



Paris Legends

CHAMPIONSHIP



GOLF DE LA BOULIE

BY
RENAULT
Z.E.

ffgolf®

Staysure
TOUR 


PITCH & PLAY
EVENTS

« French Elegance »

SEPTEMBER 17TH TO 22ND 2019

FREE ENTRANCE

WORLD ORGANISATION

web.com
American
Second Division



American
First Division



CHAMPIONS

American
First Division /
50 years old and more



THE OPEN
CHAMPIONSHIP



The Grand Slam
of Professional Male Golf



The third most publicized
sporting event in the world.
Awarded every two years, the winner
of tournament, which opposes
by team Europe (12 players)
and USA (12 players)



European First
Division



European
Second Division



European
First Division /
50 years old
and more





From March to December
(final in Seychelles)



19 tournaments per year



16 host countries



54 players per tournament



1,7 K followers



5 K followers



10 K followers



1,8 M users of the web application



250 K users of the mobile application

TV COVER

Staysure Tour is broadcast across 50 countries, with 390 million homes viewing about 60 minutes, 5 days a week, 48 weeks a year



More than 260 hours of broadcast



\$ 35 million values

Some legendary players and their winners




THOMAS LEVET
September, 5th 196

Winner of Barclays British Open (2004)
Winner of Andalouse Open (2008)
Winner of the Spain Open (2009)
Winner of the French Open (2011)
Player of 2004 Ryder Cup



DARREN CLARKE
August, 14th 1967

Player of 5 Ryder Cup (1997, 99, 2002, 04, 06)
Winner of 13 tournaments on the European Tour
Winner of 2 tournaments on the PGA Tour
Winner of The Open 2011



COLIN MONTGOMERIE
June, 23rd 1963

First of the order of merit between 1993 and 1999
Player of 8 Ryder Cup
Captain of 2010 Ryder Cup
Winner of 32 tournaments on the European Tour



BERNHARD LANGER
August, 27th 1957

Double Winner The Masters (85 and 93)
Winner of 40 tournaments on the European Tour
Winner of one tournament on the PGA Tour
Winner of 23 tournaments on the PGA Champions Tour



PRO AM

The day before the tournament, 2 amateurs and one professional player gathered in a team to play the course, set up as the tournament. A unique experience for your guests, followed by an amazing award ceremony

MEMBERS PRO AM

- 24 teams
- Award Ceremony at La Boulie club house

OFFICIAL ROLEX PRO AM

- 25 teams
- Award Ceremony at La Boulie club house

THE TOURNAMENT

- 2 000 visitors in three days (free entrance)
- Iconic players on the field : Ian Woosnam, Thomas Levet, Phil Golding, Barry Lane, Jean Van de Velde, ...
 - 2 VIP lunches
 - 2 private parties
- Facebook Live and Canal+ broadcast




PARIS LEGENDS CHAMPIONSHIP 2018






legolfnational®




THE TOURNAMENT

-  54 players (selected on the order of merit + 4 invitation)
-  300 000 euros prize-money
-  8 000 visitors over the last two years




FRENCH PRESS

-  Press launch / More than 20 press
-  21 journalists on site
-  72 % increase of press release in 2017

TV

-  182 hours of broadcast
-  188 million households reach
-  Broadcasted in 39 countries
-  2,88 millions dollars of valorisation

DIGITAL

-  400 followers
-  2k followers
-  300 followers



PARIS LEGENDS CHAMPIONSHIP 2018



PARIS LEGENDS CHAMPIONSHIP 2019

PLC, 4th EDITION



GOLF DE LA BOULIE

THE PLACE

GOLF DE LA BOULIE, RACING CLUB DE FRANCE

- 8 000 members at Racing Club de France
- 1 200 members at La Boulie Golf Club
- 3 courses
- First course was inaugurated in 1901
- Located 20km from les Champs Elysée

THE DATE

From September 17th to 22nd 2019

- Celebrates the « One Year After » the Ryder Cup with iconic players and former captains

PARIS LEGENDS CHAMPIONSHIP 2019

PLC, 4th EDITION


Paris Legends
CHAMPIONSHIP


GOLF DE LA BOULIE

TUESDAY, SEPTEMBER 17TH 2019

OPENING PRO AM

- Reserved to members or exteriors amateurs
- Breakfast
- Welcome gifts
- 28 teams of 3 amateurs
- Buffet on the course
- Award Ceremony at La Boulie

WEDNESDAY, SEPTEMBER 18TH 2019

OFFICIAL RENAULT Z.E PRO AM

- Reserved to the partners and their guests
- Breakfast
- Welcome gifts
- 28 teams of 3 amateurs
- Buffet on the course
- Award Ceremony at La Boulie

JUNIOR PRO AM

- In partnership with Ligue de Paris and Ligue Ile-De-France U10
- 9 teams selected
- Shot-Gun
- Snacks and gifts

THURSDAY, SEPTEMBER 19TH 2019

CELEBRITIES PRO AM

- Invitation only
- Lunch
- Welcome gifts
- 10 teams of 3 amateurs
- Buffet on the course
- Award Ceremony at La Boulie

PARIS LEGENDS CHAMPIONSHIP 2019

PLC, 4th EDITION


Paris Legends
CHAMPIONSHIP


GOLF DE LA BOULIE

FRIDAY, SEPTEMBER 20TH 2019

1ST PROFESSIONAL ROUND

- Gates open
- VIP Lunch
- Members Party

**SATURDAY, SEPTEMBER 21ST
2019**

2ND PROFESSIONAL ROUND

- Gates Open
- VIP Lunch
- Closing night and concert

SUNDAY, SEPTEMBER 22ND 2019

3RD PROFESSIONAL ROUND AND FINALE

- Gates Open
- VIP Lunch
- Award Ceremony

PARIS LEGENDS CHAMPIONSHIP 2019



PARIS LEGENDS CHAMPIONSHIP 2019

CUSTOMER TREATMENT



THE AMATEURS

OFFER YOUR CUSTOMERS TO PARTICIPATE IN THE PRESTIGIOUS PRO AM OF TUESDAY, OR WEDNESDAY INCLUDING :

- Transfer by official car
- Welcome gifts
- Breakfast
- Cart / Caddie
- Course buffet
- TrackMan animation (swing analysis and distance)
- Cocktail dinner and awards ceremony

THE NON-GOLFERS

SUBMIT TO YOUR CLIENTS BEGINNERS A GOLF INITIATION ON TUESDAY OR WEDNESDAY, INCLUDING :

- Transfer by official car
- Welcome gifts
- Breakfast
- Clinic driving / putting / chipping
- Discovery of a historic site of the capital

PARIS LEGENDS CHAMPIONSHIP 2019

CUSTOMER TREATMENT



THE CUSTOMERS

SUBMIT YOUR CUSTOMERS TO PARIS LEGENDS CHAMPIONSHIP ON THURSDAY, FRIDAY OR SATURDAY :

- Transfer by official car
- Welcome gifts
- VIP access in hospitality and Open bar
- Gourmet Lunch
- Tour of the course, and meeting with the best players in the world

THE PROSPECTS

SUBMIT YOUR PROSPECTS TO PARTICIPATE IN A UNIQUE, SURPRISE NIGHT AT PARIS LEGENDS CHAMPIONSHIP ON FRIDAY NIGHT :

- Transfer by official car
- Welcome gifts
- Visit of a unique place of the capital
- Casual and friendly atmosphere - Presence of all players
- FoodTrucks Festival
- Surprise concert of a media personality (Just Marcel, Manu Lanvin, John Daly, ...)

PARIS LEGENDS CHAMPIONSHIP 2019

NOTORIETY

YOUR BRAND ASSOCIATED WITH THE NOTORIETY OF THE TOURNAMENT. ANNUAL WORK TO INCREASE THE VISIBILITY OF THE EVENT IN COLLABORATION WITH SPECIALIZED PRESS AGENCIES

PRESS

LE FIGARO

Le Parisien

JOURNAL DU
GOLF

GOLF
MAGAZINE

CULTURE GOLF
fairways

TV

CANAL+

france
2

GOLF
CHANNEL

BFM
TV

6

RADIO

france
info

OUI
FM

Paris Legends
CHAMPIONSHIP

GOLF DE LA BOULIE

WEB

FIGARO GOLF

Le Parisien

L'ÉQUIPE

JOURNAL DU
GOLF

GOLF
PLUS

GOLF
MAGAZINE

DISPLAY

JCDecaux

affigolf
MEDIA RENT

PARIS LEGENDS CHAMPIONSHIP 2019

IMAGE

Your logo and your image visible throughout the event



Flyer



Jacket



Invitation



Golf Ball

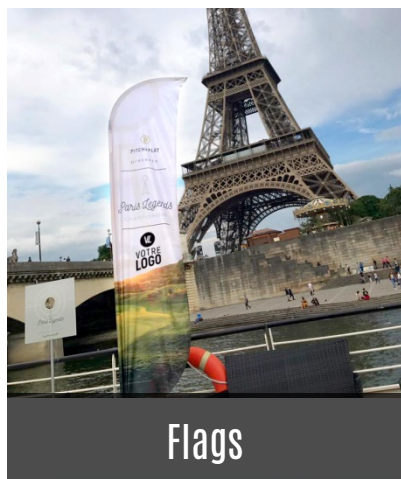


Magazine

PARIS LEGENDS CHAMPIONSHIP 2019

IMAGE

Your logo and your image visible throughout the event



Flags

PARIS LEGENDS CHAMPIONSHIP 2019

IMAGE

Your logo and your image visible throughout the event



PARIS LEGENDS CHAMPIONSHIP 2019

IMAGE

Your logo and your image visible throughout the event



PARIS LEGENDS CHAMPIONSHIP 2019

DIGITAL

YOUR IMAGE ASSOCIATED WITH ALL OUR NETWORKS AND SUBSCRIBERS DURING THE EVENT



FACEBOOK

- Daily post / Annual
- Sharing information / Annual
- Daily posts / Event
- Sharing information / Event
- Live « All Day Long » / Event
 - Commentator
 - Guests
 - Follow-up on the different games
- Daily sharing our posts by :
 - European Tour
 - Staysure Tour
 - French Golf Federation (78 K followers)
 - Partners
 - Players (ex : John Daly - 152 K followers)



INSTAGRAM

- Daily post / Annual
- Sharing information / Annual
- Daily posts / Event
- Sharing information / Event
- Insta Stories / Event
- Daily sharing our posts by :
 - European Tour
 - Staysure Tour
 - French Golf Federation (5,6 K followers)
 - Partners
 - Players (ex : John Daly - 146 K followers)



TWITTER

- Daily Tweet / Annual
- Sharing information / Annual
- Daily Tweets / Event
- Sharing information / Event
- Daily sharing our Tweets by :
 - European Tour
 - Staysure Tour
 - French Golf Federation (10 K followers)
 - Partners
 - Players (ex : John Daly - 630 K followers)



SITE INTERNET

www.parislegendschampionship.com

- All information about the tournament
- Monthly update
- Logo sponsors
- Pro Am registration



NEWSLETTER

- Sending information to a qualified CSP++ CRM database and golf enthusiasts

PARIS LEGENDS CHAMPIONSHIP 2019

INCENTIVE



Your company, and your employees within the same event

TEAM BUILDING

- A strong incentive for your employees
- Allow employees to integrate an event of magnitude and share moments
- Weld and sensitize your teams to the sport
- Admire in the field the image of their company and the equipment put in the place

PARIS LEGENDS CHAMPIONSHIP 2019

MERCHANDISING

Your products visible and accessible to the general public



Exhibition of products



Sales Area



VIP stand



Products exhibition
on the cours



Paris Legends

CHAMPIONSHIP



GOLF DE LA BOULIE

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