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MENA

GOLF TOUR



**OFFICIAL WORLD RANKING -
PROFESSIONAL & AMATEUR GOLF TOUR**



MENA Golf Tour Thailand Swing 2017

Pattana Golf & Sports Resort, Thailand

15th - 19th May 2017

Amateur and professional golfers from around the world will descend on Pattana Golf Club & Resort in May 2017 as it hosts the seventh edition of the MENA Golf Tour.

Launched in 2011, the annual MENA Golf Tour was recognised as an Official Tour from 2016 with Official World Ranking status and currently hosts 22 tournaments across nine countries in the Middle East, Europe, South Africa and Asia.

An initiative from the Shaikh Maktoum Golf Foundation, the MENA (Middle East and North Africa) Golf Tour is aimed at the best MENA national amateur and professional players, along with eligible players from the around the world, giving them an opportunity to develop their golfing skills and forge strong networks with a pool of international players.

As well as three days of golf action, a number of social and supporting events will take place during the five day event, including:

- **Event Expo**
- **Pre-tournament VIP Dinner with VIPs**
- **Awards Ceremony**
- **After Party**

A 30-minute television highlight show will be broadcast on True Vision, Fox Sports, OSN Sports, Dubai Sports, Ten Golf and Super Sports.

The Pattana Golf & Sports Resort event is part of the MENA Golf Tour's Asia Swing - with two other events taking place in Thailand at Banyan Golf Club in Hua Hin and Mountain Creek Golf Resort in Korat - a testament to the rising popularity of golf in Asia and Thailand's excellent golfing environment.

QUICK FACTS

LOCATION: Pattana Golf & Sports Resort, Sri Racha, Chonburi, Thailand

DATE: 15th - 19th May 2017

PLAYERS: 125 players from all over the world including additional playing slots available for Thai players

FORMAT: Stroke play event held over 72 holes. First cut after 18 holes, Second cut after 36 holes with top 10 amateurs proceeding



**Integrate your marketing
with MENA Golf Tour
Thailand Swing 2017...**

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PACKAGES

MENA Golf Tour Thailand Swing 2017 has a comprehensive commercial sponsorship and partnership marketing programme with packages developed to suit differing levels of needs:

TIER 1 - Title & Presenting Sponsors

- Title Sponsor & Presenting Sponsor for MENA Golf Tour Thailand Swing 2017

TIER 2 Co-sponsors

- Up to 6 x Co-sponsors from non-competing categories for MENA Golf Tour Thailand Swing 2017

TIER 3 - Official Suppliers & Media Partners - Specific Events

- Up to 10 x Official Suppliers providing goods & services that are essential for MENA Golf Tour Thailand Swing 2017
- Up to 10 x Media Partners for MENA Golf Tour Thailand Swing 2017

TIER 4 - Exhibitor Only Packages

- Packages for businesses to exhibit only at MENA Golf Tour Thailand Swing 2017

WHY GET INVOLVED?

Association with MENA Golf Tour Thailand Swing 2017 offers sponsors numerous benefits including:

Image Enhancement - associate with a spectacular international golf event, healthy lifestyle and premium living community

Brand Exposure - raising brand awareness of products and services and association with a leading international event and the Golf lifestyle market

Hospitality & Networking Opportunities - opportunity to entertain and network with the attendee target audiences. Meet with business leaders and professionals from all sectors

Experiential Marketing - exposure to over 3,000 event attendees with a booth and sampling opportunities in the Expo Village, workshops & press events

Integrated Marketing - local and international media exposure across multiple media channels

CSR - promote a healthy lifestyle for adults & children

Merchandising - the event offers opportunities for sponsors to produce joint branded merchandise that can be used as giveaways to media, competitors

Companies associating with MENA Golf Tour Thailand Swing 2017 tie in with the following values: Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.



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GOLF IN THAILAND

With an impressive portfolio of world-class courses, Thailand has already established its credentials as one of the most popular golf destinations in the world and the addition of the MENA Golf Tour Thailand Swing 2017 event at Pattana will further realise the country's huge tourism potential.

The MENA Golf Tour provides a great opportunity for Thai golf talent to gain valuable World Ranking Points and promote the game of golf in Thailand.

Thailand has many professional players on Tours around the world including:

THAI MEN PROFESSIONAL GOLFERS

Kiradech Aphibarnrat
Wisut Artjanawat
Danthai Boonma
Chapchai Nirat
Chinnarat Phadungsil
Thitiphun Chuayprakong

Jazz Janewattananond
Pariya Junhasavasdikul
Phachara Khongwatmai
Chawalit Plaphol
Prayad Marksaeng
Prom Meesawat

Boonchu Ruangkit
Poom Saksansin
Natipong Srithong
Thammanoon Sriroj
Thanyakon Khongpha
Thaworn Wiratchant

Thongchai Jaidee
Udom Duangdech
Arnond Vongvanij



THAI WOMEN PROFESSIONAL GOLFERS

Chirapat Jao-Javanil
Ariya Jutanugarn
Naree Song

Moriya Jutanugarn
Virada Nirapathpongorn
Thidapa Suwannapura

Pornanong Phatlum
Aree Song



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EVENT SCHEDULE

TIMING	ACTIVITY
Monday 15th May	Pro-am / Official Practice day
Tuesday 16th May	Qualify Session day I
Wednesday 17th May	Qualify Session day II
Thursday 18th May	Round 2
Friday 19th May	Final Round

MAIN EVENT

Each MENA Golf Tournament is a stroke play event held over four rounds or 72 holes.

Round 1

Qualifying sessions.

Round 2

The Top 50 + ties (Including both professionals & amateurs) proceeding to the final round. The top 10 Amateurs and ties will qualify to make the cut, even if they are not positioned within the top-50.

Final Round

In the event of a tie for first place, a 'sudden death', play-off will take place to determine the winner. The holes to be used for the play-off will be advised, in advance, at each tournament.

If a play-off involves more than two players, those players, other than the winner, will be deemed to have tied for second place regardless of their score in the play-off.

If a play-off fails to determine a winner due to weather conditions or for any other reason, all players will be deemed to have won and will share any associated monies or points.

PRO-AM

The top 20 available MENA Golf Tour players will play with invited VIP guests and Sponsors as well as Pattana Golf & Sports Resort VIP guests over 18 holes.

The event is a shotgun start enabling all players and guests to be present for the prize giving presentation.

SPECTATORS

MENA Golf Tour Thailand Swing 2017 expects to attract around 10,000 spectator over the 5-day event.



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ABOUT THE MENA GOLF TOUR

www.menagolftour.com

MENA REGION

The term MENA is an English-language acronym referring to the Middle East and North Africa region. MENA covers an extensive region, extending from Morocco to Iraq, including all Middle Eastern and Maghreb countries. The term is roughly synonymous with the term the Greater Middle East.

The population of the MENA region at its least extent is considered to be around 381 million people, about 6% of the total world population.

MENA FACTS

The MENA Golf Tour began in 2011 and today is one the fastest growing golf tours in the world. The tour was created by golf in Dubai to provide opportunities for MENA National professionals and amateurs to develop their golfing skills alongside international players from across the world.

It is run under the auspices of the Shaikh Maktoum Golf Foundation and became an Official Tour on the World Ranking system in 2016

It has grown from four to 20 tournaments in five years

For the first time, in 2016, the tour featured a Qualifying School

2016 - 20 events, 37 nationalities represented, 20 venues, Tournaments in 9 Countries

Partnership with the Sunshine Tour - top 5 players on the Professional Order of Merit to receive Sunshine Tour cards

SHAIKH MAKTOUM GOLF FOUNDATION

Set up under the auspices of golf in Dubai in 2006, the Shaikh Maktoum Golf Foundation generates pathways to create healthy playing opportunities for professional and amateur golfers. The Foundation is committed to continually identifying and nurturing future champions in the MENA region, regardless of their nationality.

As it aims to grow the platform of golf with a specific focus on the region, the Foundation opens windows of opportunity for emerging MENA National golfers, which not only hones their skills, but also enhances the overall development of golf in the region.

Named after His Highness Shaikh Maktoum bin Rashid Al Maktoum, the late Ruler of Dubai, the Foundation provides MENA talent with an environment in which they can grow, express themselves personally and professionally and realise their dream of representing their country.

The Foundation awards scholarships to emerging players from within the MENA golfing ranks to further develop their skills and build a strong pool of players, which is paramount to achieving the goals of the Shaikh Maktoum Golf Foundation.

It is affiliated to R&A, the worldwide golf governing body based in the home of golf, St Andrews, and the Arab Golf Federation and enjoys the Official World Golf Ranking status.

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PLAYERS

MENA Golf Tour Thailand Swing 2017 will feature some of the world's best up and coming and potential stars of tomorrow golfers.

Leading players who have featured on the tour include: Matt Fitzpatrick, Darren Clarke, Zane Scotland, Joshua White, Ross McGowan, Malcolm McKenzie and Miles Tunnicliff, all of whom have played on the European Tour.

In 2014, Ahmed Marjane of Morocco created history by becoming the first Arab golfer to win a tour event, a feat he achieved at the Ras Al Khaimah Classic.

MENA TOUR SUCCESS

Matt Fitzpatrick is just one of the many success stories attributed to the MENA Golf Tour. Having played on the MENA Golf Tour, the young Englishman went on to gain his full European Tour Card, won his first European Tour event in 2016 and earned his place on the 2016 European Team for the Ryder Cup, captained by Darren Clarke, who is also Ambassador for the MENA Golf Tour.



ENCOURAGING TALENT

The MENA Golf Tour works hard on generating valuable incentives for golfers to increase healthy competition amongst the field.

The top 3 professionals & leading amateur from the orders of merit receive invitations to play in the OMEGA Dubai Desert Classic. The top 5 professionals on the Professional Order of Merit automatically receive cards on the Sunshine Tour.

Professionals ranked #6 - #15 on the Professional Order of Merit are exempted to the final stage of the Sunshine Tour Qualifying School.

The MENA Golf Tour has introduced the Shaikh Maktoum Golf Foundation awards to honor leading Arab professionals and amateur players at each event, to further encourage the region's golfing talent.



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THE VENUE: PATTANA GOLF & SPORTS RESORT

Pattana Golf & Sports Resort is a carefully crafted 27-hole course with natural rolling terrain, amidst a scenic mountain range landscape.

Located a short drive from the famous beachside city of Pattaya, which offers a mixture of relaxed beach life, lively nightlife and popular shopping districts.

Pattana is a short 1.5-hour drive from Bangkok and proudly boasts Thailand's largest Clubhouse (9,000sqm), designed for the comfort of our guests and golfers alike.

Set up in 2004 by Dr. Somporn Juangroongruangkit in memory of her husband who established the Thai Summit Group, the Pattana layout, highlighted by a mixture of well-placed trees, bunkers and exciting greens, tests every aspect of the game.

Himself a passionate lover of the greens Dr. Pattana Juangroongruangkit may have left for the links in the sky, but his legacy will continue to live on forever, inspiring a culture of healthy lifestyles at Pattana Golf & Sports Resort.

www.pattana.co.th



ORGANISERS

The MENA Golf Tour is organised and promoted by golf in Dubai, whose patron is 2011 Open Championship Winner and 2016 European Ryder Cup Captain, Darren Clarke - one of the most recognisable faces in sport and is loved throughout the golfing world for his achievements and dedication.

golf in Dubai also promotes and organises two major professional golf events on the European Tour and the Ladies European Tour.

The company's contribution to promoting golf in the region was officially recognised at the highest level when it was honored with the Shaikh Mohammed bin Rashid Award in 2014 for the enrichment of the sports movement in the UAE.

golf in Dubai is focused on building mutually beneficial partnerships with their valued sponsors, patrons and industry stakeholders, throughout the region.

www.golfindubai.org



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	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR PRESENTING SPONSOR	TIER 2 CO- SPONSORS	TIER 3 OFFICIAL SUPPLIER MEDIA PARTNERS
MENA GOLF TOUR THAILAND SWING 2017			
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title [TITLE SPONSOR NAME] MENA Golf Tour Thailand Swing, Pattana 2017 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use	Yes		
Right to title CO-SPONSOR [TITLE SPONSOR NAME] MENA Golf Tour Thailand Swing, Pattana 2017 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use		Yes	
Right to title OFFICIAL SUPPLIER / MEDIA PARTNER NAME [TITLE SPONSOR NAME] MENA Golf Tour Thailand Swing, Pattana 2017 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use			Yes
Category Exclusivity - for example right to market themselves as Official Timing Partner for MENA Golf Tour Thailand Swing, Pattana 2017 / and sole provider of timing services to the event	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGOS & IMAGES			
Right to use a MENA Golf Tour Thailand Swing, Pattana 2017 Composite (lock-up) Logo on all internal and external marketing	Official Title Sponsor Logo	Official Co-sponsor / Zone Partner Logo	Official Supplier / Media Partner Logo
Right to use MENA Golf Tour Thailand Swing, Pattana 2017 image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes
BRANDING – EVENT (Level dependent on Tier)			
Logo on course - on buggies x 10	Yes	Yes	
Logo on course - Tee Boxes A Stand Banner	Yes	Yes	Yes
Logo on course - Fairways	Yes	Yes	
Logo on pin flags	Yes		
Logo on course - around greens	Yes	Yes	
Logo on Leaderboard	Yes		
Logo at Meeting Points & Kiosks	Yes	Yes	Yes
Logo on Central Stage / Stage Backdrop	Yes	Yes	Yes
Logo on Banner at Driving Range	Yes	Yes	Yes
Logo Printed on Trophy	Yes		
Branded Podium	Yes	Yes	Yes
Logo on Course Entrance Gate	Yes	Yes	Yes

	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR PRESENTING SPONSOR	TIER 2 CO- SPONSORS	TIER 3 OFFICIAL SUPPLIER MEDIA PARTNERS
Recognition Score card	Yes		
Branded J-Flag at Entrance to Clubhouse & branded signage at Register	Yes	Yes	
Advertising Boards around non course venue areas	Yes	Yes	Yes
Logo on Officials and 150 x Caddie Polo Shorts	Yes	Yes	
Logo in club house	Yes	Yes	Yes
Branded Buggy menu holder (30x20cm) & branded Water bottle (500)	Yes		
BRANDING - ALL SUPPORT EVENTS (Level dependent on Tier)			
Pro-AM	Yes	Yes	Yes
Branding at all parties including Opening Ceremony & Awards Dinner - inc Award Ceremony Backdrop	Yes	Yes	Yes
BRANDING - OTHER (Level dependent on Tier)			
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Logo on Tickets	Yes		
Use of backside of Tickets for advertising purposes (at sponsors cost)	Yes		
Logo on VIP, Media and Staff passes	Yes	Yes	
BROADCAST RIGHTS			
Inclusion in 30-minute TV highlight show	Yes	Yes	Yes
Promotions as part of any internet stream coverage	Yes	Yes	Yes
Logo on LED Advertising screen during tournament	Yes	Yes	Yes
TVC 30 sec. on LED screen in Clubhouse / Restaurant	Yes	Yes	Yes
TVC 30 sec. during the party	Yes	Yes	
MEDIA & PR RIGHTS			
Right to use MENA Golf Tour Thailand Swing, Pattana 2017 association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Press Conference - Logo on Stage Backdrop	50%	Share 40%	Share 10%
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote MENA Golf Tour Thailand Swing, Pattana 2017 produced by the organisers	Yes	Yes	Yes
Right to hold a press conference to launch the Sponsorship	Yes	Yes	Yes
PROMOTIONAL CAMPAIGN			
Inclusion in promotional campaign - level dependent on tier	Yes	Yes	Yes
Advertising in Official Programme	Full Page	Half Page	Quarter Page

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	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR PRESENTING SPONSOR	TIER 2 CO- SPONSORS	TIER 3 OFFICIAL SUPPLIER MEDIA PARTNERS
DIGITAL & SOCIAL PROGRAMME			
Branding on MENA Golf Tour Thailand Swing, Pattana 2017 emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	
Logo inclusion in any APP produced by MENA Golf Tour Thailand Swing, Pattana 2017	Yes Prominent	Yes Less Prominent	Yes Less Prominent
EXPERIENTIAL			
Booth in Expo Village	6m x 3m	6m x 3m	6m x 2m
Sampling	Yes	Yes	Yes
Product placement in the event area / Kiosk	Yes	Yes	Yes
HOSPITALITY & TICKETING			
Access to Golf Clinics hosted by the MENA Golf Tour Professionals	Yes	Yes	
VIP passes to all parties and dinners including: Pre-tournament Dinner; Winners Awards Ceremony; and After Party	Yes	Yes	Yes
Branded Airport Meeting point	Yes		

	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR PRESENTING SPONSOR	TIER 2 CO- SPONSORS	TIER 3 OFFICIAL SUPPLIER MEDIA PARTNERS
Limousine pick-up and drop off to & from the airport (Branded 3 units)	Yes		
Entry to Pro-AM	Yes	Yes	
VIP Parking - Branded	Yes	Yes	
Branding on Corporate tents	Yes	Yes	
VIP Passes to event – no. dependent on Tier	Yes	Yes	Yes
VIP tickets for promotional purposes	30	20	15
General tickets to event for promotional use - no. dependent on Tier	Yes	Yes	Yes
MERCHANDISING PROGRAMME			
Opportunity to produce joint branded merchandise. Logos on specially produced show merchandise	Additional	Additional	Additional
Logo on Polo shirt of the tournament	Yes		

EXHIBITOR ONLY OPTIONS

Being part of the Expo Village at MENA Golf Tour, Pattana, Thailand 2017 is a fantastic opportunity to promote and sell goods and services with over 10,000 attendees expected.



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MENA Golf Tour Thailand Swing 2017 has many high profile branding opportunities ensuring Sponsors have high visibility, before, during and after the event. These include:

- On-course branding & strategic off-course branding
- Inclusion in all media advertising channels
- Bespoke Pro-AM
- Rolling branding on the MENA Golf Tour website, including live scoring
- Golf Clinics hosted by the MENA Golf Tour Professionals
- Scorecard branding
- Tee monument branding
- Backdrop branding
- Press Conference

See inventory for full details.

TV AND PR COVERAGE



MENA HIGHLIGHTS SHOW - WORLDWIDE TV COVERAGE

The MENA Golf Tour produces a 30-minute TV highlight show of each tournament, which is aired by some of the world's leading television channels, including Fox Sports, OSN Sports, Dubai Sports, Ten Golf and Super Sports, and also shown on Emirates Air-lines ICE system.

See 30-minute programme aired after the MENA tour to Banyan Golf Club in Hua Hin in May 2016. <https://www.youtube.com/watch?v=TT0Ec1tJSto>

- **OSN** - the home to over 140 channels - reaches more than 650 million homes worldwide, including 900,000 homes in the Middle East and Africa



- **Ten Golf** - boasts a reach of 88 million households in territories that include Sri Lanka, Bangladesh, Bhutan, Maldives, Nepal and Afghanistan - with a reach of 139,000 homes in India alone
- **Fox Sports** - reaches 1.5 million homes in the Middle East and 2.2 million in Turkey and Cyprus besides other countries, further widen the range of the MENA Golf Tour coverage
- **Dubai Sports** - through Hotbird/Badr4 satellite, has a footprint over entire Europe, which means the highlights of the tour reach every country in the continent and beyond

ASIAN / THAILAND TV COVERAGE

With three host venues scheduled in Thailand and more Asian countries keen to host the tour, there is considerable interest in the MENA Golf Tour especially with more Asian players participating.

The MENA Golf Tour will be offering Asian broadcasters their TV highlight shows in 2017 as well. Final stations to be confirmed and include True Visions.



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MEDIA PARTNERSHIPS



- MENA Golf Tour Thailand Swing 2017 is seeking a maximum of 10 media partnerships.
- Sponsors and Partners will benefit from editorial and advertising coverage with these media.

PR SUPPORT



Sponsors can create media coverage through news PR activity. There will be coverage in local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines. Press releases will also be issued through a variety of regional and international golf web sites.

All Sponsors and Partners will have rights to associate with MENA Golf Tour Thailand Swing 2017 for PR and advertising activity.

Target media include: Siam Sport, Pattaya Golfer, Golf Digest, Swing, Hot Golf, EGolf Magazine, Golfer Online, On Green and Golfer Square.

Local PR: Media (print, online and TV) in Thailand will be invited to cover the tour in advance, during and reports afterwards, adding to the host venues coverage.

PROMOTIONAL CAMPAIGN



MENA Golf Tour Thailand Swing 2017 is supported by a comprehensive marketing campaign. Sponsor and Partners' brands will be featured across all events, materials & promotions including:

PRE-EVENT

Included in all lead up marketing & promotions

- Event announcement & Registration - online & press advertising campaigns
- Social media & main events page for Pattana website with regular updates
- Press launch 1 x month prior to event and press release articles
- Any lead up activities of training workshops & pre-event promotion days
- Brand association through all ambassador activities
- Inclusion in any media television and radio opportunities

EVENT

5 days of events & activities

- Pre-Event: Registration, briefing, Pre-Tournament Dinner with VIP hospitality
- Event Expo: For participants & spectators with booths, promotions & prizes
- Presentation: Winners awards ceremony with sponsor presentation
- Post Event: Official wrap up party, speeches, highlights reel & activities

POST EVENT

All results, press coverage, campaign follow up survey & reports

- Release of official results -email to attendees, film link, social media & website
- Press & online magazine, newspaper, site interviews, news & report articles
- Final closing of campaign, email, social media & website online survey
- Monthly Email summary and mentions for upcoming events
- Inclusion in documentary highlight film for local and international coverage

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EXPERIENTIAL



With over 10,000 spectators expected at Pattana Golf & Sports Resort, the event offers a great opportunity for brands to sample and distribute their products and services.

HOSPITALITY



MENA Golf Tour Thailand Swing 2017 offers a plethora of fantastic opportunities to entertain customers, clients and executives in and around Bangkok and Pattaya.

This is an excellent way to do and promote your business.

Sponsors will have a number of opportunities to entertain their guest through bespoke packages.

MERCHANDISING



MENA Golf Tour Thailand Swing 2017 offers Sponsors and Partners the opportunity to produce joint branded merchandise.

This could be used as give-away through media and presence marketing promotions. For example: MENA Golf Tour Thailand Swing 2017 Goodie Bags.



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OFFICIAL TOUR WITH 22 TOURNAMENTS ACROSS NINE COUNTRIES
IN THE MIDDLE EAST, EUROPE, SOUTH AFRICA AND ASIA.

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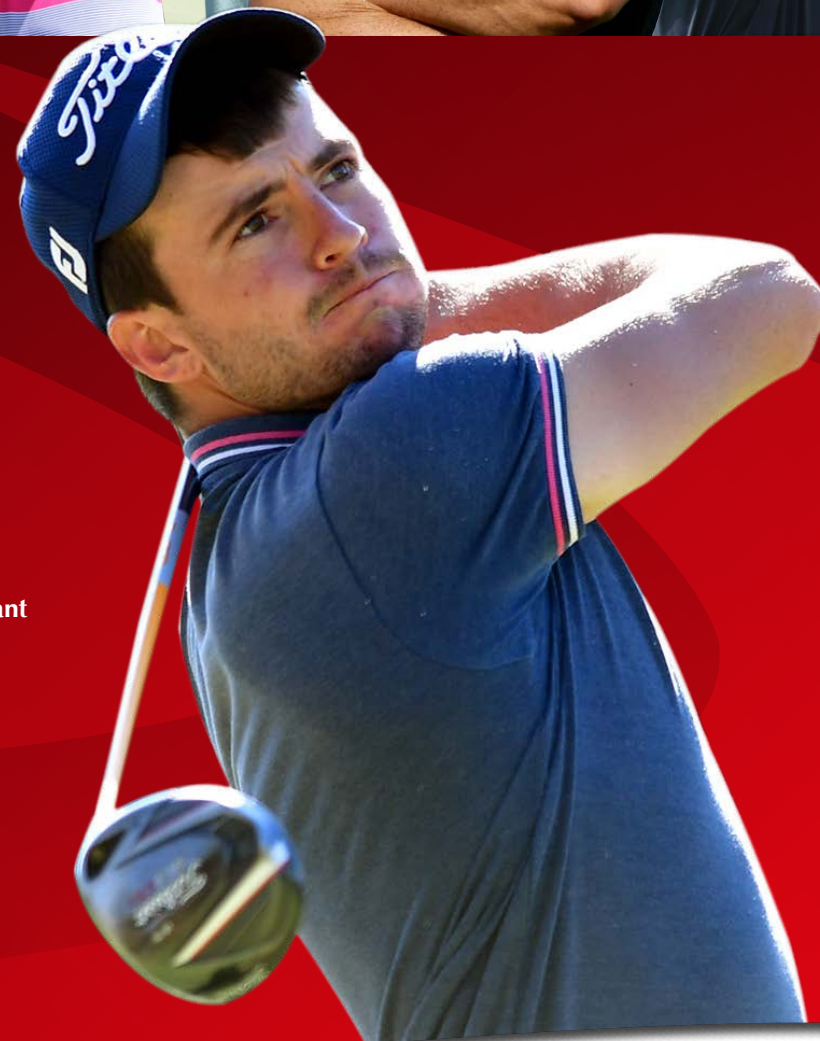
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