



The
PINMAR
GOLF

**SPONSORSHIP
OPPORTUNITIES
2017**

www.pinmargolf.es

Welcome to The Pinmar Golf

Now in its 29th year, The Pinmar Golf is firmly established as one of the leading social and networking events in the superyacht industry's calendar. This has not been achieved without a great deal of support from the sponsors and players and the immense efforts of our volunteers and we are hugely grateful to all of you who take part each year.

We will as usual offer existing sponsors first refusal on their current sponsorship but we do want everyone to see how many different ways there are of taking part. As most of you know, our sponsors have always been responsible for a particular part of the event (the buggies, the marshals, the holes, the bars on the course etc.) and all the different opportunities are divided into four levels - Birdie, Eagle, Albatross and Condor sponsorships which each include a specific package of privileges and benefits.

For 2017 we are also introducing some exciting new sponsorship opportunities to enable leading luxury brands to engage with the global superyacht audience associated with The Pinmar Golf.

We are delighted to announce that the tournament's largest Condor Sponsors, Awlgrip, Bond TM, Jotun, MB92 and The Superyacht Group have all agreed to come on board again this year, which is very important for the event and we are very grateful for their continued support.

There are options to suit all budgets and Nick and Eva will be delighted to discuss any other ideas you may have to suit your particular needs.

With my sincere gratitude to all our sponsors old and new for your support.

Remy Millott
Group CEO

Nick Entwisle	+ 34 619 117 937	nick@gygroup.com
Eva Grauls	+ 34 629 848 004	eva@gygroup.com

The Golf Tournament – Thursday 19 & Friday 20 October

The Pinmar is one of the largest corporate golfing events in the world, with up to 400 players taking part over two days of fiercely contested golf. The format is a Texas Scramble, with four shotgun starts, at Golf Son Gual, which is a true test for golfers of all levels.

We are delighted to announce that former winner of The Open and golf legend Paul Lawrie will be hosting this year's Pinmar Golf adding an extra dimension to the tournament and prize-giving.

The Friday Party – Friday Evening 20 October

The exclusive Friday Party is an invitation-only event and an opportunity to meet the players, sponsors and senior industry figures attending the event.

The Recovery Brunch - Saturday Morning 21 October

New for 2017, this invitation-only brunch will blow away any cobwebs with a hot & cold buffet, Bloody Mary's and recovery smoothies.

The Prize-giving Gala Dinner and After Party Saturday Evening/Night 21 October

After 3 successful years at Pueblo Español we are pleased to announce that for 2017 we will be moving to a new venue for the Prize-giving Gala Dinner and After Party. The beautiful and historic country finca of Son Amar offers a stunning venue ideally suited to accommodate this unique evening of celebration, socialising and partying.

Set in the grounds of a country estate 8kms from Palma the internationally renowned venue offers a fantastic suite of faculties including an outdoor reception terrace, state of the art dinner theatre, chill out lounge and a Las Vegas style club where our international guest DJs will man the decks till dawn.

BIRDIE PACKAGES (€2,000 - €2,500)

EACH BIRDIE SPONSORSHIP OPPORTUNITY SHOWN ON THE FOLLOWING PAGES ALSO INCLUDES:

- One banner with your company logo displayed on the golf course during the two golf days
- Your company logo in the Event Programme
- Your company logo in the Prize-giving Gala Dinner Programme
- Your company logo on rotating screen projection during the Gala Dinner
- Your company logo in the 2017 souvenir magazine
- One invitation to the Friday Party

PLEASE CHOOSE ONE OF THE FOLLOWING BIRDIE SPONSORSHIP OPPORTUNITIES:

BIRDIE SPONSORSHIP OPPORTUNITIES

Banner Sponsorship

- Your company banner on the course
- Price: €2,000

Golf Hole Sponsorship

- Your company logo on display boards on the men's & ladies' tees on your hole
- Your company banner on your green
- Price: €2,500 per hole

Driving Range - SOLD

- Your company logo on three display boards on the driving range
- Your company promotional material on display on the driving range and the putting/chipping area
- The driving range buckets will be handed out by personnel wearing your company's shirts, caps etc.
- Price: €2,500

Golf Trolley Hire - SOLD

- Your company logo to be displayed on the trolleys
- All the fees collected for golf trolley hire will be donated to the Pinmar Golf Charity Fund
- Price: €2,500

Golf Club Hire

- Your company logo to be displayed on all sets of golf clubs for hire
- All fees collected for the golf club hire will be donated to the Pinmar Golf Charity Fund
- Price: €2,500

Event Video Sponsorship - SOLD

- Your company logo on the official event video which features on the projection screens during the Gala Dinner and also on the Pinmar Golf website home page post event
- Videographer to feature your company logo on his uniform during the golf days
- Price: €2,500

EAGLE PACKAGES (€5,000 - €7,000)

EACH EAGLE SPONSORSHIP OPPORTUNITY SHOWN ON THE FOLLOWING PAGES ALSO INCLUDES:

- Two banners with your company logo displayed on the golf course during the two golf days
- Your company logo in the Event Programme
- Your company logo in the Prize-giving Gala Dinner Programme
- Logo on special Eagle Sponsor banner displayed during all three days
- Your company logo on rotating screen projection during the Gala Dinner
- Your company logo in the 2017 souvenir magazine
- Your company logo on the Pinmar Golf website
- One green fee or one dinner ticket
- Two invitations for the Friday Party

PLEASE CHOOSE ONE OF THE FOLLOWING EAGLE SPONSORSHIP OPPORTUNITIES:

EAGLE SPONSORSHIP OPPORTUNITIES

Captains' Briefings on Wednesday & Thursday afternoon - **SOLD**

- Your company banner and promotional material on display at the Captains' Briefings held on Wednesday and Thursday afternoon
- Price: €5,000

Players' Breakfasts at Golf Son Gual - **SOLD**

- Your company information and promotional material on display in the breakfast area on both mornings of the golf tournament
- Price: €5,000

All prices are exclusive of VAT/IVA

Marshals - SOLD

- All marshals will wear polo shirts with your company logo and the Pinmar golf logo
- Price: €5,000

Pin Flags - SOLD

- Your company logo to be displayed on both sides of all 18 Pin Flags
- Price: €5,000

The Event Programme

- Tri-fold programme includes score card and course map used by all players
- To carry your company logo on the front of the programme
- One full page of the programme will contain your company information
- Price: €5,000

Baseball Caps - SOLD

- To carry your company logo on the front and the Pinmar logo on the back
- 400 caps will be made and will be placed in each goody bag
- Price: €5,000

Course Bars (4) - SOLD

- Each bar is situated at a key point on the golf course
- Your company logo and promotional material to be displayed on your bar
- Bar can be staffed by your own personnel or our volunteers wearing your shirts/caps etc.
- All funds raised by the bars go directly into the Pinmar Golf Charity Fund
- Price: €5,000 each

All prices are exclusive of VAT/IVA

Hot Dog Stand - SOLD

- This stand is situated on the terrace at the clubhouse
- Your company logo and promotional material to be displayed on your stand
- Can be staffed by your own personnel or our volunteers wearing your shirts/caps etc.
- All funds raised go directly into the Pinmar Golf Charity Fund
- Price: €5,000

Golf Towels - SOLD

- Your company logo to be embroidered on 400 golf towels to go in the players' goody bags
- Price: €5,000

Courtesy Coaches and VIP Shuttle Service - SOLD

- VIP transfers for Condor and Albatross sponsors and all courtesy coaches will display your company logo
- Welcoming personnel wearing your shirts or caps to meet all Albatross & Condor sponsors at the airport meeting points
- Company promotional material can be displayed inside the vehicles
- These vehicles will be used for the duration of the three day event
- Price: €5,000

Golf Polo Shirts - SOLD

- Your logo on the iconic Pinmar Golf 2017 polo shirts designed by Code Zero and worn by yachtsmen & women around the globe
- Shirts will be distributed to all players and many of the volunteers and organizers
- Price: €5,000 per logo

All prices are exclusive of VAT/IVA

Raffle Tickets

- Your company logo on all raffle tickets
- Your staff or volunteers wearing your branding will sell raffle tickets at the Golf Tournament, the Friday Party and Saturday's Prize-giving Gala Dinner
- Your representative makes the draw on stage at the Gala Dinner
- Your company logo on the raffle flyer
- All funds raised go directly into the Pinmar Golf Charity Fund
- Price: €5,000

Wine Bar - **SOLD**

- This bar is situated on the terrace at the clubhouse
- Your company logo and promotional material to be displayed on your bar
- Bar can be staffed by your own personnel or our volunteers wearing your shirts/caps etc.
- All funds raised by the bar go directly into the Pinmar Golf Charity Fund
- Price: €6,000

Beer Bar - **SOLD**

- This bar is situated on the terrace at the clubhouse
- Your company logo and promotional material to be displayed on your bar
- Bar staffed by your own personnel or our volunteers wearing your shirts/caps etc.
- All funds raised by the bar go directly into the Pinmar Golf Charity Fund
- Price: €6,000

All prices are exclusive of VAT/IVA

Golf Balls - SOLD

- Your company logo to be printed on 1,200 Pinmar Golf balls - a box of three to go in each goody bag
- Price: €6,000

Players' Goody Bags - SOLD

- To carry your company logo and the Pinmar golf logo
- 400 goody bags will be made
- Each player will receive 1 goody bag
- These bags will contain various gifts supplied by sponsors including a box of golf balls, golf towel etc.
- Price: €6,000

Golf Buggies - SOLD

- Your company logo to be displayed on the front of each of the Golf Son Gual buggies
- All fees collected for golf buggy hire will be donated to the Pinmar Golf Charity Fund
- Price: €7,000

All prices are exclusive of VAT/IVA

ALBATROSS PACKAGES (€7,500- €15,000)

EACH ALBATROSS SPONSORSHIP OPPORTUNITY SHOWN ON THE FOLLOWING PAGES ALSO INCLUDES:

- Three banners with your company logo displayed on the golf course during the two golf days, one of them located in front of the clubhouse
- Logo on special Albatross Sponsor banner displayed during all three days
- Your company logo in the Event Programme
- Your company logo in the Prize-giving Gala Dinner Programme
- Your company logo on rotating screen projection during the Gala Dinner
- Separate Albatross Sponsors' section in the 2017 souvenir magazine
- Four invitations to the Friday Party
- Two green fees or two dinner tickets
- Airport pick-up on arrival
- Your company logo on Pinmar Golf website plus a link to your website
- Guaranteed choice of golf round
- Complimentary bottle of spirits with mixers at the After Party

PLEASE CHOOSE ONE OF THE FOLLOWING ALBATROSS SPONSORSHIP OPPORTUNITIES:

ALBATROSS SPONSORSHIP OPPORTUNITIES

Golf Tournament Lunches in the Son Gual Restaurant - **SOLD**

- Your company logo and banners on display at the Golf Son Gual Restaurant on both days
- All funds raised from the lunch go directly into the Pinmar Golf Charity Fund
- Your company logo to be placed on all restaurant tables
- Lunch will be provided by restaurant personnel wearing your logo

All prices are exclusive of VAT/IVA

- Opportunity for your staff to host the lunch
- Price: €10,000

Golf Polo Shirts - Back Panel - SOLD

- Your company logo to feature on the large back panel of all the iconic Pinmar Golf 2017 polo shirts designed by Code Zero and worn by yachtsmen & women around the globe
- Shirts will be distributed to all players and many of the volunteers and organizers
- Price: €10,000

- NEW FOR 2017 -

Champagne Sponsor

- The opportunity for a major champagne house to promote their range of champagnes and wines at the Pinmar Golf event
- Display your portfolio and brand at the Son Gual Clubhouse and Son Amar theatre
- Promote your brand at the Prize Giving with the award of magnums to the trophy winners
- All the benefits and branding associated with our Albatross Sponsors Package
- Price: €7,500

Chill-out lounge at the After Party - SOLD

- Naming rights of the new Chill-out lounge at Son Amar during the After Party featuring a jazz band and bar service
- Your company branding in the lounge
- Price: €10,000

All prices are exclusive of VAT/IVA

Luxury Watch & Jewellery

- Opportunity for a luxury watch or jewellery brand to connect with an elite audience from the superyacht industry
- Display your products and brand at the Son Gual Clubhouse and Son Amar theatre
- Promote your brand at the Gala Dinner with the donation of a watch or piece of jewellery for the charity auction
- All the benefits and branding associated with our Albatross Sponsors Package
- Price: €10,000

Luxury Auto Partner

- A fantastic opportunity for a luxury car brand to promote its range to a select clientele at the Pinmar Golf tournament and Gala Dinner
- Opportunity to display a range of luxury cars at the Son Gual golf course during the tournament and offer driving experiences to the players and guests
- Feature your car as the prize for the Hole-in-One competition
- Display your cars at Son Amar
- All the benefits and branding associated with our Albatross Sponsors Package
- Price: €P.O.A

All prices are exclusive of VAT/IVA

CONDOR PACKAGES (P.O.A)

EACH CONDOR SPONSORSHIP OPPORTUNITY SHOWN ON THE FOLLOWING PAGES ALSO INCLUDES:

- Your company logo to be included in all coverage of The Pinmar Golf provided before, during and after the event by our media partners *The Superyacht Group*. Thanks to their incomparable access to thousands of industry professionals, they are ideally placed to give the event greater exposure via: Golf news stories, including subsequent social media, and Pinmar Golf advertisements to be placed in 2017 show season issues of: The Superyacht Report, The Superyacht Owner and The Crew Report as well as Superyachtnews.com
- Three banners with your company logo displayed on the golf course during the two days:
 - One of them located in front of the clubhouse
 - Another one along the entrance to the golf course
- Logo on special Condor Sponsor banner displayed during all three days
- Your company logo in the Event Programme
- Your company logo in the Prize-giving Gala Dinner Programme
- Your company logo on rotating screen projection during the Gala Dinner
- Separate Condor Sponsors' section in the 2017 souvenir magazine
- Six invitations to the Friday Party
- Four green fees or four dinner tickets
- Airport pick-up on arrival and return on departure
- VIP concierge service
- Your company logo on Pinmar Golf website plus a link to your website
- Guaranteed choice of golf round
- VIP table at the Gala Dinner with VIP hostess
- VIP table with complimentary bottles of spirits with mixers at the After Party

All prices are exclusive of VAT/IVA

PLEASE CHOOSE ONE OF THE FOLLOWING
CONDOR SPONSORSHIP OPPORTUNITIES:

CONDOR SPONSORSHIP OPPORTUNITIES

The Pinmar Golf Media Partner - **SOLD**

- Social media photo-booths at Golf Son Gual and Son Amar
- Course Bar
- Pre-event editorial, adverts and promotion
- Live social media event coverage
- Post event coverage and publicity
- Distribution of the official 2017 souvenir magazine

The Friday Party - **SOLD**

- Friday Party naming rights
- Planning of the Friday Party venue and content
- Your company logo and banners on display at the venue
- Your company logo and promotional material to be placed on the bistro tables
- Your company logo printed on the party invitations
- 4 extra invitations (10 in total) for the Friday Party

The Recovery Brunch - **SOLD**

- Recovery Brunch naming rights
- Running buffet with hot and cold menu accompanied by Bloody Mary's, recovery smoothies, cava, soft drinks and coffee
- Venue will be exclusively branded with your company collateral
- Your company logo on the invitations

Prices for this sponsorship level are on request - All prices are exclusive of VAT/IVA

The Prize-giving Gala Dinner and After Party - SOLD

- Prize-giving Gala Dinner and After Party naming rights
- Your company logo and banners on display throughout the venue
- Pre-event interview with The Superyacht Report magazine
- Pre-dinner aperitif & canapé reception with your company branding
- Your company executive on-stage with Paul Lawrie and Remy Millott to present the tournament prizes
- Your company logo printed on the Gala Dinner and After Party tickets
- Prize-giving Gala Dinner and After Party Programme on each table featuring company branding and one page profile
- 2 exclusive tables of 6 at the Prize-giving Gala Dinner and After Party with VIP hostess service through the night and complimentary bottle service
- Celebrity presenter as your guest table host
- 6 extra invitations (10 in total) for the Prize-giving Gala Dinner

Prices for this sponsorship level are on request - All prices are exclusive of VAT/IVA

Course Banners

The prices shown for the various sponsorship opportunities do not include the cost of banners, flags or other sponsor branding material.

We have a huge number of banners to display on the course every year and can only allow oval banners from our own supplier. These are of better quality than any other type we have found and they are easy to put up and take down and each has its own good quality storage/travel bag.

For those of you who have flying or bar banners from our supplier we will continue to use them for the time being but we regret that we will no longer be able to display any other type.



The Charities

Last year's event raised €81,000 for the following charities:

Royal National Lifeboat Institution

The RNLI is the charity that saves lives at sea. We save lives by providing a 24-hour lifeboat search and rescue service, seasonal lifeguards, water safety education and initiatives and flood rescue response.

Our crews and lifeguards have saved over 141,500 lives since the RNLI was formed in 1824. The RNLI aims to halve UK and Republic of Ireland coastal drowning by 2024 and reduce drowning around the world where it's a major risk.

95% of our total income comes from donations, we are separate from the Coastguard and independent of the Government.

www.rnli.org



La Sonrisa Médica

Sonrisa Médica is a non-profit association which has been bringing humour and joy to public hospitals in Mallorca since 1994.

Our mission is to transform the traditional hospital environment through humour. We have a dedicated, passionate team of 13 professional clowns who work in constant collaboration with the staff of local hospitals.

Through music, magic and laughter, we raise the spirits and ease the tensions of patients, families and staff, making humour an important part of the therapeutic process.

www.sonrisamedica.org



ABS-CBN Lingkod Kapamilya Foundation INC

ABS-CBN Lingkod Kapamilya Foundation International (ALKFI) is a non-profit, non-governmental organization dedicated to improving the lives of disadvantaged Filipino families in the Philippines and around the world.

ALKFI exists to create awareness and raise funds to support our 3 core programs which are child care, disaster management and environment conservation. We leverage the power and reach of media and partner with concerned sectors of society to realize a bright future for our families.

corporate.abs-cbn.com/lingkodkapamilya







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