FIJI INTERNATIONAL SPONSORSHIP PROPOSAL

15-18 OCTOBER, 2015
Natadola Bay Championship Golf Course
www.fijiinternational.com
The inaugural Fiji International, boasting a million dollar prize purse, signalled Fiji's official arrival onto the golf world stage with the Fijian Government, tourism industry and Fiji's number one golf ambassador all making a push to put their country on the lucrative golfing map.

120 players from 16 different countries came together at the spectacular Natadola Bay to take on the challenging championship golf course, designed by local hero, Vijay Singh, in what was the regions first ever internationally broadcast golf tournament.

Other players in the field included three time Major Champion, Nick Price, Fiji's Dinesh Chand, India's highest ranked and world top 100 player, Anirban Lahiri, China's top ranked players, Liang Wenchong and Wu Ashun, and two of Australia's most successful and respected golfers, Craig Parry and Peter O'Malley.

Hitting the very first tee shot of the Fiji International, Steven Jeffress went on to make history by sinking the last putt of the tournament as he birdied the 18th hole to claim the title by four shots from fellow Australian Jake Higginbottom.
OUTSIDE THE ROPES

Fiji International players, officials and distinguished guests came together to see the Prime Minister open the tournament in style at the Official Tournament Dinner, hosted by one of Australia’s greatest cricket players, Brendon Julian. 320 people watched a remarkable performance by the Fiji Police Band before experiencing the incredible hospitality of the InterContinental Fiji Golf Resort and Spa who sponsored the evening.

Recognising the players in the tournament, the Prime Minister was proud to welcome home, for the first time in 6 years, Fiji’s very own Vijay Singh.

Wednesday’s Pro-Am was a once in a lifetime opportunity for many golf fans, with 106 amateurs and 42 professionals, including Vijay and Nick Price, taking to the course throughout the day.

Set on the back drop of the stunning Natadola Bay, the Fiji International combined professional golf with the ultimate destination and provided an ideal opportunity to entertain.

A variety of corporate hospitality took place from a private dinner for sponsors hosted by Vijay Singh, to club house entertainment and the stunning beach oasis along the signature 4th hole. Guests ranged from local businesses to international groups from the likes of Schweppes who flew their top 35 clients in for the event from Australia.

Tournament week showcased everything Fiji has to offer and the PGA and SEL teams alongside event partners and the local community have created a solid foundation on which to build in future years.
2014 TOURNAMENT WEEK ACTIVITIES

TRADITIONAL FIJIAN WELCOME

Hosted by the Natadola landowners, Sanasana Village, the Traditional Fijian Welcome took place on Monday 11th August on the 18th Green.

The Fiji International trophy was unveiled, boasting design and craftsmanship in Fiji by local artist Albrect Stuetzle featuring the War Club unique to Fiji.

FIJI INTERNATIONAL FUN ZONE – JUNIOR GOLF

50 kids from Lautoka, Nadi and Suva participated in the Junior Clinic on Monday 11th August, with the junior activation continuing throughout the week in the “Fiji International Fun Zone”. On average, an estimated 50 kids per days visited the Fun Zone.
The entrance to the event created a festive feel with spectators passing through the Fijian Made stand, Official Tournament Merchandise, PGA Hitting Bay, and Fiji International Fun Zone.

The entrance area also played host to numerous entertainment acts throughout the week including a traditional Cibi performed by Sanasana Village, youth dance group from St Johns College Cawaci, contemporary music from the Drumline Boys, and traditional music from the Tribal Drummers.
OFFICIAL TOURNAMENT DINNER

320 guests attended the Official Tournament Dinner on Tuesday 12th August, including the Prime Minister and President of Fiji. More than 20 Professionals attended the dinner including Anirban Lahiri, Liang Wenchong, Matt Griffin, Daniel Popovic, Andrew Dodt, Peter O’Malley, Brendan Jones and Craig Parry. Key guests also included Vijay Singh and Nick Price, who took to the stage for a question and answer session with the Master of Ceremonies Brendon Julian.

TOURNAMENT PRO-AM

More than 100 amateurs and 40 professionals played in the pro-am on Wednesday 13th August. All marquee professionals played in the event and provided sponsors and VIP guests with a money can’t buy experience.
VIP LOUNGE AND THE RETREAT

The Natadola Clubhouse exuded a festival atmosphere to host sponsors and corporate guests overlooking the 18th Green. Purpose built bures were situated greenside to provide key guests with the ultimate hospitality experience.

NATADOLA BEACH OASIS
- 4TH HOLE

Corporate guests including 35 guests from Australia were treated to hospitality unlike any other golf tournament. The beach brunch on Sunday has not been seen at an event before, providing a truly unique Fijian experience.
PRIVATE DINNER - VIJAY SINGH

On Thursday 14th August, 20 sponsors and VIP guests were hosted by Vijay Singh at the Navo Restaurant. Vijay shared his experiences of life on the world stage of golf, providing a money can’t buy evening for guests.

COCKTAIL NETWORKING FUNCTION

The Friday evening saw around 50 sponsors, tournament officials and players attend a networking cocktail function in the exclusive “Club” at the InterContinental. The evening was informal, aimed at providing guests with a relaxed atmosphere to mingle. Players staying at the Resort attended, including Nick Price, Michael Long, Matt Griffin and Peter O’Malley.
18TH GREEN PRESENTATION

In the final hour of the event, the winner was crowned and the Attorney General, CEO of the PGA and winner Steven Jeffress all proudly addressed the world on the 18th green with the backdrop of the Coral Coast. The finishing hole was spectacular and the broadcast captured the beauty of Fiji.

TRADITIONAL FAREWELL AND ISA LEI

In a fitting finale, the Sanasana Village residents conducted a traditional farewell ceremony, concluding with the choir singing Isa Lei.
2014 EVENT PARTNERS

Sanctioning Bodies
- PGA TOUR AUSTRALASIA
- ONE ASIA
- SEL

Event Promoter
- MINISTRY OF TOURISM
- FIJI

Host Venue
- NATADOLA BAY
- InterContinental

Gold Sponsors
- ANZ
- AVIS
- Asco Motors
- FIJI WATER
- Coca-Cola

Silver Sponsors
- Total
- KPMG
- Victoria's Secret
- Callaway
- Sun

Silver (supply) Sponsors
- Captain Cook Cruises
- Bula Bus
- FIJI TV
- FBC TV
TICKETS ON SALE NOW!

Don’t miss out – watch all the action live at Fiji’s biggest sporting event. Discounted tickets available for local residents. Visit R. C. Manubhai and selected Total Service Stations for details.

DOMESTIC MARKET

Fiji Sun, Fiji International Feature Page, 21st June 2014 onwards

A partnership with the Fiji Sun commencing at the end of June ensured the Fiji International had a weekly presence in the sport section which included 2/3 page editorial and 1/3 page ad. The feature page hosted a mixture of content ranging from tips on golf, player profiles, tournament information and prize promotions.

During tournament week, a four page lift out was included showcasing the event, sponsors and important tournament information.

Newspaper Advertising

In addition to the partnership with the Fiji Sun, other local newspapers and magazines were also used for advertising including: Fiji Times (launch full page ad), The Stallion Newspaper (two ads), The Jet Newspaper (one ad), Mai Life Magazine (full page ad and editorial).

Television Commercials

Pre-event promotion advertisements were run via the domestic TV Broadcast stations FBCTV and Fiji TV. Whilst TV commercials were supplied, partners also used in-house commercials to pre-promote the event.
DOMESTIC MARKET

Billboard Advertising

Six billboards were utilised across the main island, three of which were purpose built for the event and have the capacity to promote year round. The billboard locations were: Natadola Bay Junction, Yako Village (Queens Road), Barara Flat (Queens Road between Nadi and Lautoka), Victoria Parade Suva (x2), and Grantham Road, Suva.

Electronic billboard advertising was also used throughout Suva in the following locations: Sukuna House, Nabua Nands Mall, MHCC and 9 Miles Nakasi. The ads ran from 16th June until the end of the tournament, with three ads running and each ad repeated on an average of every two minutes.
Posters and flyers

General event posters, ticketing specific posters and ticketing sales flyers were produced and distributed across a range of areas including University of South Pacific, during school clinics, hitting bay activations in Suva, Denarau and Tavua, Total Service Stations and R.C. Manubhai stores.

Advertising flyers targeting tourists were also included in the airport walkthrough activation located in the customs entrance at Nadi airport.
INTERNATIONAL MARKET


A 3-dimensional advertising activation was installed in the customs hall at Nadi International Airport. The activation covered approximately 100 sq meters using synthetic grass and tournament branding. The walkthrough was designed to simulate walking down the 4th fairway at Natadola Bay Championship Golf Course.

The Fiji International brand was reinforced with further advertising in the arrivals entrance, and with a banner in the departure lounge.

Based on the Fiji Bureau of Statistics for monthly arrivals (2012 report), approximately 100,000 people would have seen the branding during the July – August period it was installed. The activation was predominantly aimed at awareness and event week call to action via information flyers.
ATTENDANCE

- Personnel – PG/SEL/OneAsia - 43
- Players – 120
- Caddies - 120
- TV Crew – 60 + 5 commentators
- Volunteers – 300+
- Sponsors and sponsor guests – 360
- Hospitality suites – 150+
- Junior Activation – 190 juniors aged 4-12
- Pro-Am - 106 amateurs and 42 professionals
- Play the Course – 85 amateurs
- Crowd – estimated 2,500
- Media – 40+
More than 50 local Fijian suppliers and services were directly used in the lead up and during the Fiji International, with numerous additional companies in-directly benefiting from the event.

With an estimated average 15 staff per supplier, this equates to more than 750 local personnel directly involved in the tournament, gaining experience and income from an international event.

Suppliers engaged for the event range from construction, catering, apparel, electrics and entertainment. Many were engaged for a period of more than 2 months in the lead up to, during, and post event.
### 2014 Television Broadcast

#### Key Figures

<table>
<thead>
<tr>
<th>Market</th>
<th>Days</th>
<th>Broadcast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiji and South Pacific</td>
<td>All four</td>
<td>Live – 5 hours coverage FBCTV and Fiji TV (Sky Platform)</td>
</tr>
<tr>
<td>Australia</td>
<td>All four</td>
<td>Live – 5 hours coverage</td>
</tr>
<tr>
<td>New Zealand</td>
<td>All four</td>
<td>Live – 5 hours coverage, 1 hour daily highlights</td>
</tr>
<tr>
<td>China</td>
<td>All four</td>
<td>Live – 5 hours coverage, 2 hour repeat packages, 1 hour daily highlights</td>
</tr>
<tr>
<td>USA</td>
<td>All four</td>
<td>Live – 5 hours coverage, 1 hour daily highlights</td>
</tr>
<tr>
<td>Pan India (8 countries)</td>
<td>All four</td>
<td>Live – 5 hours coverage</td>
</tr>
<tr>
<td>Pan Asia (14 countries)</td>
<td>All four</td>
<td>Live - 5 hours coverage plus repeat 1 – 2 hour daily packages (mixture)</td>
</tr>
<tr>
<td>UK</td>
<td>Day four</td>
<td>Highlights package</td>
</tr>
</tbody>
</table>

- The 2014 Fiji International received 462 hours of coverage globally
- 46% of the total coverage was live coverage
- The Fiji International & Fiji Tourism brands combined generated a QI media value of close to FJD$20million*
- 2014 Fiji International partners generated over FJD$8million* in QI media value in China alone, the highest of any market
- China proved to be the strongest market with global share of voice of over 40% across all regions

*Currency converted as at 29/09/14
TOTAL DEDICATED TELEVISION VALUE BY LOCATION

Chart: QI Media Value Share of Voice by Region

- China: 41.4%
- USA: 28.7%
- Pan SEA: 9.7%
- Singapore: 6.7%
- Pan India: 3.6%
- AU: 1.9%
- Indonesia: 1.4%
- Taiwan: 0.8%
- NZ: 0.5%
- Pan Malaysia: 0.1%
- UK: 0.1%
INVENTORY IDENTIFICATION

FIJI INTERNATIONAL

Microphone

TVGI Text

General Signage

Yardage Board Hole No. 15

Yardage Board Hole No. 18
The Fiji International provides the sponsor a unique opportunity to align their brand to one of the most prestigious sporting events in the Asia/Pacific region.

The Fiji International will be an iconic event on the PGA Tour of Australasia and the OneAsia golf circuits – the new Jewel in the OneAsia Crown.
SPONSORSHIP OPPORTUNITIES

SHOWCASING THE SPONSOR

We will work with the sponsor to deliver a platform that maximises your brands involvement with this International sporting event. The sponsor would be given the opportunity to decide on which brand they wish to promote throughout the tournament. Benefits include:

OFFICIAL DESIGNATIONS & EXCLUSIVITY

• Official Partner of the Fiji International

TOURNAMENT MARK AND LOGO

• Royalty free use of the event logo
• Ability to conduct promotional activity using the event I.P.
SPONSORSHIP OPPORTUNITIES

ADVERTISING, PROMOTION & MARKETING

• Tournament logo and partners logo to appear on selected advertising, communications and event materials including magazines, mail-outs, event posters, promotional material, media release, tour updates etc.

• Advertising and welcome in the Fiji International Official Program

FIJI INTERNATIONAL

SPEND A DAY ON THE GREENS AT THE FIJI INTERNATIONAL

14 – 17 August 2014

See your Tour Desk for details or visit www.fijinternational.com
SPONSORSHIP OPPORTUNITIES

NEW MEDIA

• The sponsor/brand logo placement on the Fiji International website with hyperlink to the sponsor web page

• Online advertising package to be made available (at the sponsor’s cost)

• Ability to run on-line promotions utilising the Fiji International Logo
SPONSORSHIP OPPORTUNITIES

ON-COURSE SIGNAGE

• Hole signage - Tee or green signs per designated hole for the duration of the 4 day tournament

• Right to sponsor/ brand flags/ banners across the course
SPONSORSHIP OPPORTUNITIES

BROADCAST EXPOSURE

• The sponsor/brand logo on hole flyover graphics in broadcast for designated hole

• Sponsor ad packages available via broadcast partner at the sponsor’s expense
SPONSORSHIP OPPORTUNITIES

VIP CORPORATE HOSPITALITY

Brilliant options to entertain, an incredible opportunity which no other sport can deliver.

- The sponsor will receive a unique VIP Corporate Hospitality marquee
- Invitations to the Official Dinner function. Marquee players and VIPs in attendance
- Invites to PGA organised functions hosted within Fiji around the event week
- General admission tickets for all four days of the competition

*Example of hospitality and ticketing package available
SPONSORSHIP OPPORTUNITIES

MONEY CAN’T BUY OPPORTUNITIES

Fiji International Pro-Am

• Invites for the Official Pro-Am with leading players
• Access to Fiji International golfers

Play the Course in Tournament Mode

• Invites for sponsors guests to play in “Play the Course the Pro’s Played” on the Monday after the competition
SPONSORSHIP OPPORTUNITIES

CONSUMER PROMOTIONS

Consumer promotions are a unique way to increase customer engagement and retention. The sponsor has the opportunity to run consumer promotions year round promoting the partnership with the Fiji International (choice of product for the sponsor to decide).

- Ability to build and market to a database
- Year round promotional opportunities
- Opportunity to drive association through owned multiple channels e.g. TV, website, social media, print
- Ability to use the Fiji International logo for promotion
LEVERAGE OPPORTUNITIES

The Fiji International will appoint a full-time account manager to assist sponsors leverage and activate their sponsorship to maximise their return on investment.

Coaching Clinics

- Coaching clinics arranged with a leading Fiji International Professional golfer (subject to golfer availability)

Merchandise

- Merchandise pack/programs given out to invited sponsors guests

Precinct Activation

- Ability to set up activations around the golf precinct
We look forward to seeing you at the Natadola Bay Championship Golf Course in October.

Vinaka vakalevu!
FIJI TOURISM EXPO (FTE), 5TH – 8TH MAY 2014

Tourism Fiji provided the Fiji International with a 2x2 stand at the Fiji Tourism Expo in May. FTE delivered a great opportunity to promote the event to wholesalers and travel media from across the world, providing a foundation for the 2015 event. From the FTE, numerous wholesalers and agencies expressed interest in packaging up the tournament for 2015 travel.

TOURISM FIJI TV, 15TH AUGUST TO 17TH SEPTEMBER 2014

Television commercials supplied by Tourism Fiji were aired more than 80 times during the period from 15th August to 17th September coinciding with both live broadcast and taped replays. The live broadcast across markets including China, Malaysia, India, South East Asia and Taiwan also included the “Where Happiness Finds You” logo opener and closers with the tagline:

“THE FIJI INTERNATIONAL IS PROUDLY BROUGHT TO YOU BY TOURISM FIJI – WHERE HAPPINESS FINDS YOU”
MAGAZINE & ELECTRONIC ADVERTISING

The event was advertised in Australian and New Zealand golf industry magazines Golf New Zealand Magazine and Golf Australia Magazine (three months for each publication).

The Fiji International was also advertised on the PGA of Australia website in the month prior to the event and an eDM sent to the PGA of Australia database (40,000) was sent the week of the tournament advertising the broadcast.

Within Fiji, the tourist market was targeted with a full page ad and editorial in the August – October edition of Explore Fiji Magazine.

To target a large number of tourists, Denarau Island was a key area for both those staying on the Island and those traveling to outer islands. I-See Digital Denarau (locations including Yees Expressmart, Passenger Terminal, Marina Reception, Duty Free, Yees Sheraton, and the Fun Factory) and the Bula Buses were used for key signage placement. This ran for 7 - 10 days over the tournament week.
To launch the Facebook page for the Fiji International, and to ensure that an international and local Fijian audience had the opportunity to enter, a Facebook competition was run in conjunction with the InterContinental Fiji Resort to win a trip to the event (International entries open to Australia and NZ). In a “Tell us in 25 words why you want to visit Fiji” promotion, there were over 700 entries.

The competition was promoted via the Fiji Sun, PGA of Australia database (40,000), PGA of Australia, InterContinental Fiji Golf Resort & Spa, and Fiji International Facebook pages.
As part of the promotion of the tournament and development of golf in Fiji, a series of interactive golf activations took place in the lead up to the Fiji International which were aimed at taking golf to the Fijian community.

GOLF ROAD SHOW, 27TH – 31ST MAY 2014

The PGA of Australia teamed up with local development officers and PGA Professionals in May to run a series of school clinics and elite training across the main island. Nick Bielawski, National Coaching Programs Manager from Australia spent a week in Fiji attending schools in Ba, Lautoka, Nadi, Sigatoka and Suva.

An estimated 1000 primary school students participated throughout the week.

The week concluded at the national championship, the Fiji Open in which the Fiji International was a sponsor.
“GIVE IT A GO” TAVUA, 26TH JULY 2014

The “Give it a Go” sports program run by the Fiji National Sports Commission was seen as an ideal opportunity to promote golf as a sport in conjunction with the event. The “Give it a Go” program provides minority sports the opportunity to showcase at various venues around Fiji. Whilst golf had not previously been involved in these days, the Fiji International provided opportunity for involvement. More than 40 kids in the northern town of Tavua gave golf a go on the day.

PGA HITTING BAY, 1ST – 12TH AUGUST 2014

The PGA imported from Australia the inflatable “hitting bay” which was used at various locations throughout Fiji in the weeks prior to the tournament.

The bay was set up in Suva on the 2nd and 9th August, and again at Denarau on the 12th August. Whilst both activations had the primary aim of creating awareness about the event, they targeted different markets.
# DIGITAL NUMBERS

**Websites - Digital figures taken from 11th - 18th August**

The Fiji International website was created [www.fijiinternational.com](http://www.fijiinternational.com), and is used in conjunction with the PGA of Australia and OneAsia websites.

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<thead>
<tr>
<th></th>
<th>Unique Browsers</th>
<th>Page Impressions</th>
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<tbody>
<tr>
<td>Fiji International</td>
<td>5,208</td>
<td>12,613</td>
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<tr>
<td>PGA of Australia</td>
<td>39,214</td>
<td>237,661</td>
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<tr>
<td>OneAsia</td>
<td>7,345</td>
<td>35,081</td>
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<td><strong>TOTAL WEB</strong></td>
<td><strong>51,767</strong></td>
<td><strong>285,355</strong></td>
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**Congratulations Steven Jeffress on taking out the inaugural Fiji International**

**14 – 17 August, 2014**

Natadola Bay Championship Golf Course
## TOURNAMENT WEEK BY NUMBERS

### YouTube

<table>
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<th>Video Plays</th>
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<tr>
<td>PGA of Australia YouTube</td>
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<tr>
<td>OneAsia YouTube</td>
<td>2,000</td>
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<tr>
<td>PGA of Australia Website</td>
<td>2,101</td>
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<tr>
<td><strong>TOTAL ONLINE VIDEO</strong></td>
<td><strong>6,126</strong></td>
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### Facebook

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<tr>
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<th>Weekly Engaged</th>
<th>Weekly Reach</th>
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<tr>
<td>PGA of Australia</td>
<td>5,000</td>
<td>32,493</td>
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<tr>
<td>PGA Tour of Australasia</td>
<td>7,582</td>
<td>43,851</td>
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<tr>
<td>Fiji International</td>
<td>8,191</td>
<td>60,929</td>
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<tr>
<td>OneAsia</td>
<td>10,000</td>
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<td><strong>TOTAL FACEBOOK</strong></td>
<td><strong>30,773</strong></td>
<td><strong>137,273</strong></td>
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### Apps – PGA Tour of Australasia

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<tr>
<td>TOTAL iPhone App</td>
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