



BAD RAGAZ
PGA SENIORS OPEN



Event
Golf sponsorship





Top European golfers
feel at home at the Grand
Resort Bad Ragaz.
Left to right: Sam
Torrance, Costantino
Rocca and Carl Mason



Top-flight golf at a luxury resort

With the Golf Club's support, the Grand Resort Bad Ragaz has been organising a three-day tournament of the European Senior Tour since 1997. The event is funded through the support of sponsors, whose guests participate in the preceding Pro-Am tournaments, enjoying the luxury resort's amenities in addition to the sporting highlights.

Event name	BAD RAGAZ PGA SENIORS OPEN
Location of tournament	Bad Ragaz
Date	First weekend in July

The tournaments

Wednesday	1st Bad Ragaz PGA Seniors Pro-Am
Thursday	2nd Bad Ragaz PGA Seniors Pro-Am
Friday to Sunday	BAD RAGAZ PGA SENIORS OPEN (tournament of the European Senior Tour's Order of Merit)

The participants

Pro-Am tournaments: professionals of the European Senior Tour (approximately 40 professionals per tournament day) play with amateurs (sponsors' guests) with golf club membership and in possession of a handicap certificate.

Bad Ragaz PGA Seniors Open: the 72 highest-ranking golf professionals of the European Senior Tour's Order of Merit compete for the title and prize money.

"Tranquility, time and space" is the philosophy of the Grand Resort Bad Ragaz, the leading spa and medical health resort in Europe.



PGA – sponsorship with excellent feedback

In addition to the Omega European Masters, the PGA European Senior Tour has been providing a golfing highlight in Switzerland since 1997. The tournament takes place at the first-rate location of the Grand Resort Bad Ragaz in picturesque Heidiland. We offer various packages to our sponsors wishing to participate in the Bad Ragaz PGA Seniors Open:

CHF 50,000.00 exclusive of VAT

CHF 100,000.00 exclusive of VAT

CHF 250,000.00 exclusive of VAT

Main sponsorship CHF 500,000.00 exclusive of VAT

The guests of our long-standing sponsors greatly value this event. Firstly, nobody else is better able to assist the individual players of the Pro-Am than the professionals of the PGA Senior Tour, turning the event into a real highlight for the participants. Secondly, the resort's amenities and first-class service as well as the varied offers ensure an unforgettable experience.



A special event for your clients



At the Grand Resort Bad Ragaz and its Kursaal Business & Events Center, every event is unique, including the annual Bad Ragaz PGA Seniors Open. At the Pro-Am, your clients can enjoy the unique atmosphere and our special attention. Your sponsorship does not only offer your clients a piece of luxury; it guarantees an unforgettable day with many highlights.

Following on from the great success in the US, where the game of the seniors has become more and more popular over the last 20 years, this trend has also been increasing in Europe since 1991. Professionals such as Sam Torrance, Eamonn Darcy, Ian Woosnam, Costantino Rocca, Carl Mason and Bernhard Langer are already on board, and further well-known names have been added to the list for the coming years.

The fact that the PGA Senior Tour has perfected Pro-Am entertainment is especially important for the sponsors. Not only do the senior professionals know how to provide entertainment at the gala dinner, they are also there exclusively for their team during the Pro-Am. They are not interested in individual rankings, but prefer to help with the reading of the putt line or to give friendly advice when a tee shot has gone wrong, which is much appreciated by the invited guests.

Costs to be covered by the sponsor

- Production of advertising boards (standard size: 1 m x 3 m)
- Starter gifts
- Possible additional catering on the golf course
- Special requirements regarding technical aspects, decorations, etc.
- Accommodation expenses
- Print material for the exclusive use of the sponsor's clients
- Special photo commissions
- Seminar rooms for workshops, if applicable

Possibilities in addition to the sponsorship package

- Additional programme for non-golfers, such as trial golf, excursions, spa offers, culture, etc.; the planning of these activities is carried out by the organiser free of charge
- Presentation in a sponsorship tent or at the Grand Resort Bad Ragaz
- Publication of articles in client and employee magazines
- Organisation of additional press conferences in accordance with the organisational committee



CHF 100,000.00

exclusive of VAT

Offers by the organiser

Pro-Am

- 24 Pro-Am places for one of the two Pro-Am days
- Tent at the 1st hole for registration of guests
- Free catering during the golf tournament
- Lunch (excluding drinks) for the tournament participants and professionals (up to 35 people)
- Special prizes (nearest to the pin, etc.)
- Amateur prizes
- Drinks reception and gala dinner (including drinks) at the Grand Resort Bad Ragaz for the tournament participants and their partners as well as client advisers (up to 50 people)

Also included

- 30 reserved grandstand seats at the 18th green on the final day
- Free parking for client advisers, discount on parking tickets for guests
- Invitation to the Players' Party
- Access to the VIP area

Rooms

- Room reservations at the Grand Resort Bad Ragaz (Quellenhof & Spa Suites***** and Hof Ragaz***** , subject to availability)
- 20% discount on rack rates
- Help with room reservations at other hotels in Bad Ragaz

Visual presence

- Perimeter advertising on the golf course for the duration of the tournament (6 boards)
- Presence in the film about the event's highlights, produced by European Tour Productions, worldwide distribution
- Featuring of logos on all print material, such as posters, flyers, programmes, stationery, start and ranking lists, tickets
- Presence on the event's website (www.pgaseniorsopen.ch), including a link to the sponsor's website
- Presence in the programme booklet

PR	1 page
Advertisement	1 page
- Presence in announcements, press releases, press conferences
- Professional PR programme and press services in cooperation with the sponsors' PR managers



Costs to be covered by the sponsor

- Production of advertising boards (standard size: 1 m x 3 m)
- Starter gifts
- Possible additional catering on the golf course
- Special requirements regarding technical aspects, decorations, etc.
- Accommodation expenses
- Print material for the exclusive use of the sponsor's clients
- Special photo commissions
- Seminar rooms for workshops, if applicable

Possibilities in addition to the sponsorship package

- Additional programme for non-golfers, such as trial golf, excursions, spa offers, culture, etc.; the planning of these activities is carried out by the organiser free of charge
- Presentation in a sponsorship tent or at the Grand Resort Bad Ragaz
- Publication of articles in client and employee magazines
- Organisation of additional press conferences in accordance with the organisational committee



Costs to be covered by the sponsor

- Production of advertising boards (standard size: 1 m x 3 m)
- Starter gifts
- Possible additional catering on the golf course
- Special requirements regarding technical aspects, decorations, etc.
- Accommodation expenses
- Print material for the exclusive use of the sponsor's clients
- Special photo commissions
- Seminar rooms for workshops, if applicable

Possibilities in addition to the sponsorship package

- Additional programme for non-golfers, such as trial golf, excursions, spa offers, culture, etc.; the planning of these activities is carried out by the organiser free of charge
- Presentation in a sponsorship tent or at the Grand Resort Bad Ragaz
- Publication of articles in client and employee magazines
- Organisation of additional press conferences in accordance with the organisational committee



Main sponsorship

CHF 500,000.00 exclusive of VAT

Offers by the organiser

Pro-Am

- 132 Pro-Am places for the second Pro-Am day; the naming of the Pro-Am is left to the main sponsor, e.g. Casino Bad Ragaz Trophy
- Obligation to ensure the participation of the current leading professionals of the Order of Merit in the tournament
- Amateur prizes
- Tent at the 1st hole for registration of guests
- Free catering during the golf tournament
- Lunch (excluding drinks) for the tournament participants and professionals (up to 190 people)
- Special prizes (nearest to the pin, etc.)
- Drinks reception and gala dinner (including drinks) at the Grand Resort Bad Ragaz for the tournament participants and their partners as well as client advisers (up to 240 people)

Also included

- 100 reserved grandstand seats at the 18th green on the final day
- Free parking for client advisers, discount on parking tickets for guests
- Invitation to the Players' Party
- Access to the VIP area

Rooms

- Guaranteed room reservations at the Grand Resort Bad Ragaz (Quellenhof & Spa Suites***** and Hof Ragaz*****, subject to availability)
- 20% discount on rack rates
- Help with room reservations at other hotels in Bad Ragaz

Visual presence

- Perimeter advertising on the golf course for the duration of the tournament (20 boards)
- Presence in the film about the event's highlights, produced by European Tour Productions, worldwide distribution
- Visual presence at the 1st tee and at the grandstand as well as during the prize-giving ceremony
- Possibility to set up official signposts in and around Bad Ragaz (production at the expense of the sponsor)
- Featuring of logos with additional remark "main sponsor" on all print material, such as posters, flyers, programmes, stationery, start and ranking lists, tickets



- Presence in the programme booklet PR 2 pages
PR 1 page welcome message
Advertisement cover page
- Presence on the event's website (www.pgaseniorsopen.ch), including a link to the sponsor's website
- Presence in announcements, press releases, press conferences
- Professional PR programme and press services in cooperation with the sponsors' PR managers

Costs to be covered by the sponsor

- Production of advertising boards (standard size: 1 m x 3 m)
- Starter gifts
- Possible additional catering on the golf course
- Special requirements regarding technical aspects, decorations, etc.
- Accommodation expenses
- Print material for the exclusive use of the sponsor's clients
- Special photo commissions
- Seminar rooms for workshops, if applicable

Possibilities in addition to the sponsorship package

- Additional programme for non-golfers, such as trial golf, excursions, spa offers, culture, etc.; the planning of these activities is carried out by the organiser free of charge
- Presentation in a sponsorship tent or at the Grand Resort Bad Ragaz
- Publication of articles in client and employee magazines
- Organisation of additional press conferences in accordance with the organisational committee



Your chance – your tournament – your benefit

Worldwide TV broadcasting

A team of six from European Tour Productions, specialised in golf, will film the three-day tournament and produce a one-hour or half-hour broadcast of the event's highlights that will be shown around the world. A total of between 38 and 42 hours of the Bad Ragaz PGA Seniors Open will be broadcast in around 25 countries on all continents. Well-known TV stations and channels such as Sky in Germany, Austria and Switzerland, Canal+ in France and Spain, Sky Sports in England and Golf Channel in the US and Japan, etc., will broadcast the film.



The sponsors' advertising boards do not just capture the spectators' attention, but also gain worldwide exposure through TV

Generous luxury for your well-being



Pure well-being in the heavenly spa – living with style

The leading spa and medical health resort in Europe is situated in the centre of the eastern part of Switzerland, only a one-hour drive from Zurich. Whether you unwind and relax in this sunny place in picturesque Heidiland or whether you play golf on the beautifully situated golf courses – the 18-hole PGA Championship Course or the 9-hole Executive Course – the overall offer can hardly be topped and leaves nothing to be desired.

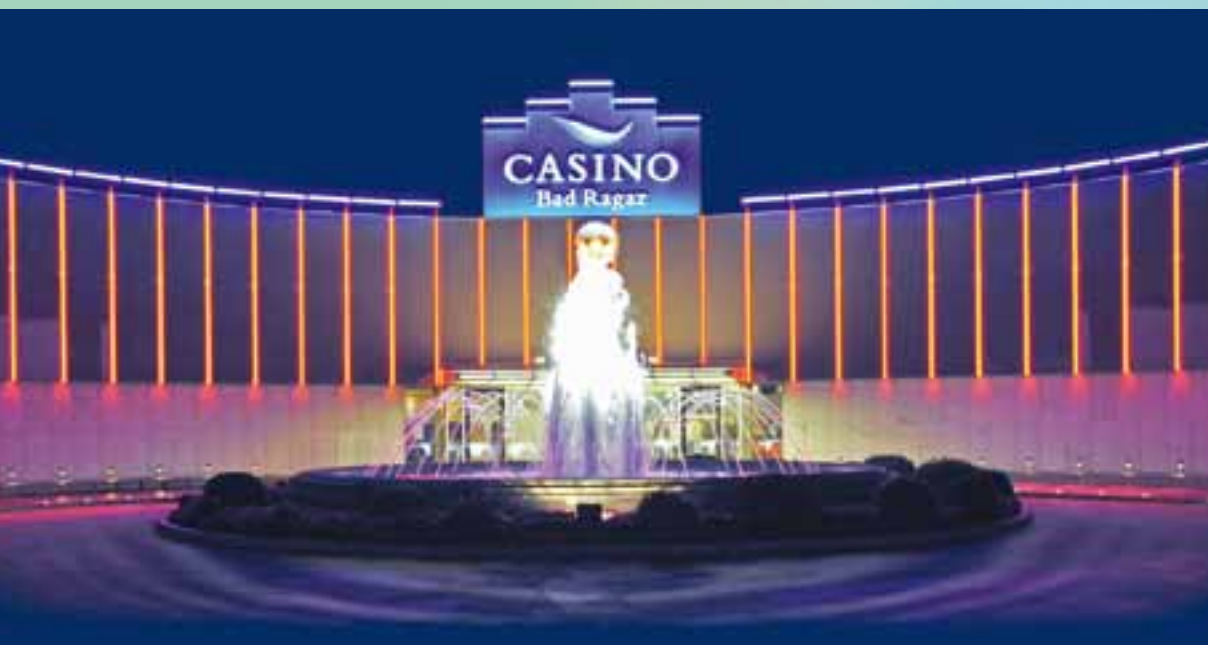
The spa area encompassing more than 12,800 square metres is an oasis of relaxation. Here you can treat yourself to special massages from the Far East to Hawaii, or visit the Medical Health Center for a preventative check-up and expert advice.

The culinary treats offered in the restaurants Äbtestube, Bel-Air, Namun (17, 15 and 13 GaultMillau points), Olives d'Or, and Zollstube are truly delightful. And for an exciting night out, why not visit the Casino Bad Ragaz?

Special sponsorship

exclusive of VAT

Small sponsorship package 1 advertisement Visual presence at 1 hole 3 Pro-Am places	CHF 17,000.00
1 advertising page in the programme booklet A4 format, four colours	CHF 3,000.00
Visual presence at a hole with boards at one tee and on one green of the golf course (excluding the 1st and 18th holes)	CHF 3,000.00
Combination: advertisement and visual presence at a hole	CHF 5,000.00
Sales stand in the sponsorship tent for the duration of the tournament, at the sponsor's own expense, standing pitch	CHF 5,000.00
Membership Seniors Open Supporters	CHF 1,000.00



Organisational committee
Bad Ragaz PGA Seniors Open

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