



**EURO
TOUR**
PGA™

DISCGOLF
SPONSORSHIP
OPPORTUNITY
FOR 2020+

WHAT IS DISCGOLF?

SPORT FOR EVERYONE!

- Disc golf is a game based on golf, and the two share 90% of their rules. In this case, players throw an aerodynamic disc (similar to a Frisbee) into a metal basket.
- The first professional association formed in the 1970s. There are now two professional tours in the USA and seven World Championship tournaments and Majors played across the globe.
- Top players are playing disc golf for living.
- Disc golf is a rapidly growing sport. It is super affordable, courses are easy to build and usually free to play, and the only special equipment needed is a disc.
- It's recreational for everyone, from two-year-old children to seniors. It can be played in anywhere, anytime.
- Most players are 25-40 years old, with 90% being male.
- More demographics are attached.



PDGA EUROPE

PROFESSIONAL DISC GOLF ASSOCIATION

- PDGA (Professional Disc Golf Association), a not-for-profit organization governing the sport.
- Operating since 1976.
- Based on individual memberships and tournament sanctioning fees.
- PDGA Mission Statement:
 - To develop disc golf into a globally recognized competitive sport and recreational activity through player and spectator participation, tournament development, course development, media and sponsor relations, and more.



EURO TOUR CURRENT STATE

- Disc golf is at a foot of a mountain of growth.
- It has a solid background with stable association (50 years working), 2 professional Tours (in USA), World Championship tournaments, professional players playing the sport for living.
- Growth is rapid thanks to free-to-play nature of the sport, but we lack out-of-the-sport partners and mass media recognition to transfer this growth into the mainstream.
- PDGA Euro Tour 2020 is the first attempt to grow a fully professional tour in Europe with a great vision for future plans.



EURO TOUR 2020

OVERVIEW



FACEBOOK: [WWW.FACEBOOK.COM/PDGAET](https://www.facebook.com/PDGAET)

WEB: [WWW.PDGAEUROTOUR.COM](https://www.pdgaeurotour.com)

ROAD TO HYDE PARK 202X

LONDON

- This is our vision for disc golf's evolution and its birth as a mainstream sport.
- We plan to hold a tournament in Hyde Park, London's most famous park with thousands of daily visitors and spectators naturally surrounding fairways during play.
- Not too many sports can be played in London's downtown central park, which makes it attractive for viewers, media, partners, and the city itself.
- Such an event will attract mainstream media like Eurosport, bringing the event to every household that watches sports on television.
- A company that will help us grow Euro Tour today will be included in this project and praised for being with us from the beginning.



EURO TOUR 2020

ALL PIECES TOGETHER

- We have a superior product: an emerging Tour in a sport that has huge potential.
- Everything is ready for the growth: PDGA has years of experience, is well established, and the community is here and ready.
- We have a vision: starting a professional Tour in Europe, with the ultimate goal of organising Hyde Park 202x as a full-scale tournament with full media attention. This will create unprecedented exposure for the sport.
- We are looking for partners to help us achieve this goal.
- These partners will see their impact on the growth of the sport:
 - As the sport and Tour grows, recognition of your brand grows and your investment pays out.
 - This direct impact will be greatly appreciated by the whole growing community. Your company will be praised for bringing in the last piece of puzzle, evolving the whole sport to a new level.
 - Your company will ultimately be recognised in mass media as synonymous with disc golf and supporting fresh, fun outdoor sport that can be played by anyone, anywhere can be easily used in your own marketing strategy.

EURO TOUR 2020

PARTNERSHIP OFFER

General Tour partnership

- Name of your company added to name of the Tour:
 - PDGA Euro Tour 2020 powered by “your company”.
- Social media posts, articles, product presentations, promotional campaigns.
- Your logo everywhere: web, social media, promotional materials, players packs.
- Visuals on all tournaments, banners, flags, branding as agreed upon, product placement.
- VIP tent for you and your business partners.
- Cross promotion, use of PDGA Europe and Euro Tour logos and brands in your marketing.
- First company on the “Road to Hyde Park” that started it all, with all its future benefits.
- **And many more...**

    WWW.PDGAEUROTOUR.COM

What are we looking for

Best cash bid

contact_tourmanager@pdga-europe.com

