

**GIPPSLAND
SUPER6**

Partnership Opportunities



OVERVIEW

Welcome to the Gippsland Super 6, the regions premier golf tournament.

The tournament will bring the best players from around Australia to the region for a week long festival of golf.

Warragul Country Club, located just under an hours drive from Melbourne and in the Baw Baw Shire region will play host to the third installment of this exciting event.

Owned and operated by the PGA of Australia the PGA Tour of Australasia features Australia's biggest and most high profile Tournaments.

The PGA Tour of Australasia was the breeding ground for current champions Adam Scott, Marc Leishman and Cam Smith and future champions like Min Woo Lee, Lucas Herbert and Maverick Antcliff

The format is all about excitement. We have combined the best elements of a traditional stroke play tournament with the excitement and cut throat action of match play

Players compete across the first three rounds to qualify for the final days' knockout match play over a special 6 hole course.

This provides for plenty of action in a reduced area of the course, giving the fans the chance to see all of the action.

**GIPPSLAND
SUPER 6**

ISPSHANDA
PGATOUR
AUSTRALASIA

WARRAGUL
LATROBE VALLEY
AUTHORITY



TOURNAMENT WEEK ITINERARY

TOURNAMENT DETAILS

| | |
|--------------------|---|
| Dates | 16 - 19 December 2021 |
| Location | Warragul Country Club |
| Prize Money | AUD \$137,500 |
| Field | 132 Players |
| Format | <p>Qualifying is 54 hole stroke play</p> <ul style="list-style-type: none"> - 36 hole cut for top 50 plus ties - 54 hole cut for top 24 <p>Medal Match Play is 5 rounds of 6 hole matches</p> |

TOURNAMENT DETAILS

| | |
|----------------------------------|---|
| Monday 13 December | Pre-Qualifying PracticeRound |
| Tuesday 14 December | Practice Round Junior Mentor Session Junior Pro-Am |
| Wednesday 15 December | Tournament Pro-Am Ladies Clinic Golf Clinics / School Visits |
| Thursday 16 December | Round One Play starts from 7:30am MyGolf Junior golfers to hit the first tee shots |
| Friday 17 December | Round Two Play starts from 7:30am Cut – Top 50 - Professionals plus ties Championship Dinner |
| Saturday 18 December | RoundThree Cut – Top 24. Playoff for top 8 and top 24 if required |
| Sunday 19 December | Medal Match Play 5 rounds of knockout Medal Match Play Knockout Marquee corporate entertainment Family Day |

MEDIA AND SIGNAGE

The Gippsland Super 6 is the peak Professional golf tournament in the Gippsland region.

The tournament will draw attention from not only across Australia but also the World with players competing for Official World Golf Ranking points, the same as they would competing on the PGA Tour in the US or the European Tour throughout many parts of the World.

HOLE SIGNAGE

Signage opportunities exist in various capacities on holes across the course, traditionally through signage around the tee block and greens. However there are more dynamic options available such as displaying a car on a tee block or activations located around the clubhouse

DIGITAL MARKETING

The PGA of Australia allows 3.4 million golf fans the opportunity to connect and engage with tournament news, scores and content via our digital platforms. There is an extensive range of PGA digital advertising solutions for sponsors, partners and advertisers through the website, Members Portal, social media channels, and the PGA app.



- eDM
- Website Banners
- Content
- Search
- Social
- SEO
- Adwords
- Marketing
- Automation
- Social Media



HOSPITALITY

Tournaments and events are fantastic opportunities to reward and recognise customers, stakeholders or staff.

CHAMPIONSHIP DINNER

Be in the room when it all happens. Enjoy an expertly prepared 3 course meal, free flow beer, wine and soft-drink whilst you hear tales from some of the leading Australian sports people.

Individual tickets are available or purchase a full table of 8 and receive a further discount.

Championship Dinner tickets include:

- 3 course meal
- 4 hour beverage package including tap beer, wine and soft drink
- Live Entertainment

**PRICE \$110 Individual
\$799 a table of 8**

SUNDAY KNOCKOUT MARQUEE

Watch all the action of the knockout matches from the comfort of the Knockout Marquee. Located behind the 6th (final hole) you'll be able to cheer on the winners as they make their way through the matches to the final

Knockout Marquee tickets include:

- Substantial canapés throughout the day
- Beer, wine and soft drink from 12pm through to the final putt and the winner crowned.

PRICE \$99



TOURNAMENT PRO-AM

PRO-AM

No other professional sport lets you get as up close and personal with their sports stars.

Playing in the Tournament Pro-Am on Wednesday of Tournament week is your chance to see how the Professionals play the course whilst having a go yourself.

Guests will also receive a Pro-Am tee gift, photo with their grouping lunch and snacks after golf.

A great way to entertain clients each Pro-Am group will include:

- Tournament gift
- Lunch and evening nibbles following the completion of play with presentation of prizes
- Prizes including nearest to pin, long drive and overall winning teams



JUNIOR AND FAMILY ACTIVITIES

MyGOLF MASTER CLASSES

The PGA will be conducting MyGolf Master Class clinics across the greater Gippsland region throughout the September School holidays

These clinics will be delivered by local and guest PGA Professionals and will promote the sport to the next generation of golfers.

JUNIOR PRO-AM

Local junior golfers will have the chance to partner with leading Tour Professionals and compete against another pair in a 6-hole match. This event will be run on the Super 6 course at Warragul Country Club on Tuesday of Tournament week.

FAMILY DAY

Sunday of Tournament week will see the area around the clubhouse become a family friendly activation zone. With jumping castles, hitting bays, magicians and free ice cream from 12pm - 2pm during play.



PARTNERSHIP OPPORTUNITIES

NAMING RIGHTS

Become Naming Rights Partner of the Gippsland Super 6 and align your brand with the peak golf event in the region.

This event provides the ability to showcase your brand to the wider community, entertain important clients and staff and experience professional sport up close.

As the Naming Rights Partner of the event, the PGA of Australia will ensure we provide your brand with key opportunities to:

- Increase your brand's reach
- Further enhance your brands reputation
- Give your brand a differentiation to others in your market
- Provide reward and recognition opportunities for your customers and staff

DESIGNATION

Naming Rights Partner

BRANDING AND VISIBILITY

- Your logo on every hole Par Distance board, media wall, tournament program, sponsors welcome board, Tournament poster and social media post.
- Tee signage on holes 1, 10, 18 and Knockout Hole.
- Digital Marketing Package on pga.org.au.
- Opportunity to activate at the Tournament.

HOSPITALITY, TICKETING AND EXPERIENCES

- 2 x tables of 8 for the Championship Dinner.
- 20 x tickets to the Knockout Marquee on Sunday.
- 3 x Pro-Am Team (3 players)

INVESTMENT

Price on Application

PARTNERSHIP OPPORTUNITIES

PARTNER

Become an official event partner of the Gippsland Super 6 and align your brand with the peak golf event in the region.

This event provides the ability to showcase your brand to the wider community, entertain important clients and staff and experience professional sport up close.

As a partner of the event and the PGA of Australia we ensure we provide your brand with key opportunities to:

- Increase your brand's reach
- Further enhance your brands reputation
- Give your brand a differentiation to others in your market
- Provide reward and recognition opportunities for your customers

DESIGNATION

Naming Rights to Family Day

BRANDING AND VISIBILITY

- 2 x Exclusive Holes of on-course signage on display throughout the Tournament week.
- Sponsor logo to appear on official event poster.
- Sponsor logo to appear on tournament program.
- Sponsor logo to appear on hospitality welcome board.

HOSPITALITY, TICKETING AND EXPERIENCES

- 1 x table of 8 for the Championship Dinner.
- 8 x tickets to the Knockout Marquee on Sunday.
- 2 x Pro-Am Team (3 players)

INVESTMENT

\$15,000 + GST

PARTNERSHIP OPPORTUNITIES

HOLE SPONSOR

This is your chance to become a hole Sponsor of the Gippsland Super 6 and align your brand with the peak golf event in the region.

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As a sponsor of the event and the PGA of Australia we ensure we provide your brand with key opportunities to:

- Increase your brand's reach
- Further enhance your brands reputation
- Give your brand a differentiation to others in your market
- Provide reward and recognition opportunities for your customers and staff

DESIGNATION Hole Sponsor

BRANDING AND VISIBILITY

- 1 x Exclusive Hole of on-course signage on display throughout the Tournament week.
- Sponsor name to appear on hospitality welcome board.

HOSPITALITY, TICKETING AND EXPERIENCES

- 4 x tickets for the Championship Dinner.
- 4 x tickets to the Knockout Marquee on Sunday.
- 1 x Pro-Am Team (3 players)

INVESTMENT

\$2,900 + GST

PARTNERSHIP OPPORTUNITIES

PRO-AM PLUS

Get up close and personal with the players during Tournament week.

Entertain important clients and staff and experience professional sport up close.

DESIGNATION

Pro-Am Team

HOSPITALITY, TICKETING AND EXPERIENCES

- 4 x tickets for the Championship Dinner.
- 4 x tickets to the Knockout Marquee on Sunday.
- 1 x Pro-Am Team (3 players)

INVESTMENT

\$1,900 + GST

PARTNERING WITH THE PGA

Whether you are looking to boost your brand awareness or extend your business network to drive new opportunities, the PGA offers an array of sponsor and supplier opportunities across our various business categories.

The PGA of Australia is always seeking to align with like-minded partners to work with us across our events and business categories, and offer brands the chance to engage with the golf industry throughout Australia and the Pacific, from grassroots to elite level.

The PGA offers the ability to build a truly bespoke year round partnership and we would welcome further discussion on this to demonstrate the true value of a partnership with the PGA.

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