

BMW
NZ Open Championship



hosted by **Christchurch**
The Garden City

Partnership Opportunities at the BMW New Zealand Open

May 2011



The BMW New Zealand Open

- The 2011 BMW New Zealand Open will be proudly hosted by Christchurch at the Clearwater golf club from December 1st – 4th 2011. It is being promoted by New Zealand Golf.
- It is the first major sporting event to come to Christchurch since the earthquake in February and, being the home of Sir Bob Charles, is a fitting venue for New Zealand's premier golf championship
- Sir Bob Charles, who is the only New Zealander to win a major championship in the 20th century, won as an eighteen year old amateur in 1954. He won again in 1966, 1971 and 1973, as a professional, and he and the two Australian major champions Peter Thomson and Kel Nagle dominated the event from the early 1950s to the mid 1970s.
- Other well known winners have included the American Corey Pavin in 1984 and 1985, and Michael Campbell in 2000. In 2002 Tiger Woods took part but did not win the event.
- The event is sanctioned by the PGA of Australia and New Zealand, and has a prize fund of \$500,000. It will be broadcast Live on NZ Sky Sports (3pm-7pm on Saturday / Sunday), One HD in Australia and ESPN Star Sports in Asia.





An exceptional Venue

- Set within 465 acres and just minutes from Christchurch international airport and close to the CBD, Clearwater is New Zealand's premier lifestyle resort
- A luxury hotel with chic waterfront rooms, suites and apartments, all with tranquil water views
- Fine dining at The Lakes Restaurant, serving uncomplicated food filled with flavour and prepared with passion
- A range of leisure pursuits, including golf, tennis, extensive walking trails, and fly fishing
- The par 72 championship course was designed by John Darby in consultation with Sir Bob Charles.
- The course combines elements of links golf inspired by the great Scottish courses with parkland golf, more reminiscent of Florida. Playable year-round, the course meanders around a succession of spring-fed lakes and trout-filled streams, with uninterrupted views of the spectacular Southern Alps.





Event Timetable



Monday 28th November

Practice Round

Tuesday 29th November

Practice Round
Welcome Party

Wednesday 30th November

Pro-Am Tournament

Thursday 1st December

First Round NZ Open

Friday 2nd December

Second Round NZ Open

Saturday 3rd December

Third Round NZ Open

Sunday 4th December

Final Round US Open

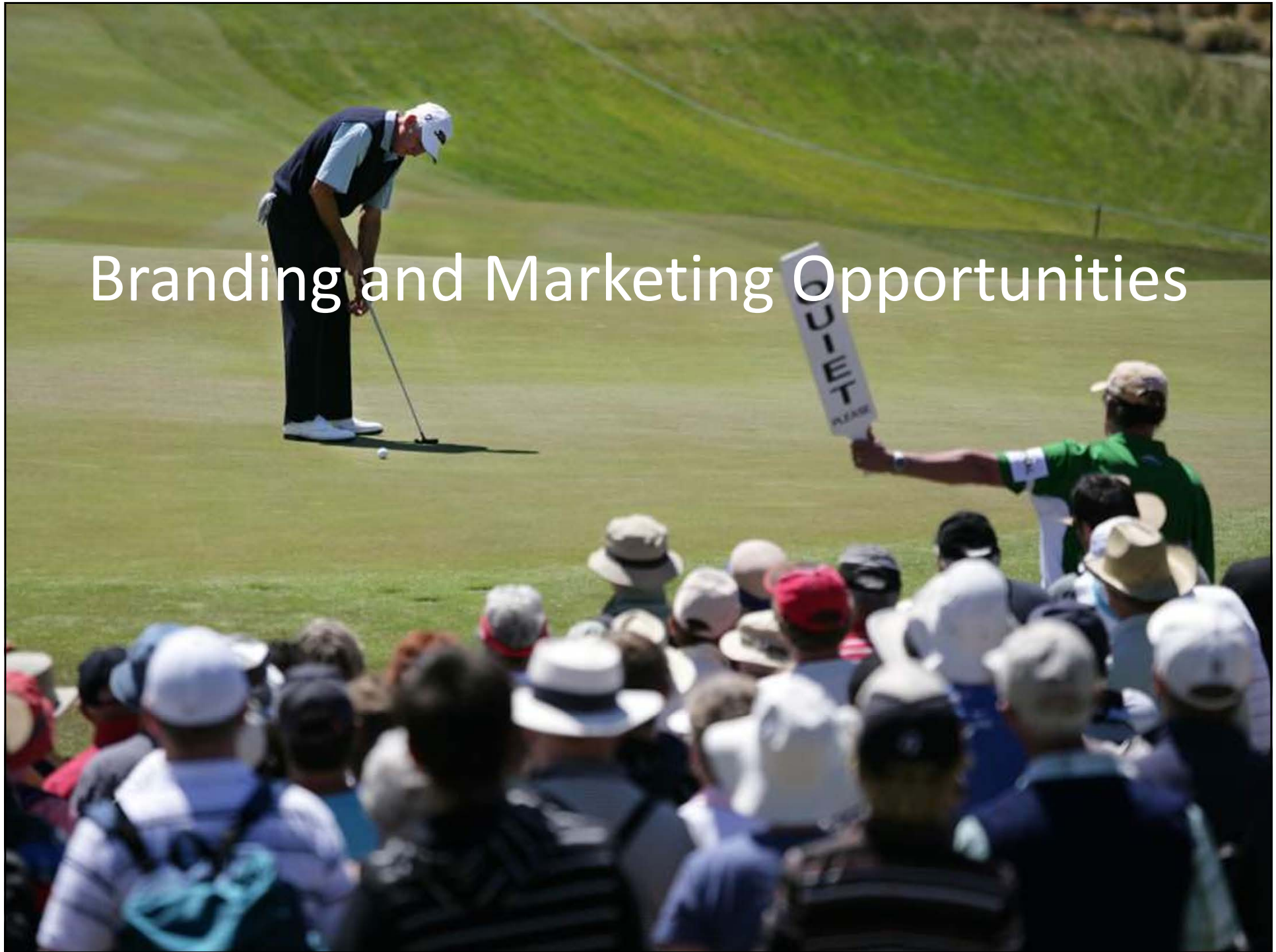
Monday 5th December

Corporate Challenge

The partnership packages outlined in this document can be tailored to suit your individual requirements and itinerary



Branding and Marketing Opportunities





Branding opportunities

Principal branding opportunity

There are 7 televised holes available for sponsor branding:

- Seven 2.1 m x 1.2 m signboards on the tee ground area
- One 4.2m x 1.2m signboard next to the green
- Sponsor logo will appear in TV graphics during hole flyovers and live telecast of the hole

Additional branding opportunities:

- The Corporate marquee on the 18th fairway
- The Official BMW NZ Open website: www.nzgolfopen.co.nz
- The main results Board, adjacent to the 18th green
- Flag pole locations along the main entrance road
- Event posters and daily draw sheets
- Brand presence in the retail village





Corporate Hospitality and Entertainment Opportunities

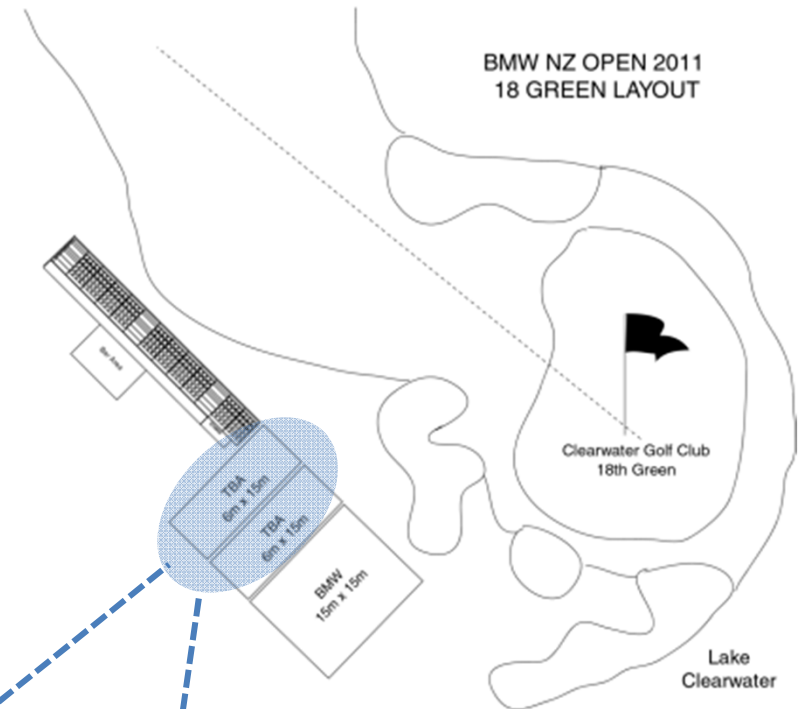


18th Hole Corporate Marquee

Hosting opportunity in a bespoke sponsor-branded 15m x 6m corporate marquee overlooking the 18th green:

- Accommodating 40 guests per day for 4 days
- Indoor and outdoor seating
- Fully catered (via Official NZ Open caterers)
- Fully furnished and carpeted
- Wide screen television
- Security

Championship club marquee adjacent – shared facility with tables of 10 available for hospitality





Pro-Am and Corporate Golf

The Pro-Am Tournament takes place on Wednesday November 30th:

- 3 playing spots (and one pro)
- Refreshments in the Championship Club after the round
- 3 Official Pro-am team photographs
- 3 four-day passes to the BMW Open
- 3 parking passes
- 3 merchandise packs containing golf balls, caps and event shirts

The Corporate Golf Tournament takes place on Monday December 5th:

- Entry of one team of 4 players
- A unique experience to play the course immediately after The Open





Retail and customer engagement opportunities



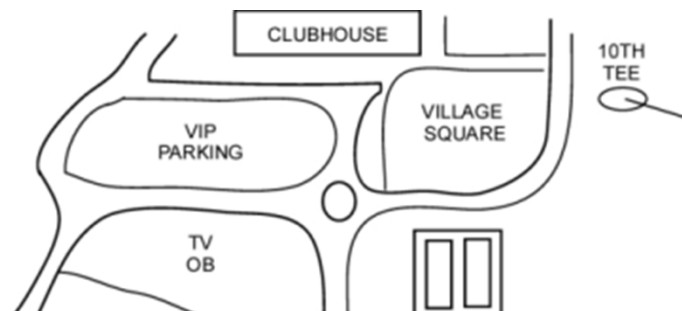
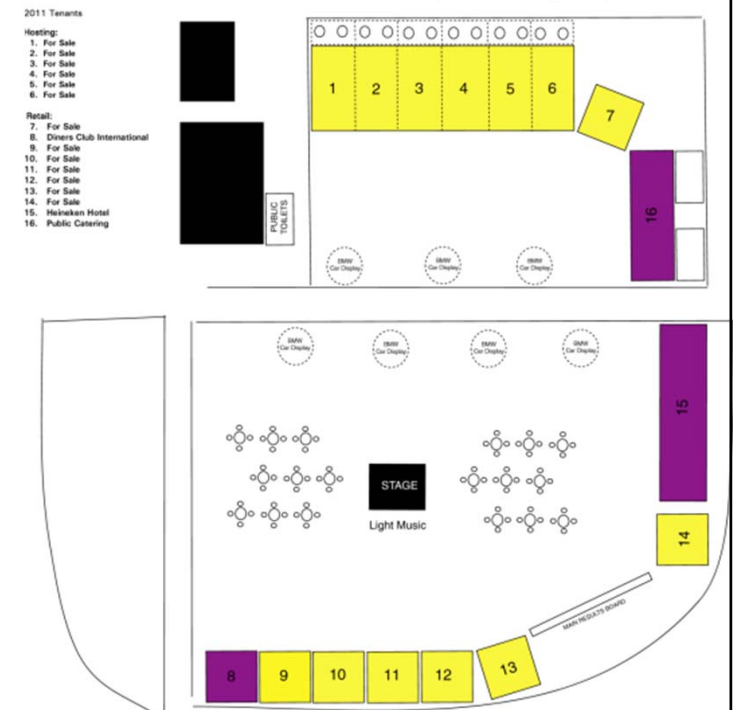
Village Square

Located next to the clubhouse and on the main thoroughfare, the Village Square provides excellent retail and customer engagement opportunities.

There is an additional hosting opportunity (numbered 1-6) which offers views over the 18th Green on one side and retail on the other:

- Corporate marquee 5m x 10m for 40 people per day
- Indoor and outdoor seating
- Wide screen television
- Fully catered (through Official Open caterer)
- Sponsor branded
- Additional 40 grandstand seats per day on 18th green

Marquees (7-14) available also for exhibitors and retail on site





Sponsor Packages



Package summary and pricing

	VILLAGE SQUARE EXHIBITOR	PRO-AM	CORPORATE & ENTERTAINMENT	VILLAGE SQUARE HOSTING	CORPORATE SUITE	ASSOCIATE SPONSOR
PRICE + GST	\$5000	\$5000	\$6500 – 1 day \$14,300 – 4 days	\$27,000	\$47,500	\$75,000
Buffet Lunch & Beverages			✓			
Car Parking	✓	✓	✓	✓	✓	✓
Company Name Listed on Event Website	✓	✓	✓			
Company Name Listed on Draw Sheet	✓	✓	✓			
Corporate Branding on Daily Draw Sheet				✓	✓	✓
Corporate Branding on Event Website				✓	✓	✓
Corporate Challenge			✓		✓	✓
Corporate Identification Signage	✓			✓	✓	✓
Daily Draw Sheets	✓		✓	✓	✓	✓
Entry Passes	✓	✓	✓	✓	✓	✓
Exclusive Corporate Marquee				✓	✓	✓
Exclusive Branded TV Hole						✓
Food & Beverage Options				✓	✓	✓
Food & Beverage Allowance						
Furnished Outdoor Area				✓	✓	✓
Grandstand Seating				✓		
Option to Secure Tee & Green Signage					✓	
Pro-Am Tournament		✓	✓	✓	✓	✓
Reserved Table for 10 - Hosting			✓			
Retail Marquee 6m x 6m	✓					
TV Graphic Flyovers – on screen						✓
Welcome Cocktail Party				✓	✓	✓



Associate Sponsor \$75,000 + GST

- One televised hole will be allocated to the Sponsor and dressed as follows:

- Seven 2.1m x 1.2m signboards will be set up on the tee ground area

- One signboard, measuring 4.2m x 1.2m will be set up adjacent to the green for additional exposure

The Sponsor's logo will be displayed on screen during graphical hole flyovers during the live telecast of the Sponsors hole.

- Fully serviced exclusive 15m x6m marquee to accommodate 40 guests per day, fitted with flooring, power, refrigeration, furniture, television, flagpoles and adjoining furnished balcony area

- 4 invitations to attend the Welcome Cocktail Party

- 40 Executive Suite entry passes per Day

- 10 car parking passes per day

- 100 Any One Day entry passes to access the course

- 6 invitations to play in the official Pro-Am Tournament

- 4 invitations to play in the NZ Open Corporate Challenge

- Corporate branded identification Signboard

- Food & beverages available by negotiation with Continental, the Open's official Caterers

- Corporate logo on the NZ Open website (including direct link), daily Draw Sheets and Main Results Board





Corporate Suite \$47,500 + GST

- Fully serviced Exclusive 15m x 6m marquee to accommodate 40 guests per day, fitted with flooring, power, refrigeration, furniture, television, flagpoles and adjoining furnished balcony area
- Corporate branded identification Signboard
- Corporate logo on the NZ Open website (including direct link), daily Draw Sheets and Main Results Board
- Option to secure exclusive tee and green signage on Course
- 4 invitations to attend the Welcome Cocktail Party
- 40 Executive Suite entry passes per Day
- 10 car parking passes per day
- 100 Any One Day entry passes to access the course
- 6 invitations to play in the official Pro-Am Tournament
- 4 invitations to play in the NZ Open Corporate Challenge
- Food & beverages available by negotiation with Continental, the Open's official Caterers





Village Square Hosting \$27,000 + GST

- Fully serviced 5m x 10m marquee located in the Village Square to accommodate 40 guests per day, fitted with flooring, power, refrigeration, furniture, television, flagpoles and adjoining furnished balcony area
- 40 reserved seats on the 18th green covered grandstand with access to food and beverages
- Corporate branded identification Signboard
- Corporate logo on the NZ Open website (including direct link), daily Draw Sheets and Main Results Board
- 2 invitations to attend the Welcome Cocktail Party
- 40 Executive Suite entry passes per Day
- 10 car parking passes per day
- 100 Any One Day entry passes to access the course
- 6 invitations to play in the official Pro-Am Tournament
- 4 invitations to play in the NZ Open Corporate Challenge





Championship marquee

- Ten Championship Club tickets to access the course and Championship Club for the day/s.
 - Ten car parking passes for sponsor parking
 - Reserved table for ten guests
 - Food and beverages package will be served in the Championship Club marquee between 12:00pm and 2:30pm. Additional beverages may be purchased by separate arrangement with the official caterers, Continental Catering.
 - Player interviews during lunch each day
 - Live scoring terminal
 - Wide screen televisions within the facility
 - Free Daily Draw Sheets provided each day
- The Company's name will be displayed on the Championship Club entrance signage.
 - 4 invitations to play in the NZ Open Corporate Challenge



ONE DAY (any Day) \$6,500 + gst
TWO DAYS \$9,100+ gst
THREE DAYS \$11,700+ gst
FOUR DAYS \$14,300+ gst



Pro-Am \$5000 + GST

Wednesday, November 30, 2011
one team consists of three guests to participate in the BMW NZ Open Pro-Am Tournament at Clearwater Resort.

PRO-AM BENEFITS

- 3 playing spots in the official BMW NZ Open Championship Pro-Am Tournament at Clearwater Golf Club Christchurch
- Refreshments served in the Championship Club after golf
- 3 official Pro-Am team photographs
- 3 season entry passes to the BMW NZ Open Championship
- 3 season parking passes
- 3 event shirts and caps
- 3 sleeves of event branded golf Balls





Village Square Exhibitors \$5000 + GST



- Marquee measuring 6m x 6m and located in the BMW NZ Open Village Square to accommodate retail outlet. Two flagpoles (flags to be provided by the exhibitor) will be erected at the front of the exhibitor marquee.

- The Exhibitor will receive the following ticketing privileges:
2 Exhibitor passes to access the course each day
2 car parking passes per day
10 season course only admission tickets

- The exhibitor will be provided a branded identification signboard for exhibitor outlet. (600mm x 600mm)

- The Exhibitors name will be displayed on the official BMW NZ Open website:
www.nzgolfopen.co.nz

- The Exhibitors name will be displayed on Daily Draw Sheets.

2011 Tenants

Hosting:

1. For Sale
2. For Sale
3. For Sale
4. For Sale
5. For Sale
6. For Sale

Retail:

7. For Sale
8. Diners Club International
9. For Sale
10. For Sale
11. For Sale
12. For Sale
13. For Sale
14. For Sale
15. Heineken Hotel
16. Public Catering

BMW NZ Open - Village Square





Contact

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