



Oates
VIC OPEN
 where stars are born



2017 OATES VICTORIAN OPEN

CORPORATE PARTNERSHIPS GUIDE



OVERVIEW

2017 will mark the fifth consecutive year the Oates Vic Open will be hosted in the City of Greater Geelong at one of Australia's emerging golf facilities, Thirteenth Beach Golf Links.

Over the past four years, the Oates Vic Open has enjoyed a remarkable resurgence and continues to grow, positioning itself as one of Australia's leading professional golf tournaments.

The tournament has gained worldwide attention for its unique format with men and women competing simultaneously on the same courses and has spurred discussions for combined men's and women's events on tours globally.

2016 saw the most diverse field in the tournament's recent history with 28 countries represented. International guests such as Laura Davies, Sophie Gustafson and 2015 Women's Champion Marianne Skarpnord were met by a strong line-up of established and emerging Australian talent.

Australian golfing icon Karrie Webb played her first Oates Vic Open in 2016, attracting significant media attention and spectator support. While local talents Su Oh and Stacey Keating returned to the field once again.

2015 Men's Champion Richard Green and 2014 Australian Masters champion Nick Cullen featured in the men's field alongside a large contingent of young talent including Todd Sinnott, Geoff Drakeford and Ben Eccles.

Georgia Hall (England) and Michael Long (NZ) were crowned 2016 Oates Vic Open champions.

In 2016, attendance figures continued to climb with over 23,000 spectators making the trip to Thirteenth Beach throughout tournament week including in excess of 7,500 attending the final round on Sunday 8th February.

The media coverage included TV, radio, newspapers, magazines, digital and social media.

Media partnerships included 1116 SEN, Bay 93.9 and the Geelong Advertiser.

Golf Victoria's vision is for the Oates Vic Open to be the best men's and women's combined golf event in the world.



FACTS & FIGURES

The 2016 Oates Vic Open attracted over 23,000 spectators to the family friendly Thirteenth Beach Golf Links precinct in Barwon Heads

All access tournament at a premium 36 hole facility with spectators provided the opportunity to walk the fairways with the players

The event showcased a field of 276 players representing 28 countries

Prominent media coverage via TV, radio, newspapers, magazines and digital

In 2016 the final two rounds were live streamed online attracting viewers from around the globe

Daily highlights packages and interviews were published throughout the tournament

Men's and Women's leaderboards were displayed on the new-look Golf Victoria website





HISTORY & PAST CHAMPIONS

First played in 1957, the Men's Victorian Open honour roll boasts a virtual who's who of Australian golf. Some of the game's greatest champions including Greg Norman, Peter Thomson, Gary Player, Kel Nagle, Ian Baker-Finch and Robert Allenby all have their name engraved on the prestigious trophy while countless others including Adam Scott, Jason Day, Marc Leishman, Geoff Ogilvy, Aaron Baddeley and Stuart Appleby have all gained valuable experience by competing in the event as elite amateurs and young professionals.

The Women's Victorian Open was first played in 1988 and continued until 1992. After being reintroduced in 2012, it has provided the initial professional tournament breakthrough opportunity for numerous talented young players such as 2014 winner, Minjee Lee who has since won two LPGA titles in as many years.

The other winners of the Women's trophy since it's reintroduction are Joanna Klatten (France), Stacey Keating (Victoria), Marianne Skarpnord (Norway) and Georgia Hall (England).



THE COURSE

THIRTEENTH BEACH GOLF LINKS

Thirteenth Beach Golf Links is a premium 36 hole golf facility located in Barwon Heads on the Bellarine Peninsula, featuring the nationally ranked Beach and Creek Courses.

The Beach Course, designed by Tony Cashmore was opened in December 2001 and is set along the property's 2.1km of surf beach frontage. The Creek Course, designed by Sir Nick Faldo and Tony Cashmore was opened in January 2004.

Featuring on-site resort style accommodation, exceptional practice facilities and welcoming clubhouse and alfresco areas, Thirteenth Beach is the perfect all-encompassing golf destination.

2017 will mark the fifth consecutive year Thirteenth Beach will host the Oates Vic Open.

Official Golf Course of the Geelong Cats.



WHY PARTNER WITH THE OATES VIC OPEN?



Showcase your brand in front of a captive family audience

Corporate hospitality options including two Pro-Ams, corporate marquee access and complimentary rounds for guests over the following 12 months

Signage opportunities (on course, clubhouse, drive-way)

Branding exposure (draw sheets, tickets, venue maps)

Digital exposure (Golf Victoria website, newsletter, Golf Victoria TV, social media and Oates Vic Open live stream)

Advertising in Golf Victoria magazine (hard copy, iPad & e-Mag)

Business networking opportunities

Ongoing affiliation with Golf Victoria and relationship building within the industry



MAJOR PARTNER



Benefits included but not limited to:

- Recognition as a 'Major Partner' on all event and marketing materials
- Corporate Hospitality
 - Beach Club Corporate Marquee access for 16 guests for all four days of competition
 - 6 teams (18 players) in the Pro-Am inclusive of dining and beverages
 - 24 complimentary rounds at Thirteenth Beach Golf Links
- Course Signage - Tee Box, Fairway & Greenside: Signage on six (6) holes on the Beach Course and two (2) on the Creek Course displayed all days of competition
- Signage displayed around practice putting green
- Signage displayed around practice fairways
- Clubhouse signage
- Drive-way signage
- Branding on clothes of officials and volunteers
- Flags on flagpoles positioned around course and clubhouse
- Branding on daily draw sheets, tournament tickets and venue maps
- Digital advertising including:
 - Golf Victoria website (all year)
 - Social media platforms (Facebook, Twitter, Instagram)
- Golf Victoria magazine full page spread in three editions (six per year)
- 200 season pass tickets
- 10 clubhouse car park passes
- Opportunity to provide information and samples to all Pro-Am participants
- Association with an array of Australia's leading sporting identities and celebrities during the Pro-Am
- Relationship building in the golf industry and wider business community

PREMIUM PARTNER

Benefits included but not limited to:

- Recognition as a 'Premium Partner' on all event and marketing materials
- Corporate Hospitality
 - Beach Club Corporate Marquee access for eight (8) guests for all four days of competition
 - 3 teams (9 players) in the Pro-Am inclusive of dining and beverages
 - 16 complimentary rounds at Thirteenth Beach Golf Links
- Course Signage - Tee Box, Fairway & Greenside: Signage on three (3) holes on the Beach Course and one (1) on the Creek Course displayed all days of competition
- Signage displayed around practice putting green
- Clubhouse signage
- Branding on daily draw sheets, tournament tickets and venue maps
- Digital advertising including:
 - Golf Victoria website (all year)
 - Social media platforms (Facebook, Twitter, Instagram)
- Golf Victoria magazine half-page spread in three editions (six per year)
- 100 season pass tickets
- 5 clubhouse car park passes
- Association with an array of Australia's leading sporting identities and celebrities during the Pro-Am
- Relationship building in the golf industry and wider business community



CHAMPIONSHIP PARTNER

Benefits included but not limited to:

- Recognition as a 'Championship Partner' on all event and marketing materials
- Corporate Hospitality
 - Beach Club Corporate Marquee access for four (4) guests for all four days of competition
 - 2 teams (6 players) in the Pro-Am inclusive of dining and beverages
 - 8 complimentary rounds at Thirteenth Beach Golf Links
- Course signage:
Signage on two (2) holes on the Beach Course displayed all days of competition
- Clubhouse signage
- Digital advertising including:
 - Golf Victoria website (all year)
 - Social media platforms (Facebook, Twitter, Instagram)
- Golf Victoria magazine quarter-page spread in two editions (six per year)
- 50 season pass tickets
- 2 clubhouse car park passes
- Association with an array of Australia's leading sporting identities and celebrities during the Pro-Am
- Relationship building in the golf industry and wider business community



HOLE-IN-ONE PARTNER

Benefits included but not limited to:

- Recognition as a 'Hole-in-One Partner' on all event and marketing materials
- Corporate Hospitality
 - Beach Club Corporate Marquee access for four (4) guests for all four days of competition
 - 2 teams (6 players) in the Pro-Am inclusive of dining and beverages
 - 8 complimentary rounds at Thirteenth Beach Golf Links
- Featured hole on the Oates Vic Open live stream
- Course signage:
 - Exclusive signage and branding on designated hole displayed all days of competition
- Clubhouse signage
- Digital advertising including:
 - Golf Victoria website (all year)
 - Social media platforms (Facebook, Twitter, Instagram)
- Golf Victoria magazine quarter-page spread in two editions (six per year)
- 50 season pass tickets
- 2 clubhouse car park passes
- Association with an array of Australia's leading sporting identities and celebrities during the Pro-Am
- Relationship building in the golf industry and wider business community



2017 TOURNAMENT SCHEDULE (TBC)

Monday 6th February

Players practice day and player qualifying events at venues to be determined

Tuesday 7th February

Corporate Pro-Am 1

Wednesday 8th February

Corporate Pro-Am 2

Thursday 9th February

Round 1 (Men and Women to play Beach and Creek Courses)

Friday 10th February

Round 2 (Men and Women to play Beach and Creek Courses)

Saturday 11th February

Round 3 (Men and Women to play Beach Course)

Sunday 12th February

Round 4 (Men and Women to play Beach Course) followed by Presentation Ceremony



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