



Five Star Golf Day in support of Help For Heroes
Fairmont St Andrews, Scotland
Friday 6 May 2011



Sponsorship Opportunities

□ Five Star Golf Day and Dinner in support of Help For Heroes □

Friday 6 May 2011, Fairmont St Andrews, Scotland

□ THE EVENT □

Join us on Friday 6 May 2011 for a Five Star Golf Day and Dinner at one of the world's finest golf resorts.

With two superb golf courses - the Torrance and the Kittocks - skirting some of Scotland's most dramatic and stunning coastline, The Fairmont is recognised as one of the top resorts in the world. It was voted 18th in the World's Top Golf Resorts by Conde Nast Traveler readers' poll, and voted as number 22 of the World's 50 Best Golf Hotels by the Golf Digest Awards. Another recent accolade was Resort Hotel of the Year at the Golf Tourism Scotland Awards.

Golf courses in Scotland are among the best in the world and at St Andrews Bay, golf is truly a beautiful game.

□ THE CHARITY □

Help For Heroes

Founded in 2007 by Bryn and Emma Parry, Help For Heroes exists to help wounded servicemen and women who are serving in Iraq and Afghanistan. Bryn explains:



"When we began, we had no great plan for what it might become. We are just a Mum and a Dad who felt helpless when we heard about the boys and girls who were fighting and being killed or wounded in Iraq and Afghanistan. When we went to the hospital in Selly Oak during the summer of 2007 and met some of those young Servicemen, we just felt that something just had to be done.

"Something HAS been done, something wonderful. All across the country, people have joined H4H, people who feel like we

do, people who are not arguing about the rights and wrongs of war, people who just want to do something to help. We understand that we can't prevent wars, we can't stop our young men and women from being hurt, BUT, acting together, we CAN help them get better."

Five Star Golf Events are working closely with the Help For Heroes Events and PR teams on this event, as well as Major Tim Grantham, Help For Heroes Volunteer Co-Ordinator for Fife. The event is being publicised as a Red Letter Event on the Help For Heroes website and the company will make a significant donation to Help For Heroes at a presentation ceremony shortly after the event.

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□ PACKAGES □

There are three ready-made packages available – golf, spa and dining – and we can also offer a bespoke package to suit. Whichever you choose, your guests can look forward to a five-star experience at Fairmont St Andrews, and while we take care of the event organisation, you can concentrate on building relationships with your most valued clients.

12 noon	All guests - Arrival / Registration / Bacon roll / tea / coffee
1pm	Golfers - Format / Etiquette with resident Pro Spa guests escorted to the Spa
1.15pm	Golf Trick Shot Show with World Trick Shot record holder David Edwards
1.30pm	Golfers - shotgun start
4pm	Spa guests – Afternoon Tea
From 6.00pm	All guests – drinks reception / whisky tasting
7.15pm	All guests – dinner and entertainment
From 10.00pm	Carriages



CORPORATE GOLF PACKAGE £650 (TEAM OF 4)

4-balls are just £650 and include:

- Coffee, bacon rolls and fruit juice on arrival
- Goody bag with Fairmont branded gift, chocolate, water, strokesaver, tees and pencil
- Use of the driving range for warm-up
- **Superb Golf Trick Shot Show with World Record Holder and *THE* best Trick Show entertainer in the world, David Edwards**
- 18 holes of golf on the Torrance championship course
- On-course competitions, including the chance to win a new car
- Golf carts to starting holes
- Prizegiving
- Optional Whisky tasting with professional malt whisky connoisseur (add £20 per head)
- Two-course dinner
- Golf putting challenge
- Entertainment (including screening of the day's play with a hilarious live commentary from David Edwards)
- Raffle / live charity auction

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CORPORATE DINING PACKAGE £650 PER TABLE OF 10 OR £80 PER HEAD

The Clubhouse has a dramatic cliff-top setting and stunning panoramic views over the Torrance and Kittocks Golf Courses and magnificent bay of St Andrews.



- Drinks reception
- Two-course dinner with tea / coffee
- Prize giving
- Entertainment
- Raffle and live auction

SPA DAY PACKAGE £160 PER HEAD

Atop a Scottish cliff, inspired by land and sea, and infused with Celtic lore of magic and



myths, the state of the art Spa at Fairmont St Andrews awaits. You'll enjoy all the amenities of the largest health Spas in Scotland. The Spa's luxurious 12 treatment rooms offer a range of treatments which include locally-themed massages, facial and relaxation therapies. Relax and be truly pampered.

- Tea / coffee / bacon roll on arrival
- Entry to the Spa and full use of facilities
- ½ hour spa treatment
- Afternoon tea
- Drinks reception
- Two-course dinner with tea / coffee
- Prize giving
- Entertainment
- Raffle and live auction

DRESS CODE

Day – golfing attire (no denims)

Evening – smart casual (lounge suits)

□ WHY SPONSOR? □

The event offers a range of opportunities for client hospitality:
golf, spa and dinner

Build stronger relationships with existing clients
and network with potential new ones

Raise your company's profile and brand awareness

Fulfil your corporate social responsibility obligations or objectives

Align your company with a game that has global appeal,
strong ethics and exemplifies quality, confidence and focus

Align your company with a high-quality, prestigious event

□ SPONSORSHIP PACKAGES □

MAIN EVENT SPONSOR (EXCLUSIVE) - £5,000

The exclusive Main Event Sponsorship offers your company the opportunity to take the highest marketing profile at the event. This sponsorship incorporates a wide range of promotional opportunities leading up to and throughout the event to generate significant returns on your investment. We work closely with you to ensure that every aspect of the sponsorship is appropriate, effective and implemented with maximum impact.

As Main Event Sponsor you will receive:

In advance:

- Your company name within the official title of the event i.e.
- *The [Your Company Name] Golf Day and Dinner 2011 In support of Help For Heroes*
- Your company name, logo and website featured prominently in all marketing materials, online and in print
- Acknowledgement as main event sponsor and official quote in all media releases prior to the event
- Complimentary entry for two teams of 4 for the entire event
- Reduced rate for additional dinner and spa guests
- Preferential rate and priority booking for accommodation at Fairmont St Andrews
- Full team list one week prior to the event
- Regular progress updates and invitation to event planning meetings

At the event:

- Company name and logo in all signage at the venue
- Participation for you and your teams in the official event photography
- An opportunity to meet and greet all teams
- Opportunity to include company-branded promotional item in goody bags
- One complimentary hole sponsorship
- Company name engraved on event trophy
- Dinner:
 - Prominent position(s) on the seating plan
 - Opportunity for speaking slot before dinner, as part of the formal welcome
 - 300-word editorial in event programme
 - Company name and logo on all print (programme, auction brochure etc)
 - Opportunity to include company literature and / or gift on tables
 - Presentation of event trophy to winning team
 - Acknowledgement and thanks as main event sponsor in Help For Heroes representative's speech

After the event:

Acknowledgement as main event sponsor, company logo and link to company website in follow-up e-mail to all guests.

EVENT PARTNER (2 AVAILABLE) - £3,000

As one of only two Event Partners, your company has the opportunity to take a targeted marketing profile at the event. This sponsorship incorporates a range of promotional opportunities leading up to and throughout the event to generate significant returns on your investment. Again, we work closely with you to ensure that every aspect of the sponsorship is appropriate, effective and implemented with maximum impact.

As Event partner you will receive:

In advance:

- Your company name, logo and website featured prominently in all marketing materials, online and in print
- Acknowledgement as Event Partner in all media releases prior to the event
- Complimentary entry for two teams of 4 for the entire event
- Reduced rate for additional dinner and spa guests
- Preferential rate for accommodation at Fairmont St Andrews
- Full team list one week prior to the event
- Regular progress updates

At the event:

- Participation for you and your teams in the official event photography
- One complimentary hole sponsorship at one of only six starting holes
- Prominent position(s) on the seating plan
- Company name and logo on all print (programme, auction brochure etc)
- Opportunity to include company literature and / or gift on tables
- Acknowledgement and thanks as Event Partner in Help For Heroes representative's speech

After the event:

Acknowledgement as Event Partner, company logo and link to company website in follow-up e-mail to all guests

FLAG SPONSOR - £1,500

- Company name and logo on all 18 flags
 - Acknowledgement and thanks as Flag Sponsor Partner in Help For Heroes representative's speech
 - Opportunity to include company literature and / or gift on tables
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CHAMPAGNE RECEPTION SPONSOR (EXCLUSIVE) - £1,500

- Complimentary sparkling wine, beer or soft drink provided to each guest at pre-dinner drinks reception
 - Acknowledgement as drinks reception sponsors in all print / correspondence for the event
 - Link to company website on all e-mail correspondence with players
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GOODY BAG SPONSOR (EXCLUSIVE) - £700

- Complimentary goody bags given to each golfer to include tees, course guide, pencil, golf balls, chocolate bar and miniature of whisky or similar, along with any
 - Opportunity to include company literature or branded merchandise as provided
 - Acknowledgement as goody bag sponsors in all print / correspondence for the event
 - Link to company website on all e-mail correspondence with players
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HOLE SPONSORSHIP (18 in total AVAILABLE) - £200

- Company name and logo on on-course signs at the tee and green of your designated hole
 - Choice of hole available
 - Acknowledgement as hole sponsors in all print / correspondence for the event
 - Link to company website on all e-mail correspondence with players
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We'd also be delighted to receive goods or services as prizes / auction lots.

**Please call Graeme Stewart on 07835 812488 or Valerie Ross on 0787 234 0717
to discuss sponsorship opportunities in more detail.**

Event Organisers



Five Star Golf Events is a professional golf event management company which specialises in organising successful charity and corporate golf events at Scotland's finest golf courses.

For more information on entry, sponsorship or any other aspect of the event, please contact Valerie Ross or Graeme Stewart on the numbers above.