

# MESSINIA PR AM

G O L F   E X P E R I E N C E

20-23 FEBRUARY 2019



COSTA  
NAVARINO

# COSTA NAVARINO

## GOLF EXPERIENCE



Costa Navarino, the prime sustainable destination in the Mediterranean, located in the Greek region of Messinia, features the first two signature designed golf courses in Greece, The Dunes Course which opened in May 2010, and The Bay Course in 2011.



THE DUNES  
COURSE



THE BAY  
COURSE

# MESSINIA PRO AM 2017

## THE FIRST



The 1st tournament was completed with unique performances!

The 1st international golf tournament, Messinia Pro-Am took place at The Dunes Course and The Bay Course from February 21-24 2017. The golf tournament attracted 27 Teams consisting of 27 top professionals and 81 amateur golfers from 14 countries, including the Austria, Belgium, Bulgaria, France, Germany, Greece, Italy, Netherlands,

Norway, Portugal, Romania, Russia, the UK and the United States.

The 1st Messinia Pro-Am was played over 54 holes (three rounds) with each team consisted of one professional and three amateurs. The high level of the golfers, offered a strong and competitive tournament where the daily results balanced until the end of each round.

# 1<sup>ST</sup> MESSINIA PRO AM 2017

## OVERVIEW

### 27 Teams

27 professionals\* and 81 amateurs

### 14 participating countries

Austria, Belgium, France, Germany, Greece, Italy, Netherlands, Norway, Portugal, Romania, Russia, the UK & United States

### 19 Sponsors

Aegean, Loux, Vodafone, Athens International Airport, Poseidonia, MyTranfer, Vubox, Vourakis, Metaxa, Kyvernitis, Heineken, Ford, Tom Tom, Papadimitriou, Stoli, Fever tree, Wrap, Dimiourgies, Hyas

### 3 Celebrities

Joe Arlauskas (US), Annica Hansen (DE), Nadia Boule (GR)

### 18 Key media

form the UK (Today' Golfer) France (Fairways Magazine, Canal + TV, France 2 TV Les Echos Media) Germany (Golf Spielen, Golf Pank) Greece (Golf & Leisure, Kathimerini, Greek Travel Pages, Skipper on Deck, Forune, CNN Greece, Newsbomb, Gazzetta, Sport24)

### Over 5.000.000 PR

Value projected publicity

### #messiniaproam

was in the top preference positions in twitter with 477,686 unique accounts estimated reach and exposure of 3,748,248 impressions

### 1 Hole-in-one

by journalist Petra Himmel

\* among with the established Emanuele Canonica, Lorenzo Gagli, Hugo Santos, Ralph Miller, Graham Fox, Adma Kritikos, Eugene Papadopoulos and Panos Karantzias

# MESSINIA PRO AM 2018

44 TEAMS



After the first successful tournament of Messinia Pro Am, in 2018 we aimed to take the event to another level. The participating teams were 44. Our target was to attract important personalities of the golf area and to establish the tournament as one of the most important golf tournaments. Our vision is Messinia Pro Am to become one of the best Pro Ams in Europe in the fall/winter season.



# MESSINIA PRO AM

## OVERVIEW 2018

### 44 Teams

176 Players  
(44 Professionals  
132 amateurs)

### 23 Participating Countries

Germany, Greece, Israel,  
Austria, Italy, Russia, UK,  
France, Czech Republic,  
Bulgaria, Belgium,  
Switzerland, Romania,  
Ireland, Scotland, Sweden,  
Cyprus, Norway, Slovakia,  
South Africa, Spain, Turkey,  
USA

### 7 Celebrities

Joe Arlauckas (USA), Thom  
Evans (Scotland), Keith  
Duffy (Ireland), Brian  
McFadden (Ireland), Gordon  
Brand Jnr (Scotland), Manos  
Gavras (Greece), Elena  
Charbila (Greece)

### 27 Key Media

from Germany (Bunte,  
Perfect Eagle, Exclusiv  
Golfen, USCI Liebl), France  
(Journal Du Golf, Golf  
Channel), Russia (Golf.ru),  
Kazakhstan (L' Officiel),  
USA (National Herald, New  
Greek TV), Canada (Greek  
Voice), Australia (Neos  
Kosmos), Greece (Golf &  
Leisure, SKAI, Alpha,  
Kathimerini, Fortune,  
Skipper On Deck, People,  
Downtown, Madame  
Figaro, Gazzetta.gr, Greek  
Travel Pages, Capital.gr,  
Insider.gr, Queen.gr,  
Missbloom.gr)

### 27 Sponsors

Aegean, Vikos, Vodafone,  
Athens International Airport,  
MyTransfer, Samsung,  
Kyvernitis Travel, Vourakis,  
Ford Motor Hellas, Metaxa,  
Poseidonia, Luc Belaire,  
Stoli, Paulaner, Kir-Yianni,  
Marendry, Nescafe Alegria,  
Kalamata Papadimitriou,  
Siampis, ECOLAB Fysiotek,  
Kayak, Stefanouris, Messin-  
iaki Paradosi, Dimiourgies,  
Fever-Tree, Avanti and  
Navarino Outdoors

### 2 hole-in-ones

from **Stuart Boyle** (PGA  
Great Britain & Ireland) and  
John Radzich (German  
amateur)

### Overall media value

15.942.058,53 €

### #messiniaproam

578.871 reach and  
4.910.124 impressions  
on Twitter

# MESSINIA PRO AM

## GUESTS 2019

### Mike Tindall

Guest in Messina Pro Am



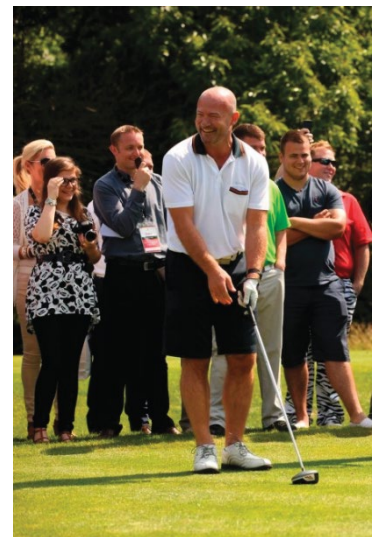
### Nick & Di Dougherty (TBC)

Golf presenters on Sky Sports



### Alan Shearer

Guest in Messina Pro Am



# MESSINIA PRO AM AUSPICES



MESSINIA PRO AM 2019 will be held under the auspices of PGA GREECE  
and HELLENIC GOLF FEDERATION.



Hellenic Golf Federation

**MESSINIA PRO AM 2019 Video!**

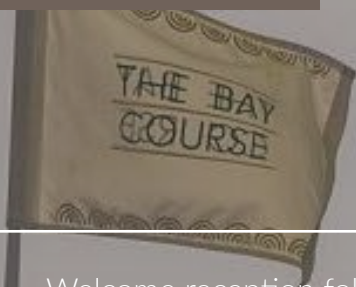




# MESSINIA PRO AM

## SCHEDULE

Dates: 20th to 23th of February 2019



Wednesday 20/2	Welcome reception followed by dinner in Morias
Thursday 21/2	Dinner on Thursday in Da Luigi
Friday 22/2	Social Charity Event including dinner at The Diner
Saturday 23/2	Gala dinner & prize giving ceremony in the Great Hall



# MESSINIA PRO AM EXPOSURE METHODS



Backdrops



Banners



Backdrops



Banners



Flags

# MESSINIA PRO AM PACKAGES

## **GOLD SPONSOR** (1 sponsor)

Press Conference that will feature a representative from the sponsor company

Placement of logos on the backdrop used for outdoor interviews and the gala backdrop

Sponsor's banners at the holes of each course

Sponsor's beach flags at the holes of the event

Promotional stand of the sponsor in the area of the event

The right for the sponsor to supply their products for a gift bag for the participants

The right to use the logo and brand name of Messinia Pro Am as well as the name of 'Gold Sponsor'

Placement of sponsor logos on the and facebook fan page and the social media of the event

Placement of sponsor logos on all print material of the event (letters, envelopes etc.)

Prize giving to the winners by a representative of the sponsor company, at the event's gala dinner

Cocktail night supported by the sponsor

Tailor made video for the sponsor, for social media and internal company use

Free accommodation for three (3) double rooms during the days of the event or free participation for one golf team and the event will offer the pro player.

**TOTAL COST: 50.000 euros (+ VAT)**

\*Banners and beach flags construction costs are not included

# COSTA NAVARINO

## PACKAGES

### **SILVER SPONSOR** (up to 2 sponsors)

Press Conference that will feature a representative from the sponsor company

Placement of logos on the backdrop used for outdoor interviews and the gala backdrop

Sponsor's banners at the holes of the courses (half positions)

Sponsor's beach flags at the holes of the event (half positions)

The right for the sponsor to supply their products for a gift bag for the participants

The right to use the logo and brand name of Messinia Pro Am as well as the name of 'Silver Sponsor'

Placement of sponsor logos on the and facebook fan page and the social media of the event

Placement of sponsor logos on all print material of the event (letters, envelopes etc.)

Prize giving to the winners by a representative of the sponsor company, at the event's gala dinner

Tailor made video for the sponsor, for social media and internal company use

Free accommodation for two (2) double room during the days of the event

**TOTAL COST: 25.000 euros (+ VAT)**

\*Banners and beach flags construction costs are not included

# MESSINIA PRO AM

## PACKAGES

### OFFICIAL SPONSOR (up to 4 sponsors)

Placement of logos on the backdrop used for outdoor interviews

Sponsor's banners at 2 holes of the courses

Sponsor's beach flags at 2 holes of the courses

The right for the sponsor to supply their products for a gift bag for the participants

The right to use the logo and brand name of Messinia Pro Am as well as the name of 'Sponsor'

Placement of sponsor logos on the and facebook fan page and the social media of the event

Placement of sponsor logos on all print material of the event (letters, envelopes etc.)

Prize giving to the winners by a representative of the sponsor company, at the event's gala dinner

Free accommodation for one (1) double room during the days of the event

**TOTAL COST: 10.000 euros (+ VAT)**

\*Banners and beach flags construction costs are not included

# COSTA NAVARINO

## PACKAGES

### **OFFICIAL SUPPORTER** (up to 5 sponsors)

Placement of logos on the backdrop used for outdoor interviews

Sponsor's banner at one hole of the courses

Sponsor's beach flag at one hole of the courses

The right for the sponsor to supply their products for a gift bag for the participants

The right to use the logo and brand name of Messinia Pro Am as well as the name of 'Supporter'

Placement of sponsor logos on the and facebook fan page and the social media of the event

Placement of sponsor logos on all print material of the event (letters, envelopes etc.)

### **TOTAL COST: 5.000 euros (+ VAT)**

\*Banners and beach flags construction costs are not included



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