

The Victorian Golf Association

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MEDIA RELEASE

SPONSORSHIP OPPORTUNITIES AT 2011 VIC OPEN

Following the conclusion of a successful arrangement with Subaru as the naming rights sponsor of the Victorian Open Championship over the past two years, naming rights and support sponsorship opportunities are now available with the event for 2011 and beyond.

The 2011 Victorian Open will be held in Melbourne over 72-holes from Thursday 6th to Sunday 9th January at the Spring Valley Golf Club. Being the first PGA Tour of Australasia event in the New Year, it's expected that a quality field will be participating for prizemoney of approximately \$120,000.

First played in 1957, the Victorian Open honour role boasts a virtual who's who of Australian golf and has provided the initial major tournament break through opportunity for numerous talented young players, including this year's winner in Jason Norris.

Victorian Open sponsorship packages can be tailored to each individual sponsor's needs but provide numerous benefits including, but not limited to, on-course signage and flags; exposure on all event documents including daily draw sheets; complementary tickets/car passes; pro-am participation; corporate dining during the event and significant media coverage via a 2 hour television highlights package on One HD, daily newspapers and golf magazines.

Aligning with the Championship also provides corporate supporters with an opportunity to generate a profile within the broader Victorian golf community via exposure through the Association's Website and Golf Victoria magazine throughout the entire year. Additional corporate golf opportunities can be co-ordinated with Spring Valley during prime Summer, Autumn and Spring playing times.

VGA President John Hobday commented that "the Association remains committed to staging the Vic Open as a high quality Championship event. Our Open is of particular importance in maintaining a proving ground at the top end of our extensive pathway for the development of young golfers. The Vic Open with its byline "Where Stars are Born" has served Victorian golf well for more than 50 years

Even in more recent times, the likes of Allenby, Appleby, Ogilvy, Baddeley, Leishman, Allan, Green, Fraser, Percy and Presnell have played in the Vic Open as amateurs and as young professionals after working their way through the talent pathway in Victorian golf. Today we all watch them on the main world circuits and I have no doubt that they will be joined by some of the emerging players on show at the Vic Open in January.

For the event to continue to play this important role and grow into the future, the Association would welcome the involvement of corporate supporters to share this vision whilst gaining valuable exposure in the broader golf market."

All queries on sponsorship support packages for the 2011 Victorian Open can be directed to Margaret Hancock at the Spring Valley Golf Club on 9562 3811 or email margaret@springvalleygolf.com.au

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For further information contact:

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