



THE WORLD'S BIGGEST CORPORATE GOLF CHALLENGE - BRINGING THE WORLD OF BUSINESS TOGETHER

WCGC THAILAND 2021

World Corporate Golf Challenge (WCGC) Thailand 2021 returns to the Kingdom for the fourth time with over 500 players expected across nine events.

One of over 30 national tournaments, the World Corporate Golf Challenge is the world's biggest corporate golf tournament.

Since its inception in 1993 over one million golfers have competed across the globe for the chance to represent their company and country at the WCGC World Finals.

Thailand is one of the strongest nations taking part. The Thai team won the WCGC World Final 2018 and took fourth place at the WCGC World Final 2019.

The eight qualifying rounds for WCGC Thailand 2021 will feature more than 200 management teams. The top 10% battling it out at WCGC Thailand 2021 Final to find the winning team who will represent Thailand at the WCGC World Final in October 2021 at Cascais Portugal.

Corporate golfing is a great way for companies to develop stronger team building skills and offers an opportunity for business teams to participate in a global event giving amateur golfers a feel for what it is like to be part of a professional golf tour.

The event presents a fantastic channel for sponsors to put themselves in the eyes of decision makers, as to qualify players must be of high management level in a corporate company in Thailand.

WCGC Thailand 2021 is organised by Fore Management Group, the current WCGC Licensee of the Year. Fore Management is currently in the process of bidding to host the World Final in Thailand in 2022.

Be Part Of WCGC Thailand 2021 Success - Become A Commercial Partner

WCGC QUICK FACTS

**WCGC THAILAND 2021
QUALIFYING EVENTS**
January 2021 - July 2021

WCGC 2021 GLOBALLY
30+ national tournaments
150+ national qualifying events
7,500+ business executives

**WCGC THAILAND
2021 FINAL**
August 2021

FORMAT
3 / 4 handicap
combined stableford

TV COVERAGE
Golfing World
CNN

PARTICIPANT PROFILE

Business Executives
30 - 60 Years
Top Management
Decision Makers
90% Male

WCGC THAILAND 2019

200+ Corporate Teams
8 Qualifier Events
24 Teams In Thailand National Final At Laguna
Golf Phuket

SANCTIONING BODY

World Corporate Golf Challenge

WCGC THAILAND 2021 VENUES

Bangkok, Golf Club Thai CC
Bangkok, Royal Lakeside
Bangkok, Thana City
Bangkok, The Vintage Club
Hua Hin, Banyan Golf Club
Pattaya, Burapha
Phuket, Laguna Golf Phuket





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SPONSORSHIP PACKAGES

WCGC Thailand 2021 has developed commercial sponsorship and partnership marketing packages to suit differing levels of needs:

TIER 1: TITLE & PRESENTING SPONSORS

- 1 x Title Sponsor with naming rights to WCGC Thailand 2021 events
- 1 x Presenting Sponsor with naming rights to WCGC Thailand 2021 events

TIER 2: OFFICIAL PARTNERS

- 6 x Official Partners of WCGC 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 WCGC Thailand 2021. These include Official Supplier Partners in the following sectors:

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

TIER 3: OFFICIAL MEDIA PARTNERS

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

TIER 4: LOCAL PARTNERS

Packages for local businesses for specific WCGC Thailand 2021 events

HOST VENUES

Golf course hosting packages for qualifying events

SPECIAL ONE-OFF PACKAGES

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





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ABOUT WCGC

ABOUT WORLD CORPORATE GOLF CHALLENGE

World Corporate Golf Challenge began in the United Kingdom in 1993 in association with The Times Newspaper, to provide companies with a platform that would help enhance relationships both internally (incentives, communications, human resources) and externally (clients, suppliers).

In 1997 the event became so successful in the UK that the concept was rolled out around the world until it reached more than 20 countries including: Australia, India, Italy, New Zealand, Norway, Portugal, Spain and Sweden.

The event is now an international network of national amateur golf tournaments promoted and run by sports marketing organisations (the licensees) in association with local media partners. The annual winners from each territory compete in the WCGC World Final representing not only their company but also their country and national media partner.

More than 31 countries participated at the 2019 World Final in Cascais, Portugal. To find these 31 lucky national finalists, Licensees in participating countries around the world organised around 150 national qualifying events that attracted over 7,500 business executives globally.

The current holders are Guojiao 1573 from China.

WORLD CORPORATE GOLF CHALLENGE 2021 - PARTICIPATING COUNTRIES

31 countries are participating in 2021...

Angola	Hungary	Netherlands	Russia	Turkey
Brazil	India	New Zealand	Scotland	UAE
China	Italy	Norway	Seychelles	Wales
Colombia	Japan	Pakistan	Slovakia	
Czech Republic	Mauritius	Paraguay	South Africa	
France	Mexico	Poland	Spain	
Ghana	Morocco	Portugal	Thailand	

WCGC TV COVERAGE

GOLFING WORLD

WCGC is featured in IMG Media's Golfing World. The 60-minute programme, produced five days a week (Monday to Friday), 48 weeks of each year is the most comprehensive daily golf magazine show anywhere in the world.

Golfing World is distributed to international broadcasters globally across North and South America, Europe, Africa, Middle East, Asia and Australasia, delivering a worldwide golfing audience of millions. All broadcasters have the flexibility to schedule the programming during day-time or prime-time viewing hours.

418 Million Impacts with a Media Value of 2.6 Million + Euros

CNN

Living Golf is a monthly program distributed throughout the CNN network. With reach in more than 200 million homes and presence in more than 190 countries, it is a great opportunity to raise awareness of WCGC worldwide.

It includes reports on world events, destinations in the industry and interviews with leading figures in the world of golf.

200 Million + Impacts





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**WORLD
CORPORATE
GOLF CHALLENGE**

ABOUT WCGC THAILAND

WCGC THAILAND 2021 EVENTS

EVENT	GOLF CLUB
WCGC Thailand 2021 Qualifiers	
Qualifying Event 1	Bangkok - The Vintage Club
Qualifying Event 2	Phuket - Laguna Golf Phuket
Qualifying Event 3	Bangkok - Royal Lakeside
Qualifying Event 4	Hua Hin - Banyan Golf Club
Qualifying Event 5	Bangkok - Thana City
Qualifying Event 6	Bangkok - Thai CC (Title Sponsor private event)
Qualifying Event 7	Pattaya - Burapha
Qualifying Event 8	Bangkok - Thai CC
WCGC Thailand Final	
Thailand Final	Golf Club in location of Title Sponsors choosing
WCGC World Final	
World Final	Oitavous Dunes, Cascais, Portugal

Subject to change

WORLD CORPORATE GOLF CHALLENGE THAILAND HISTORY

In a short time Thailand has become one of the powerhouses in the WCGC family winning multiple awards in only three years.

2017 - 3rd Place World Final
2018 - WCGC World Champions
2019 - Licensee of the Year

The 2019 WCGC Thailand Event had over 200 teams take part in 8 qualifiers all over Thailand, culminating with 24 teams battling it out at the Thailand National Final at Laguna Golf Phuket. Team Alvo, won the honour of representing Thailand at the World Final in Cascais Portugal - finishing 4th.





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**WORLD
CORPORATE
GOLF CHALLENGE**

ABOUT WCGC THAILAND

TEAM STRUCTURE

Each team comprises two players, one of whom has to work for the company represented. The remaining players are invited clients of the company or suppliers.

FORMAT

The event is stableford format, each player plays off $\frac{3}{4}$ of their declared handicap. The team score is taken from the combined stableford score each hole.

PARTICIPANT PROFILE

- Mostly Business Executives
- 30 – 60 Years
- Top Management CEO - CFO - Managing Director
- International Business / Leisure Travellers
- Financial Business Decision Makers
- 90% Male
- Middle / High Middle Class
- Substantial Purchasing Power
- Responsible For Purchase Decisions

INDUSTRY SECTORS INVOLVED

World Corporate Golf Challenge attracts, SME and Blue Chip companies across all industry sectors including:

Advertising & Marketing
Automobiles
Bank and Finance
Computer & Software
Corporate Services

Courier Services
Property Services
Raw Materials / Chemicals
Telecom System
Travel Services

PARTICIPATING CORPORATIONS

The following is a list of some of the corporations that have participated in different countries over the years.

COUNTRY	CORPORATION
Australia	Price Waterhouse, Pizza Hut, IBM
Channel Islands	Rothschild Asset Management, Lloyds TSB Group, BNP Paribas, HSBC Bank
England	Canon plc, SG, Allied Irish Bank, Telecrest Communications, BDO Stoy Hayward
Germany	SAP AG, BMW, Deutsche Bank
Hong Kong	Deloitte & Touche, Pal Oil Research, Asian Consulting Group
India	Indian Airlines, Standard Chartered Group, Deutsche Bank
Italy	San Paolo Investment, Ford Si Auto, Alitalia
Malaysia	SKS Transport & Trading, See Hup Consolidated Berhad
Portugal	Efacec, Land Rover, Caixa Geral de Depoitos, Saab, Cepsa
Ireland	Alliance Church & General, AGR Irish Life Holdings, Guinness
Norway	Peugeot Norway, CIA Media Network, Hydro Texaco AS
Scotland	Royal Bank Of Scotland, City Cabs Edinburgh Limited, BP
Singapore	Business Week, American Express bank, Lloyds TSB, The Economist
South Africa	Stainless Steel Round Bar, Sasol Chemical Industries, Mako Inflatables
Spain	Vodafone, Repsol, Sanitas, Burger King, Telefonica, Ericsson, Banif, Toyota
Thailand	BMW, Thai Airways, Singha, Supersports, Kasikorn, Bangkok Bank, Dhipiya
Wales	Seton Healthcare Group Plc, Tetra Travel, Chemical Corporations UK Ltd.



THE WORLD'S BIGGEST CORPORATE GOLF CHALLENGE - BRINGING THE WORLD OF BUSINESS TOGETHER

SPONSORS

WCGC THAILAND 2019 SPONSORS

Title Partner Blue Horizon Developments	Silver Sponsor Super Sports
Exclusive Airline Partner Thai Airways	Digital Media Partners 4moles.com
Golf Course Partners Laguna Golf Phuket Banyan Golf Club, Hua Hin Thai Country Club, Bangkok Thana City, Bangkok	Bronze Sponsors Monroe Consulting Group
Exclusive Hotel Partners Centara Hotels & Resorts	Media Partners Live 89.5 Phuket News Thai Visa
Event Partners Fenix Birdie Tee Time Saver	

WCGC GLOBAL PARTNERS

Host Venue

CASCAIS



Presenting Sponsor / Official Airline



Official Airline

World Final Partners



Official Car



Official Sponsors



MATEUS

Event Partner



Media Partners

FORTUNE



Official Sponsors



Business Partners





THE WORLD'S BIGGEST CORPORATE GOLF CHALLENGE - BRINGING THE WORLD OF BUSINESS TOGETHER

WHY GET INVOLVED?

An association with WCGC Thailand 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 worth over 1 Million THB 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 & Bags	Coverage With WCGC Thailand Media Partners

PR & MEDIA PARTNERS

4 Million THB 2019 Value Of Print, Online Media, Publications - WCGC Thailand Is Hot News!	500,000 THB MEDIA PARTNER VALUE Phuket News & Live 89.5 -Value Of The WCGC Thailand Coverage	500,000 THB Logo Exposure In 3-Minute Promotional Video Shown On Thai Airways Inflight Entertainment For 12 Months
WCGC THAILAND MEDIA PARTNERS PHUKET NEWS LIVE 89.5	WCGC WORLDWIDE MEDIA PARTNERS Fortune Golfing World TV Golf Tattoo Inspire	CORPORATE PROMOTIONAL VIDEO Inclusion In 1-Minute Event Promotional Video





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WHY GET INVOLVED?

Ad PROMOTION MATERIAL & MARKETING COLLATERAL

Distribution of Sponsor promotional materials at WCGC Thailand 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 fans at the WCGC Thailand 2021 events via on site pop up booths and via online and social media.

DIGITAL & SOCIAL RIGHTS

Inclusion in social media activity...

WCGC

f FACEBOOK <https://www.facebook.com/WorldCorporateGolfChallenge/>
12K+ FOLLOWERS

in LINKEDIN <https://www.linkedin.com/company/world-corporate-golf-challenge/>
514 FOLLOWERS

Twitter <https://twitter.com/WCGCmedia>
439 FOLLOWERS

globe WEB <http://thailand.worldcorporategolfchallenge.com/>

FORE MANAGEMENT

f FACEBOOK <https://www.facebook.com/foremanagementgroup/>
1,981 FOLLOWERS

Instagram https://www.instagram.com/fore_mgmt/
298 FOLLOWERS

globe WEB www.foremanagement.com

As at September 2019

MERCHANDISING

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

HOSPITALITY & NETWORKING

Opportunity To Enter Teams In WCGC Thailand 2021 Events

VIP Passes To Any Networking Events & Dinners

Access To Contact Information Of All Participants - Worth Over 250,000 THB





THE WORLD'S BIGGEST CORPORATE GOLF CHALLENGE - BRINGING THE WORLD OF BUSINESS TOGETHER

WORLD CORPORATE GOLF CHALLENGE

INVENTORY OF RIGHTS - WCGC THAILAND 2021

CATEGORY EXCLUSIVITY & TITLE RIGHTS WCGC THAILAND 2021

Rights to titles for PR & advertising use ...

	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
"[Title Sponsor Name] World Corporate Golf Challenge Thailand 2021 presented by [Presenting Sponsor Name]"	Yes		
"Official Partner [Title Sponsor Name] World Corporate Golf Challenge Thailand 2021 presented by [Presenting Sponsor Name]"		Yes	
"Official [Supplier Sector] Partner [Title Sponsor Name] World Corporate Golf Challenge Thailand 2021 presented by [Presenting Sponsor Name]"			Yes
"Official Media Partner [Title Sponsor Name] World Corporate Golf Challenge Thailand 2021 presented by [Presenting Sponsor Name]"			Yes
Product Exclusivity	Yes	Yes	Yes

BRANDING & INTELLECTUAL PROPERTY RIGHTS: WCGC THAILAND 2021

BRANDING - EVENT WCGC THAILAND 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 WCGC THAILAND 2021

Logo on Players: Shirts, Caps	Yes (Chest)	Yes (Sleeve)	
Logo on Caddie Bibs & Bags	Yes (Front)	Yes (Back)	

MEDIA & PR RIGHTS WCGC THAILAND 2021

Inclusion In Promotional Campaign	Yes	Yes	Yes
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INVENTORY OF RIGHTS - WCGC THAILAND 2021

	TIER 1 TITLE SPONSOR & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
Logo on all: Media / Press Materials; Event Programmes; Press Conferences	Yes	Yes	Yes
Inclusion In Media Partner Coverage	Yes	Yes	Yes
Logo Exposure In 3-Minute Promotional Video Shown On Thai Airways Inflight Entertainment For 12 Months	Yes	Yes	Yes
Inclusion In 1-Minute Event Promotional Video	Yes	Yes	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 WCGC THAILAND 2021

Sampling of products to fans at the WCGC Thailand 2021 events via on site pop up booths and via online and social media.	Yes	Yes	Yes
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DIGITAL & SOCIAL RIGHTS WCGC THAILAND 2021

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

MERCHANDISING RIGHTS WCGC THAILAND 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 WCGC THAILAND 2021

Golf Event For 144 Players / Double Shot Gun Start @ 5 Star Course	Yes		
Complimentary Teams In WCGC Thailand 2021 Events	4	2	1
Opportunity To enter teams in WCGC Thailand 2021 for a reduced rate	Yes	Yes	Yes
VIP Passes To Any Networking Events & Dinners	Yes	Yes	Yes
Access To Contact Information Of All Participants	Yes	Yes	



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WORLD CORPORATE GOLF CHALLENGE

ORGANISERS

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 is WCGC Thailand 2021 license owner. The company was awarded WCGC Licensee of the Year 2019, chosen as the best licensee from over 30 countries taking part.

The award was based on a number of performance indicators including: event image, competition set up, event growth, communication and presence in the WCGC World Final.

Fore Management Group, was chosen as it represents all the above, but very importantly, the company's enthusiasm, dedication, and faith towards the WCGC product is second to none.

www.foremanagement.com

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WCGC THAILAND 2021

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