



- EIC MIDDLE EAST
- ANNUAL GOLF DAY 7<sup>th</sup> MARCH 2024
- THE ELS CLUB DUBAI
- SPONSORSHIP PACKAGES



- Our first event took place on the 10<sup>th</sup> March 2011 at Arabian Ranches.
  - We had 56 players that day
  - The tournament that year was won by a team from Baker Hughes.
  - We moved the event to The Els Club in 2013
  - Our biggest and best golf day to date was in 2015 when the event was jointly sponsored by Wood & DMG events we had 26 teams (104 golfers in total)
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With thanks again to last years sponsors & supporters



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## **ST ANDREWS –**

The **Old Course at St Andrews**, also known as the **Old Lady** or the **Grand Old Lady** is considered the oldest golf course in the world!

### **PACKAGE AED 27,000 - Prime Event Sponsor (Platinum)**

Branded Apparel (Shirt with company logo)

2 x Teams of 4

2 x Bowhead Flags

2 x Toblerone Boards with Logo

Logo on the Buggy GPS

4 x guests at the evening event

Sponsorship of a hole on the course (tee box)

Billing as Prime event Sponsor on all marketing material & EIC website

2 x social media posts from EIC account

Thanks & recognition at the event

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## THE BELFRY –

The Belfry has hosted the **Ryder Cup** on four occasions, more than any other venue in the world.

### PACKAGE AED 22,000 – Event Sponsor (Gold)

Branded Apparel – (Cap with company logo)

2 x teams of 4

2 x Bowhead Flags

1 x Toblerone Board with Logo

Logo on the Buggy GPS

Branded as sponsors of the floodlit drive

Sponsorship of a hole on the course (logo on tee box)

4 x evening guests

Billing as a headline sponsor on all marketing material used & on the EIC website

Thanks, and recognition at the event

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## ROYAL TROON -

Troon has one of the shortest and greatest holes of all the Open venues in the form of the 123-yard par-3 known as the 'Postage Stamp'

### **PACKAGE AED 17,500 - Evening Reception Sponsor (Silver)**

2 x teams of 4

Sponsorship of a hole on the course (logo on a tee box)

Your logo on the Buggy GPS

2 x bow head flags

1 x Toblerone board with your logo

4 x evening guests

Billing as an event sponsor on all marketing material used & on the EIC website

Thanks, and recognition at the event

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## **SUNNINGDALE –**

Sunningdale has hosted many prestigious events in golf, including The British Masters, Walker Cup, Women's British Open.

### **PACKAGE AED 14,000 - Breakfast & Lunchtime Bar Sponsor (Bronze)**

1 x team of 4

Sponsorship of a hole on the course (logo on a tee box)

Your logo on the GPS

1 x bow head flags

1 x Toblerone board with your logo

4 x evening guests

Billing as an event sponsor on all marketing material used & on the EIC website

Thanks, and recognition at the event

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## ROYAL PORTRUSH –

The 36-hole club has two links courses the Dunluce Links and the Valley Links.

### PACKAGE AED 10,500 – Buggy Beverages

1 x team of 4

Sponsorship of a hole on the course (logo on a tee box)

House Beverages placed in the buggy cooler box (1 x can house beverage per player)

Branded Neoprene can coolers

Logo on the Buggy GPS

2 x evening guests

Billing as an event sponsor on all marketing material used & on the EIC website

Thanks, and recognition at the event

**\*Disclaimer - Please note The Els club does not permit any stickers or embellishments on the golf buggies\***

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## **TRUMP TURNBURY -**

Four Open Championships have been played here, none as intense as the 'Duel in the Sun' in 1977 between Tom Watson and Jack Nicklaus.

## **PACKAGE AED 10,500 – Drinks Station Sponsor**

1 x team of 4

Sponsorship of a hole on the course (logo on a tee box)

1 x Bowhead flag

Drinks Station on the course – located on one of the sponsored prize holes (4, 16 )

Branded drink station counter with your company logo

1 x can house beverage per player

Billing as an event sponsor on all marketing material used & on the EIC website

Thanks, and recognition at the event

**\*Multiples of this package are available\***

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## **CARNOUSTIE –**

Carnoustie has hosted The Open Championship on eight occasions, most recently in 2018.

### **PACKAGE AED 8,000 – Halfway House Sponsor Hole 9**

1 x team of 4

Sponsorship of a hole on the course (logo on the tee box hole 9)

Billed as Sponsors of the Longest Drive

Tent on course for Marketing Purposes - bring your own promotional branding (optional)

Your logo on the Buggy GPS

2 x bow head flags

4 x evening guests

Billing as an event sponsor on all marketing material used & on the EIC website

Thanks, and recognition at the event



**\*Should you want upgrade the package and offer a refreshment station – please ask for further details\***

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## MUIRFIELD –

Is the home of *The Honourable Company of Edinburgh Golfers* and has hosted The Open Championship 16 times.

### PACKAGE AED 5,500 – Branded Golf Towels – Get your logo noticed!

Golf towel including your logo for every player

Sponsorship of a hole on the course (logo on a tee box)

1 x bow head flags

Your logo on the GPS

2 x evening guests

Billing as an event sponsor on all marketing material used & on the EIC website

Thanks, and recognition at the event

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## **ROYAL BIRKDALE -**

It is one of the clubs in the rotation for both the Open Championship and Women's British Open.

## **PACKAGE AED 5,500 – Floodlit Drive Challenge**

Branding of the floodlit drive

Sponsorship of a hole on the course (logo on a tee box)

Your logo on the Buggy GPS

1 x bow head flags

2 x evening guests

Billing as an event sponsor on all marketing material used & on the EIC website

Thanks & recognition at the event

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## THE 19<sup>TH</sup> HOLE -

### PACKAGE AED 5,000 – Event Drinks Sponsor

Give the golfers a day to remember by sponsoring the drinks/refreshments at the event!

Sponsorship of a hole on the course (logo on a tee box)

1 x Bowhead flag

2 x evening guests

Thanks, and recognition at the event

**\*This package is in addition to Evening Reception and Lunchtime Bar sponsorship\***

**\*Multiples of this package are available\***

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## Additional Sponsorship Packages are also available:-

Trophies - AED 3,000 **SOLD**

Practice Range – AED 3,000

### On course competitions

Closest to the Pin – **Hole 4** (1 x Bowhead Flag) – AED 1,750

The Longest Drive – **Hole 9** (1 x Bowhead Flag) – AED 1,750

Closest to the Pin in 2 shots – **Hole 16** (1 x Bowhead Flag) – AED 1,750

**\*You can sponsor one of the above on-course competitions, or you can provide your own prize to the same sponsorship value\***

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## SPONSOR A PRIZE – AED 500+

**Do you want to donate a prize for the evening prize draw?**

If you don't have the budget to be a main sponsor but want to get involved, why not contribute to the tournament experience?

For a nominal fee, you could donate a prize to be awarded at the evening prize giving.

**For your support you would receive:-**

Billing as a sponsor on all marketing material used & on the EIC website

Thanks & recognition at the event

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- Sponsorship packages all offer a high level of brand exposure with an array on benefits
  - Packages can be tailor made to suit your requirements/budget
  - As a sponsor we will promote you right up to the event using our social media platforms and through our marketing campaigns
  - **BYOB** – As a sponsor you can bring your own branding to maximise your exposure on the day
  - Should you be interested and wish to discuss options
  - Please contact Helen Aittis on e-mail [Helen.Aittis@the-eic.com](mailto:Helen.Aittis@the-eic.com)
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- Should sponsorship not be of interest to you, and you simply wish to enter a fourball, take a couple of spaces or enter as an individual player. All requests can be accommodated.
  - **ATTEND**
  - EIC Member Fourball – AED 4200 + VAT
  - Non-Member Fourball - AED 4600 + VAT
  - If you want to sponsor a hole on the course this can be done for the additional cost AED335
  - Additional Evening Guest (for the non-player) AED 350
  - Registration is via our website - <https://www.the-eic.com/EventDetail?dateid=4003>
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Hope to see you out on the course!

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