTERNATIONAL SCHOOL BANGKOK



**TRAILL**  
INTERNATIONAL SCHOOL

There are currently five schools participating in ISGT Thailand 2019 / 2020

- Harrow International School, Bangkok
- Shrewsbury International School, Bangkok
- Norwich International School, Bangkok
- Wellington International School
- Regents International School, Pattaya

with plans to add a further five schools for ISGT Thailand 2020 / 2021

- Bangkok Pattana School - The British International School in Thailand - Pattana Invitational at Thana City
- The Americans School of Bangkok - Eagle Cup at Green Valley Golf Club
- Bromsgrove International School Thailand - Bromsgrove Invitational at Windsor Park Golf & Country Club
- Wellington College International School Bangkok - Wellington Invitational at The Royal Lat Krabang Golf Club
- TRAILL International School - Traill Invitational at Lotus Valley







## COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# FALDO SERIES THAILAND

2020 / 2021

*The Faldo Series was established in 1996 by Sir Nick Faldo to provide golfing opportunities for young people.*

*Since its creation the Faldo Trust now has over 40 different tournaments taking place in 30 different countries with over 5,000 golfers participating each year. Past winners include Major Champions Rory McIlroy and Yani Tseng.*

### MINIMUM OF 3

54 Hole Tournaments  
140 GOLFERS  
Per Tournament

### VENUES

Three Tournaments Held In Phuket,  
Pattaya & Hua Hin.

### TIMING

3 x Thailand Events  
September 2020 and January 2021  
Final - Laguna Langkow, Vietnam March 2021

### PRIZES

All Expenses Paid Entry To The Faldo  
Series Asia Grand Final, Vietnam, March  
2021 - For The Order Of Merit Winners  
From Five Age Categories

### MINI TOURNAMENTS

Each Tournament Has An Additional  
Mini Faldo Tournament For U13 & U11

### AGE CATEGORIES

Male U21, U18 & U16  
Female U21 & U16

## MISSION

- Provide a competitive Golf Tour to grow golf across Asia
- Develop opportunities for all golfers within the golfing industry
- Provide elite opportunities to support the development of professional golfers within Asia
- Provide a pathway and exposure to further education within the US, UK and around the world

## FALDO SERIES TOURNAMENTS CALENDAR 2019 / 2020

EVENT	DATES	VENUE	HOST
Faldo Series Phuket	27 <sup>th</sup> - 29 <sup>th</sup> September 2019	Laguna Golf Phuket	British International School Phuket
Faldo Series Hua Hin	5 <sup>th</sup> - 7 <sup>th</sup> December 2019	Banyan Golf Club	Shrewsbury International School
Faldo Series Pattaya	23 <sup>rd</sup> - 25 <sup>th</sup> January 2020	Burapha / Pattana Golf Resort	Rugby School Thailand

## FALDO SERIES ASIA FINAL

The Asia Grand Final Tournament is a 54-hole WAGR event hosted by Sir Nick Faldo.

The Faldo Series Asia Final will be hosted at the beautiful Laguna Langkow in Vietnam, an hour south from Danang.

- Providing an internationally recognised elite golfing stage
- The winners of the Asia Grand Final are invited to compete at the Faldo Series European Grand Final
- The champion Boy and Girl receive an invite to play in a professional Tour Event

SERIES



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## WHY GET INVOLVED?

An association with The International School Golf Tour Thailand 2020 / 2021 and Faldo Series Thailand 2020 / 2021 allows Sponsors and Partners the opportunity to promote their products and services in a unique setting. Sponsors & Partners benefit in many ways, including...



### BRAND EXPOSURE

Branding at all events and event collateral

EVENT	PLAYER & OFFICIALS	BROADCAST
Golf Course Advertising Boards - Tee Boxes & On Course Welcome Boards, Presentation Backdrop, Scoreboard & LED Screens Media / Press Conference Rooms Backdrop Sponsor Booths - On Course & Registration Scorecards Buggies	On Polo Shirts, Caps, Caddie Bibs & Towels	Coverage With Media Partners



### PR & MEDIA PARTNERS

#### PR & PROMOTIONAL CAMPAIGN

Inclusion In ISGT Thailand & Faldo Series  
Thailand Are Hot News!

#### MEDIA PARTNERS

Editorial and Advertising Opportunities  
With Media Partners

#### CORPORATE PROMOTIONAL VIDEO

Inclusion In 1-Minute Event Promotional Video  
& 30 Second Event Launch Video



### MARKETING, PR, ADVERTISING & BRAND VALUE THROUGHOUT THE EVENT

TITLE & PRESENTING 6M BAHT	OFFICIAL PARTNER 3M BAHT	OFFICIAL SUPPLIER / MEDIA PARTNER 1.5M BAHT
4.5M BAHT - PRINT, MEDIA & PUBLICATIONS 250,000 BAHT - EVENT VIDEO 250,000 BAHT - CORPORATE VIDEO 750,000 BAHT - BRANDING AT ALL EVENTS 250,000 BAHT - BRANDING ON ALL COLLATERAL	2.25M BAHT - PRINT, MEDIA & PUBLICATIONS 250,000 BAHT - EVENT VIDEO 400,000 BAHT - BRANDING AT ALL EVENTS 100,000 BAHT - BRANDING ON ALL COLLATERAL	1.2M BAHT - PRINT, MEDIA & PUBLICATIONS 200,000 BAHT - BRANDING AT ALL EVENTS 100,000 BAHT - BRANDING ON ALL COLLATERAL

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MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS  
ORGANISED BY FORE MANAGEMENT GROUP & GOLF DEVELOPMENT ASIA





## COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

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## WHY GET INVOLVED?

### PROMOTION MATERIAL & MARKETING COLLATERAL

Distribution of Sponsor promotional materials at International School Golf Tour Thailand 2020 / 2021 and Faldo Series Thailand 2020 / 2021 functions throughout the season, and display of Sponsor supplied banners.

Logo on all: Media / Press Materials; Event Programmes; Press Conferences.

### EXPERIENTIAL MARKETING

Sampling of products to Schools, Parents & Pupils via on site pop up booths at events and via online and social media.

### DIGITAL & SOCIAL RIGHTS

Inclusion in social media activity...

### MERCHANDISING

The opportunity to produce joint branded merchandise e.g. Polo-shirts, caps, jackets.

### HOSPITALITY & NETWORKING

Invite To Faldo Series Asian Final - March 2021  
VIP Passes to any networking events & dinners  
Access to over 500 prospective clients (parents)



#### ISGT THAILAND

<https://www.foremanagement.com/>  
<https://www.golfdevelopmentasia.com/>



#### FACEBOOK

<https://www.facebook.com/foremanagementgroup/>  
**1,982 FOLLOWERS**



#### INSTAGRAM

[https://www.instagram.com/fore\\_mgmt/](https://www.instagram.com/fore_mgmt/)  
**298 FOLLOWERS**



#### FALDO SERIES THAILAND

<https://faldoseries.com/>



#### FACEBOOK

<https://www.facebook.com/faldoseries>  
**6,050 FOLLOWERS**



#### INSTAGRAM

<https://www.instagram.com/faldoseries/>  
**901 FOLLOWERS**



#### TWITTER

<https://twitter.com/faldoseries>  
**3,040 FOLLOWERS**



As at September 2019

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MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS  
ORGANISED BY FORE MANAGEMENT GROUP & GOLF DEVELOPMENT ASIA



## COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

INVENTORY OF RIGHTS - INTERNATIONAL SCHOOL GOLF TOUR THAILAND 2020 / 2021	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNER
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### CATEGORY EXCLUSIVITY & TITLE RIGHTS ISGT THAILAND 2020 / 2021

#### Rights to titles for PR & advertising use ...

"[Title Sponsor Name] International School Golf Tour Thailand 2020 / 2021 presented by [Presenting Sponsor Name]"	Yes		
"Official Partner [Title Sponsor Name] International School Golf Tour Thailand 2020 / 2021 presented by [Presenting Sponsor Name]"		Yes	
"Official [Supplier Sector] Partner [Title Sponsor Name] International School Golf Tour Thailand 2020 / 2021 presented by [Presenting Sponsor Name]"			Yes
"Official Media Partner [Title Sponsor Name] International School Golf Tour Thailand 2020 / 2021 presented by [Presenting Sponsor Name]"			Yes
Product Exclusivity	Yes	Yes	Yes

### BRANDING & INTELLECTUAL PROPERTY RIGHTS: ISGT THAILAND 2020 / 2021

#### BRANDING - EVENT ISGT THAILAND 2020 / 2021

Golf Course Advertising Boards - Tee Boxes & On Course Media / Press Conference Rooms Backdrop	Prominent	Less Prominent	Less Prominent
Welcome Boards, Presentation Backdrop, Scoreboard & LED Screens	Prominent	Less Prominent	Less Prominent
Sponsor Booths - On Course & Registration	Yes	Yes	
Logo On Scorecards	Yes		
Logo On Buggies	Yes		
Media / Press Conference Rooms & Media Backdrop	Prominent	Less Prominent	Less Prominent

#### BRANDING - PLAYERS & OFFICIALS ISGT THAILAND 2020 / 2021

Logo On Players: Shirts	Yes (Left Chest)	Yes (Sleeve)	
Logo On Players: Caps	Yes (Front)	Yes (Side)	
Logo On Caddie Bibs & Bags	Yes (Front)	Yes (Back)	
Logo On Towel			Yes

INVENTORY OF RIGHTS - INTERNATIONAL SCHOOL GOLF TOUR THAILAND 2020 / 2021	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNER
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### MEDIA & PR RIGHTS ISGT THAILAND 2020 / 2021

Inclusion In Promotional Campaign	Yes	Yes	Yes
Logo on all: Media / Press Materials; Event Programmes; Press Conferences	Yes	Yes	Yes
Inclusion In Media Partner Coverage	Yes	Yes	Yes
Logo Exposure In 1-Minute Promotional Video	Yes	Yes	Yes
Inclusion In 30-Second-Event Launch Video	Yes		
Event Celebrity Players - Access For Advertising, Promotional & PR Campaigns	Yes	Yes	Yes
Advertisement In Any Event Programme Produced	1 x Page	1/2 Page	1/4 Page

### EXPERIENTIAL MARKETING ISGT THAILAND 2020 / 2021

Sampling Of Products Via On Site Pop Up Booths And Via Online And Social Media.	Yes	Yes	Yes
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### DIGITAL & SOCIAL RIGHTS ISGT THAILAND 2020 / 2021

Branding On Website Partners Page	Prominent	Less Prominent	Less Prominent
Part Of Digital Engagement Programme - Including Integrating Brand Messages & Logos Into ISGT Website & Social Page/s	Yes	Yes	Yes
Branded Content - Development Of & Access To ISGT Email Marketing Campaigns To Promote Sponsor Brand	Yes	Yes	Yes

### MERCHANDISING RIGHTS ISGT THAILAND 2020 / 2021

Joint Branded Merchandise - Opportunity To Produce. E.G. Logos On Specially Produce Merchandise E.G. Polo-Shirts, Caps, Jackets Etc.	Yes	Yes	
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### HOSPITALITY & NETWORKING RIGHTS ISGT THAILAND 2020 / 2021

Invite To Faldo Series Asian Final - March 2021	Yes		
VIP Passes To Any Networking Events & Dinners	Yes	Yes	Yes
Access To Over 500 Parents	Yes	Yes	

## COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

INVENTORY OF RIGHTS - FALDO SERIES THAILAND 2020 / 2021	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNER
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### CATEGORY EXCLUSIVITY & TITLE RIGHTS FALDO SERIES THAILAND 2020 / 2021

#### Rights to titles for PR & advertising use ...

Rights to titles for PR & advertising use ...	Yes		
"[Title Sponsor Name] Faldo Series Thailand presented by [Presenting Sponsor Name]"		Yes	
"Official Partner [Title Sponsor Name] Faldo Series Thailand presented by [Presenting Sponsor Name]" presented by [Presenting Sponsor Name]"			Yes
"Official [Supplier Sector] Partner [Title Sponsor Name] Faldo Series Thailand presented by [Presenting Sponsor Name]" presented by [Presenting Sponsor Name]"			Yes
"Official Media Partner [Title Sponsor Name] Faldo Series Thailand presented by [Presenting Sponsor Name]" presented by [Presenting Sponsor Name]"	Yes	Yes	Yes

#### Product Exclusivity

### BRANDING - EVENT FALDO SERIES THAILAND 2020 / 2021

Golf Course Advertising Boards – Tee Boxes & On Course	Prominent	Less Prominent	Less Prominent
Media / Press Conference Rooms Backdrop	Prominent	Less Prominent	Less Prominent
Welcome Boards, Presentation Backdrop, Scoreboard & LED Screens	Yes	Yes	
Sponsor Booths – On Course & Registration	Yes		
Logo On Scorecards	Yes		
Logo On Buggies	Prominent	Less Prominent	Less Prominent

#### Media / Press Conference Rooms & Media Backdrop

Logo On Players: Shirts	Yes (Left Chest)	Yes (Sleeve)	
Logo On Players: Caps	Yes (Front)	Yes (Side)	
Logo On Caddie Bibs & Bags	Yes (Front)	Yes (Back)	
Logo On Towel			Yes

INVENTORY OF RIGHTS - FALDO SERIES THAILAND 2020 / 2021	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNER
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### MEDIA & PR RIGHTS FALDO SERIES THAILAND 2020 / 2021

Inclusion In Promotional Campaign	Yes	Yes	Yes
Logo on all: Media / Press Materials; Event Programmes; Press Conferences	Yes	Yes	Yes
Inclusion In Media Partner Coverage	Yes	Yes	Yes
Logo Exposure In 1-Minute Promotional Video	Yes	Yes	Yes
Inclusion In 30-Second-Event Launch Video	Yes		
Event Celebrity Players - Access For Advertising, Promotional & PR Campaigns	Yes	Yes	Yes
Advertisement In Any Event Programme Produced	1 x Page	½ Page	¼ Page

### EXPERIENTIAL MARKETING FALDO SERIES THAILAND 2020 / 2021

Sampling Of Products Via On Site Pop Up Booths And Via Online And Social Media.	Yes	Yes	Yes
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### DIGITAL & SOCIAL RIGHTS FALDO SERIES THAILAND 2020 / 2021

Branding On Website Partners Page	Prominent	Less Prominent	Less Prominent
Part Of Digital Engagement Programme - Including Integrating Brand Messages & Logos Into FST Website & Social Page/s	Yes	Yes	Yes
Branded Content - Development Of & Access To FST Email Marketing Campaigns To Promote Sponsor Brand	Yes	Yes	Yes

### MERCHANDISING RIGHTS FALDO SERIES THAILAND 2020 / 2021

Joint Branded Merchandise - Opportunity To Produce. E.G. Logos On Specially Produce Merchandise E.G. Polo-Shirts, Caps, Jackets Etc.	Yes	Yes	
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### HOSPITALITY & NETWORKING RIGHTS FALDO SERIES THAILAND 2020 / 2021

Invite To Faldo Series Asian Final - March 2021	Yes		
VIP Passes To Any Networking Events & Dinners	Yes	Yes	Yes
Access To Over 500 Parents	Yes	Yes	



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## ORGANISERS

### FORE MANAGEMENT GROUP

FORE Management Group was formed in December 2016 bringing a new chapter of golf event management to Thailand and South East Asia.

FORE Management Group has become one of Asia's leading Golf and sport management companies. This is largely due to the company's unique blend of experienced industry executives. Fore brings to bear a management team with experience ranging from international golf course management, to include maintenance and construction, as well as event management at the highest level.

The company also organised the World Corporate Golf Championship Thailand and was awarded WCGC Licensee of the Year 2019, chosen as the best licensee from over 30 countries taking part.

#### Chris Watson - Managing Director

Chris has over 15 years events management experience and over 8 years experience of working as a General Manager in Asia in the golf industry. Chris was also responsible for the successful Pre Opening and Opening of Leadbetter Academies in Bangkok and Bangladesh. Chris's drive and enthusiasm is the driving force in day to day business.

#### Scott Hend - Managing Partner

Scott has been a golf professional since 1997, having played on golf tours all over the world winning 14 tournaments worldwide in his career. Scott's knowledge of the golfing industry and connections worldwide make him a key part of the Fore team.

#### David Atchison - Managing Partner

David owns multiple successful IT Businesses in the Middle East, being a keen golfer himself he brings a strong and experienced business head to complete our team.

#### Michael Moir - Managing Partner

Mike the founder of Fenix XCell, one of Asia's largest Golf Apparel brands. Michael created the brand 6 years ago and now has distribution in 16 countries and a large corporate clientele who are all involved in golf and events. ([www.fenixxcell.com](http://www.fenixxcell.com)) Mike's extensive contacts and connections are vital in moving Fore forward and becoming a force within in the golf Industry.

### GOLF DEVELOPMENT ASIA

Golf Development Asia (GDA) mission is to increase golf participation and enthusiasm within junior golf across Asia.

GDA's founder and CEO, Fredrik Edmunds, is both a PGCE qualified Secondary School Science teacher and touring golf professional. He draws upon his background in teaching and experiences of life on tour, to offer GDA's extensive opportunities within a safe environment.

GDA provides junior golfers with opportunities to develop transferable life skills and values that can be learnt through golf, inspiring a passion for sport that will continue to give joy and health throughout their lives.

#### Fredrik Edmunds - Director & Founder

Freddie has over 3 years teaching experience as a Senior School Science teacher both in a UK Boarding School (Wellington College, Crowthorne) and internationally (Shrewsbury International School Bangkok). He has been responsible for the development of the School's Golf Programmes and event management of their tournaments (including Invitationals, Family Golf Days, and FOBISIA). Freddie is also a Touring Professional having competed on to ADT, PGA China, and PGTA golf tours around Asia.



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2020 / 2021

## CONTACT

### FORE MANAGEMENT GROUP

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#### Chris Watson - Managing Director (English Speaking)

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### GOLF DEVELOPMENT ASIA CO., LTD.

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1106 Sukhumvit Road  
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Klongtoey District  
Bangkok 10110  
<https://www.golfdevelopmentasia.com>

#### Fredrik Edmunds - Director & Founder GDA (English Speaking)

Email: [fredrik@golfdevelopmentasia.com](mailto:fredrik@golfdevelopmentasia.com)  
Phone: +66 9 8523 1749

### PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road  
Bovornives  
Pranakorn  
Bangkok 10200  
Thailand  
Tel. / Fax: +66 2622 0605 - 7  
[www.paulpoole.co.th](http://www.paulpoole.co.th)

#### Paul Poole - Managing Director (English Speaking)

Email: [paul@paulpoole.co.th](mailto:paul@paulpoole.co.th)  
Tel. +66 8 6563 3196

#### Udomporn Phanjindawan - Personal Assistant (Thai / English Speaking)

Email: [udomporn@paulpoole.co.th](mailto:udomporn@paulpoole.co.th)  
Tel. +66 8 6382 9949



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