



GOLF EXPERIENCES & EVENTS

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# SPONSOR PACKAGE 2020-2021





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## SPONSORSHIP PACKAGE

PG EXPERIENCE AND GOLF S.L OFFER A RANGE OF DIFFERENT SPONSOR AND PARTNER PACKAGES TO MAKE YOUR COMPANY REACH YOUR GOALS AND INTERACT WITH OUR HIGH END CLIENTS.

## HISTORY OF THE COMPANY

PG Experience & Events started in 2016 by Peter Gustafsson with the vision of creating a fantastic Pro Am event in Costa del Sol, Spain, for our clients to experience an event on luxury golf courses but also in an environment as being a tour professional.

The inaugural event was in April of 2017 and gathered 68 players and 17 teams. From this point we have moved forward and presented 2018-2019 two tournaments per year which we today call our flag ship events, Setune International Pro Am and Setune Amateur Pairs.

In 2018 and 2019 we had 144 and 148 players in the Pro Am with 37 professionals and we reached almost a full field of 70 players in our Amateur Event in 2019.

For 2020 event our aim is to reach 48 teams and 192 players together with 48 professionals from all over the world. We are very proud to host this events together with famous European Tour Professionals like, Jarmo Sandelin, Niclas Fast, Joakim Lagergren, David Lynn, Michael Jonzon, Johan Edfors, Philip Golding and Mark Mouland only to mention a few of our past European Tour winners.







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## FUTURE OF THE COMPANY

We have during the start of this year been planning for another 8 events for the fall of 2020 and for 2021. Together with our main events we will also host 3 exclusive Pro Am events at the best resorts in Europe. They will be played at Pärnu Bay Links in Estonia, Monte Rei Golf Resort in Portugal and also one event at Real Club de Valderrama, La Zagaleta and the newly renovated The San Roque Club.

Together with these events the company has also developed a range of travel destinations the recent years and we offer today a wide range of great destinations. Everything from The Masters at Augusta National to Luxury Travel to Dominican Republic, South Africa or many other destinations in Europe.

Everything to fit all segments of travel. From luxury travel with private jets accompanied with Professionals or to tailor make the package after the like of the clients.

## WHY PARTNERING WITH US?

We believe that partnering with us will bring a marketing value that far exceeds the monetary investment with a very healthy customer base that consists of company owners, leaders and decision making customers who all have a common interest in golf and to enjoy the finer things in life.

Brand awareness for our partners is the key to our business and we always strive to include your brand in all marketing situations possible at our events. We also try to customize the partner packages to suit your needs with special events and opportunities.

We also offer our sponsors the possibility to interact with our clients and through the travel segment

**"YOUR BRAND IS OUR FOCUS"**



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## FACTS TOURNAMENTS

### PARTICIPANTS IN TOURNAMENTS

2017: 68 PLAYERS  
2018: 174 PLAYERS  
2019: 216 PLAYERS  
ALL FROM 25+ COUNTRIES

SOCIAL MEDIA IMPRESSIONS : 5.000.000+

OPENING AVERAGE MAILCHIMP 2000 MAILADRESSES GOLFERS: 43%

### TOURNAMENTS

2017: 1  
2018: 2  
2019: 2  
2020: 2  
2021: 5-6

#### 5-8TH OF AUGUST 2020

The Match Play at Pärnu Bay Links  
Pärnu, Estonia

#### 24-27TH OF SEPTEMBER 2020

The Match Play at San Roque Club  
Sotogrande, Spain

#### 10-13TH NOVEMBER 2020

Setune International Pro Am by Peter Gustafsson Qazaqstan Golf  
Marbella, Spain

#### 24-27TH FEBRUARY 2021

Monte Rei International Pro Am  
Algarve, Portugal

#### 13-16TH APRIL 2021

Setune Amateur Pairs by Peter Gustafsson Qazaqstan Golf  
Marbella, Spain

#### TBA OF JUNE 2021

Setune Luxury Homes Pro Am by Peter Gustafsson  
Marbella, Spain

#### 4-7TH AUGUST 2021

Pärnu Bay International Pro Am  
Pärnu, Estonia

#### 26-29TH OCTOBER 2021

Setune International Pro Am by Peter Gustafsson  
Marbella, Spain

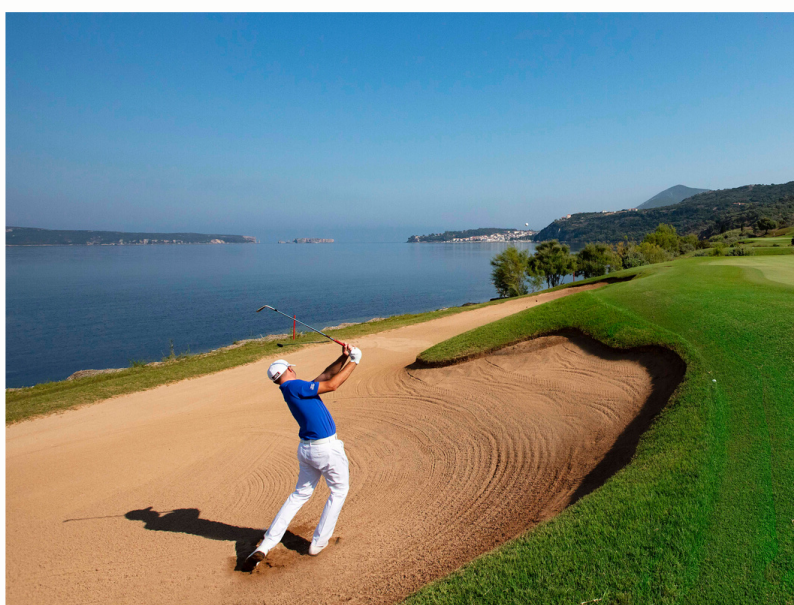
# SPONSORSHIP PACKAGES

	NAME SPONSOR	DESTINATION SPONSOR	SPONSOR	PARTNER
Complimentary Pro Am team/ Amateur team entries	3 + 3	2 + 2	1 + 1	
Company Days Organised by PG Events	3	2	1	
Present Hole in One Prize, Insurance Included**	100.000€	50.000€	20.000€	
Title Sponsor of the Tournaments*	✓			
Name Inclusion of Tournament Logo*	✓	✓		
Vouchers at San Roque Old/New Course	30	20	10	
Logo on Merchandise (Official Shirt)	✓			
Promotional Tent on Signature Holes on Each Course	✓	✓	✓	
Logo Advertisement with PG Events in Swedish Golf Magazine During 2020	✓	✓		
One Dozen Golf Balls with Company Logo to all Participants*	✓			
Special Presentation Recognition at the Award Presentation	✓	✓		
Company Video Presentation Upon Agreed Events	✓	✓		
Logo on Backdrop during Tournaments	✓	✓	✓	✓
Partner Spotlight Posts on Social Media	✓	✓	✓	
Promotional Items to Participants	✓	✓	✓	
Presentations on Email to 2.000 of our Customers with Logo and Link	3	2	1	
Showcased Booth Space at Tournament upon Prior Approval	✓	✓		
Availability to Present Company on One Hole During the Events	✓	✓	✓	✓
Logo Inclusion on the Newsletter & Social Media	✓	✓	✓	✓
Inclusion of Banners During Events	✓	✓	✓	✓
Inclusion on Start Box with Logo	✓	✓	✓	✓
Inclusion on PG website with logo	✓	✓	✓	✓
	100.000€	50.000€	20.000€	6.000€

\*INTERNATIONAL PRO AM AND AMATEUR PAIRS

\*\*INTERNATIONAL PRO AM





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## CONTACT INFORMATION

[www.pgexperienceproam.com](http://www.pgexperienceproam.com) | [office@pgexperienceproam.com](mailto:office@pgexperienceproam.com)

Instagram: [@pgproam](https://www.instagram.com/pgproam) | Facebook: [@pgproamgolf](https://www.facebook.com/pgproamgolf)

Peter Gustafsson  
+34616052160