

Recreational Services

15th Annual Pro-Am Tournament



Wairarapa's
Premier Golfing
Event

Masterton-Eketahuna
27 – 28 January 2018

THE ENDLESS APPEAL OF GOLF



Golf holds a special place in the life of many New Zealanders. It is the highest club participation sport in the country, with around half a million Kiwis playing the game.

For most golfers, the people they play with on any given day form an important part of how much they enjoy that particular round of golf. But the company one keeps on course is only one part of golf's appeal. There are a multitude of unique elements that set golf apart from other sports and it is in these nuances that the true joy of the game is to be found.



Golf is unique as a competitive endeavour and something that can never be mastered. Frustrating as that may be it actually makes golf endlessly fascinating; it always does something to bring you back.

Invite a client to be part of your Pro-Am Golf Team.

Nurturing relationships with your customers / clients is a crucial part of growing a successful business and in this age of automation and innovation, caring for your customers has never been more important. So why not take the opportunity to say "thank you" and build on that positive customer relationship by inviting them to be part of your Pro-Am Golf Team.



PROGRAM OF EVENTS



Friday 26th January 2018

A networking opportunity with fellow business people / sponsors, golf professionals and other competitors will be held on the Friday evening prior to the start of the competition. This event hosted by the Masterton Club. This event includes a celebrity guest speaker. Past speakers include celebrities such as Keith Quinn; Sir Brian Lahore; Sir Richard Hadlee; Murray Deaker; Wayne Smith; Jamie Mackay and Christian Cullen.

Allocation of Team Professional

Your team pro will be drawn by lot after supper. Platinum teams will be drawn first followed by the other teams in order of entries received.

Note: As major sponsors of the tournament Recreational Services will have already chosen their pro's as would have the Diamond Sponsors.

Day 1 – Saturday 27th January 2018

The 1st golfing day of the event commences at 11:00 am at the Eketahuna Golf Club with a welcome by the club president to sponsors and competitors alike. A complimentary meal will be provided after the completion of play.

Day 2 – Sunday 28th January 2018

The 2nd day is hosted by the Masterton Golf Club with play commencing at .9:30am. The golf will be followed by prize giving and finger food within the clubhouse.



PARTICIPATING TOWNS

Masterton

Masterton is the largest town in the Wairarapa with an urban population of approximately 21,200, and district population of 24,600. Masterton businesses include services for surrounding farmers.

The town is famous for its annual Golden Shears sheep-shearing competition.

Eketahuna

Eketahuna is a small friendly rural service town approximately 40 kilometres north of Masterton with a population of approximately 440 people.

Eketahuna is considered by some to be the stereotypical rural New Zealand town. Apart from the annual Pro-Am golf tournament it hosts the Bush Classic and starting in May 2018 an annual Cheese Festival for small artisan cheese makers from around New Zealand.



PARTICIPATING CLUBS

Masterton Golf Club

The Masterton Golf Club is one of the oldest clubs in New Zealand. Founded in 1899, the Masterton Golf Club sits atop Lansdowne Hill the highest point of Masterton with stunning views of the district from virtually every hole.

Key statistics:

Blue Tees: NZCR: 70.40 Slope: 121 Length: 5,749(m) Par: 71

White Tees: NZCR: 69.20 Slope: 117 Length: 5,476(m) Par: 72

<http://mastertongolfclub.co.nz>

Eketahuna Golf Club

Described as “the best summer golf course south of the Black Stump” the Eketahuna Golf Club is located on the edge of the township of Eketahuna 40kms north of Masterton. The course is set along the banks of the picturesque Makakahi River.

Key statistics:

White Tees: NZCR: 68.30 Slope: 112 Length: 5,314(m) Par: 72

www.eketahuna-golf.com



PLANNED MEDIA COVERAGE

INTERNET SITE

Both the participating clubs have their own official website that provides added value to the sponsors in the form of additional local and national exposure. The sites will provide pre and post information of the tournament. The sponsor's logo and a click-through to the sponsor's official web site will also be placed on the internet site.

- www.mastertongolfclub.co.nz

- www.eketahuna-golf.com

In addition, the Facebook pages of each site will be used to support sponsor(s) of the competition.

PRINT

Promotion of the Pro-Am will be undertaken through a number of print channels including:

- Pacific Golfer (Nov)
- Wairarapa Times-Age (Jan)
- Wairarapa News (Jan)
- Bush Telegraph (Jan)

RADIO

Promotion of the Pro-Am will be undertaken through a number of radio channels including Rural News and Radio Eketahuna.



SPONSORSHIP PACKAGES

Diamond Sponsor \$3,000 + GST



Promotion

- Your name, logo and information about your company will be placed on all official printed promotional material in order to maximise your company identification both during and after the event. This includes a full page advertisement of your company in the booklet of the tournament.
- The right to establish and give a special prize or souvenir on behalf of your company.
- A representative of your company will have the right to speak at the Welcoming social event.
- Your company name and links to your web site on the official web sites of each of the participating clubs.

Pro-Am Spots

- One (1) team spot in the Pro-Am. These players will enjoy the prestige of playing with the professional of their choice*.

Social Functions

- You will be entitled to invite a maximum of four (4) additional guests to the Welcome Function on the Friday evening.
- Your teams will be entitled to a free round of drinks at each venue at the conclusion of the days' play.

** Note: As the naming rights and major sponsor of the tournament Recreational Services have 1st pick of the pro's*



SPONSORSHIP PACKAGES

Individual Team Sponsors \$1,000 + GST

Promotion

- Your company name included in Pro-Am promotional materials
- Placement of advertising signs on the course
- Award ceremony recognition.

Pro-Am Spots

- Entry of one (1) team in the Pro-Am. These players will enjoy the prestige of playing with their drawn professional .

Social Functions

- Attendance at the Welcome Function hosted by the Masterton Club on the Friday evening prior to the commencement of the tournament.





SPONSORSHIP PACKAGES

Sponsorship of Individual holes

\$100 plus GST

**Don't play golf!; no worries
Alternative Opportunities**

Meal Sponsor

\$350 - Naming rights to post play meal at Eketahuna or Masterton

BBQ and/or on course Refreshment stall

\$200 - Host Signage with corporate identity.

Hole Sponsor

\$100 - Placement of your own advertising signs at a hole of your choice.

Putting Green Signage

\$100 - Putting Green Signage with corporate identity.

\$100 - Longest Drive and Closest to Pin prizes

Promotion

➤ End of day and Award ceremony recognition.





For further details on any of these Sponsorship offers please contact Jack Boettcher 2018 Pro-Am Convenor at jack.boettcher@gmail.com or 027 314 8020.