



# farmfoods EUROPEAN LEGENDS

— LINKS CHAMPIONSHIP —

Presented by **champions**  
EVENTS

Hosted by **Ian Woosnam OBE**

Trevose Golf & Country Club, Padstow | 17<sup>th</sup> - 20<sup>th</sup> June 2021

Charity Partner



**LORD'S TAVERNERS**  
Giving young people a sporting chance



**champions**  
THE LINKS AGENCY



**RICK STEIN**

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[www.europeanlegendslinks.com](http://www.europeanlegendslinks.com)



## ABOUT THE EVENT

4

### DAY EVENT FORMAT:

**FANTASTIC PLAYING  
OPPORTUNITIES AVAILABLE FOR  
BOTH THE PRO-AM  
TEAM AND ALLIANCE EVENTS.**

#### **THURSDAY 17<sup>th</sup> JUNE**

##### PRO-AM TEAM EVENT

Pro-Am teams of four. Three amateurs and a tour professional bid for glory, before a relaxed evening of champagne, dinner, fundraising and entertainment.

#### **FRIDAY 18<sup>th</sup> & SATURDAY 19<sup>th</sup> JUNE**

##### THE ALLIANCE – Partner a Legends Tour Professional

An exciting two-day format. An amateur and a tour professional compete as a team to become the Alliance Champions, presented at Saturdays' prize giving ceremony. Each pair will accompany another pair for both days.

#### **SUNDAY 20<sup>th</sup> JUNE**

##### THE FINAL ROUND (professionals only)

The cream of the Legends Tour carry forward their Alliance scores and vie for the title.

Star-studded field with Ryder Cup legends, including Ian Woosnam OBE, Paul Lawrie OBE, Paul McGinley, Peter Baker and Jean van de Velde.

\*subject to schedules



# EXAMPLES OF SPONSOR/PARTNERSHIP COLLATERAL





## SPONSOR/PARTNERSHIP OPPORTUNITIES

### PRESENTING SPONSOR From £40,000

- Company name in the official event title "Farmfoods European Legends Links Championship presented by..."
- 2 teams in the Pro-Am
- 2 places in the Alliance
- Dedicated company tee board on 18th hole, 2 x green boards on TV holes
- Event brochure full page advert (x1)
- Opportunity for item in the amateur goody bag
- 1 VIP Hospitality table of 10 for 3 main tournament days
- Regular mentions throughout social media campaign
- Newsletter and eshot branding
- 250 tickets to give away for competitions or clients
- Event images and video highlights, post tournament
- One full page advert in Inspirational Magazine
- Company logo to appear on:
  - sleeve of amateur shirts in Pro-Am and Alliance
  - sleeve of volunteer uniforms
  - media wall
  - course leaderboards
  - throughout official event website
  - all official event marketing collateral
  - and all event materials, including tickets, brochure and car parking passes
  - all 18 yardage tee boards
  - all evening dinner menus, used in all golf, national and regional press
- Each player can bring an additional guest to the Pro-Am evening dinner

### EVENT PARTNERS From £20,000

- 1 team in Pro-Am
- 1 tee board
- 1 green board
- 2 places in Alliance
- Full page ad in official event brochure
- Logo on web/tickets/brochures and other event collateral
- 1 VIP Hospitality table of 10 for three main tournament days
- Listed as an official partner on event brochure front page
- 50 tickets to give away for competitions or clients
- Event images and video highlights, post tournament
- One full page advert in Inspirational Magazine
- Each player can bring an additional guest to the Pro-Am evening dinner

### Pro-Am dinner - What to expect

*The fabulous Pro-Am dinner features a champagne reception in the VIP marquee overlooking the Atlantic Ocean. Guests are then seated for a delicious three course dinner which will include a Q&A featuring a selection of the professionals playing in the tournament. This will be followed by fantastic entertainment, prize-giving and a live charity auction.*



# PARTNERSHIP OPPORTUNITIES



## TEE BOARD PARTNER From £10,000

- Dedicated tee board with company logo on one of 18 tee boxes
- 1 Pro-Am team
- 1 Alliance playing place
- Brochure advert
- Social media mention
- Newsletter
- Web news story
- Event images and video highlights, post tournament
- One full page advert in Inspirational Magazine
- Each player can bring an additional guest to the Pro-Am evening dinner

## GREEN BOARD PARTNER From £7,500

- Dedicated green board with company logo on one of the 18 Championship holes
- 2 Alliance playing places
- Brochure advert
- Social media mention
- Newsletter
- Web news story
- Event images and video highlights, post tournament
- One full page advert in Inspirational Magazine

## Pro-Am evening dinner guests

*Additional places for the evening dinner which follows the Pro-Am can be purchased by contacting a member of the Champions team. Places are limited and allocated on a first come first serve basis.*





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EVENTS

For more information visit  
**[www.europeanlegendslinks.com](http://www.europeanlegendslinks.com)**

or email

**Tim Munton** at **[tmunton@championsukplc.com](mailto:tmunton@championsukplc.com)**

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**Sophia Hayes** at **[shayes@championsukplc.com](mailto:shayes@championsukplc.com)**

alternatively, please call **08453 31 30 31**



**champions**  
THE LINKS BRAND AGENCY



**RICK STEIN**



**Staysure**



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