

YOUR GOLF AGENCY

Our history in Golf

Since 2011



ACTIVE MEDIA

2011 Elit by Stolichnaya sponsor of the 3rd Aegean mini tour Pro am



2012 Elit By Stolichnaya 8th Porto Elounda Autumn Pro-Am & Cup



2012 13th Hellenic Turkish Friendship Golf Cup



2014 Focaccino in 9th Aegean Pro Am Golf Tournament



National Geographic in 2015 Aegean Airlines Pro-Am



#MessiniaProam



2017 1st Messinia Pro Am

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

#messiniaproam

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



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, Fortune, CNN Greece, Newsbomb, Gazzetta, Sport24)

Over 5.000.000 PR

Value projected publicity

1 Hole-in-one

by journalist Petra Himmel

2018 2nd Messinia Pro Am

OVERVIEW

44 Teams

176 Players(44 Professionals132 amateurs)

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)

2 hole-in-ones

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

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

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, Messiniaki Paradosi, Dimiourgies, Fever-Tree, Avanti and Navarino Outdoors

7 Celebrities

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

2019 3rd Messinia Pro Am



What are we handling?

PR & Communications

Social Media

Sponsorships

Event Production

1

2

3

4

Messinia Pro-Am 2019

Special packages in cooperation with 1 hotel, 1 travel partner & 1 official airline

All guests where transferred from 1 preferable partner

Co organized together with PGAs of Europe

Under the auspices of 3 organizations

1 good cause

PR & Communications

The **overall media value** of **Messinia Pro-Am 2018**, corresponds to an amount of advertising value equal to **15,942,058.53 euros**.

*The media value occurs from all publications that have been published, the value of insertions & TV exposure achieved having first valuated each media category (e.g. TV, radio, print, website, blog, social media) and the size of each publication (at wholesale prices).



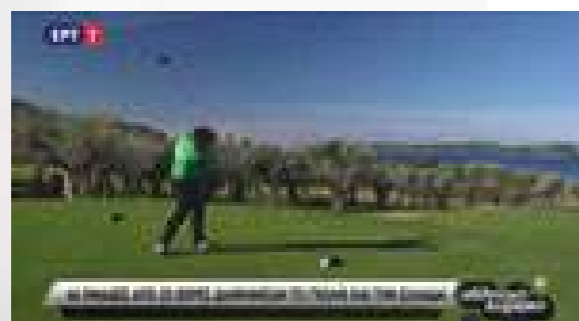
Total: 15.942.058,53 euros

in the **Greek market:**
7.200.808,53 euros

Press Releases - Articles/References

TV exposure

Messinia Pro-Am 2018 managed, within a time period of **ten months (313 days)** from the announcement of the event, to present a total of **one thousand three hundred and thirty eight (1,338) articles**. This publicity correponds to an average of **four (4.27) daily positive articles** referring to the event.



Analysis of the TV exposure achieved by **Messinia Pro-Am 2018** with **seven (7) TV references**.

Media	TV programming	Estimated Audience (K)	Minutes	Impressions (K)	Average CPM	Value (euro)
Skai TV	News of small & medium-sized enterprises (SMEs)	110	02'38"	1,447	15	21,710,3
Skai TV	News of small & medium-sized enterprises (SMEs)	110	00'35"	320	15	4,809,23
ERT1 TV	Αθλητικά Κυριακή (Sports Sunday)	200	01'12"	1092	12	13,110
New Greek TV (USA & Canada)	Interview with Joe Arlauckas	3.000	06'10"	315.000	1,5	472.500
COSMOTE TV / COSMOTE SPORT	Sportshow	500	01'25"	1.504	10	15.040
Sky Sports (UK, Ireland & Europe)	Messinia Pro-Am 2018 Video	22.500 (UK)	30'00"	(472.500)x5	2,5	8.268.750
COSMOTE TV	"Messinia Pro-Am 2018 Video"	100	30'00"	(3.037)x15	10	455.400
TOTAL VALUE						9.252.425,53

Print Promo Campaign Advertising Insertions

with **3 insertions** in the **daily and Sunday** edition of the top newspaper **“Kathimerini”**

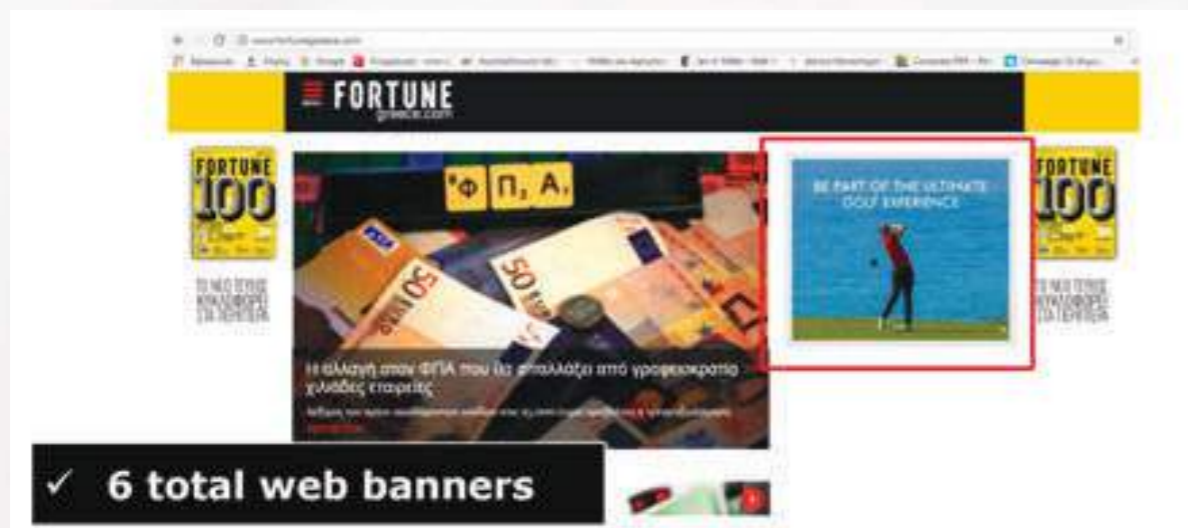
 **Η ΚΑΘΗΜΕΡΙΝΗ**



Digital Promo Campaign

AIA official website & web banners

Messinia Pro-Am 2018 was promoted with a web banner on the **Athens International Airport's official website**.



Messinia Pro-Am 2018 was promoted with a web banner in the top business website **Fortunegreece.com**.

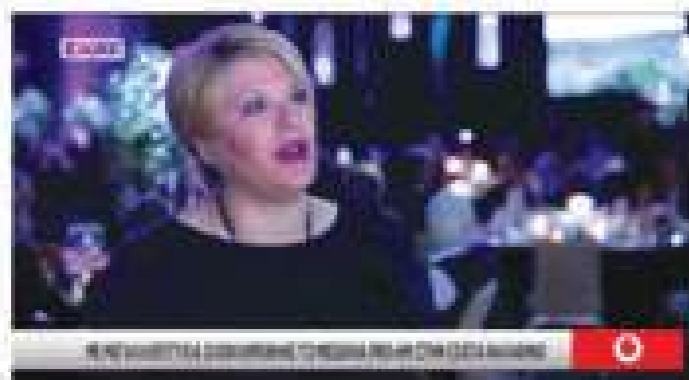
Interviews

Messinia Pro-Am 2018 was promoted with **nine (9) interviews**:



New Greek TV
Joe Arlauckas

Proto Thema - People
Keith Duffy, Brian McFadden,
Thom Evans



SKAI TV
Katia Stathaki



Exposure Abroad

Messinia Pro-Am 2018 was promoted abroad with **articles & references** in **foreign media**:



Newsletters

Messinia Pro-Am 2018, was promoted in the UK market with the distribution of a newsletter from **iSpygolf** 14,673 recipients (vast majority is based in the UK, over 87%). As many of the golfers are golf organisers, the estimated number of golfers represented by the audience being closer to 70,000.



Messinia Pro-Am 2018, was promoted in the Greek market with the distribution of a newsletter from the **Hellenic Golf Federation** to its data base (golf clubs in Greece).




Hellenic Golf Federation

Design-Graphics

MESSINIA PROAM

AT COSTA NAVARINO

THE ULTIMATE GOLFING EXPERIENCE



21-24 FEBRUARY 2017

Website: messiniaproam.costanavarino.com | Hashtag: #messiniaproam

ORGANIZER: COSTA NAVARINO
 UNDER THE AUSPICES: POKF, PGA, EPGA
 THE GOLF COURSES: THE DUNES COURSE, THE BAY COURSE
 OFFICIAL AIRLINE PARTNER: AEGEAN

MESSINIA PROAM

Results

Round 1

POS.	NAME	SCORE	PC	GC	TOTAL
1	TADINI	-6p	65		65
2	BOYLE	-1p	70		70
3	GOUVEIA	Par	71		71

MESSINIA PROAM

20-23 FEBRUARY 2019

AEGEAN ONE WAY TICKET FARES

Direct Flights	International Flights
From all Greek destinations to ATHENS Direct: €110	From the below destination to KALAMAKTA Direct: €115
From all below destinations to ATHENS Direct: €112	From all below destinations to KALAMAKTA Direct: €110
GERMANY / ITALY / AUSTRIA / CZECH REPUBLIC / HUNGARY / POLAND / USA / SWITZERLAND / FINLAND / U.S.A. / ALGERIA / BULGARIA / ROMANIA / SERBIA / GREECE	UNITED KINGDOM / FRANCE / RUSSIA / SPA / FINLAND / SWITZERLAND / DENMARK / ESTONIA / PORTUGAL / LUXEMBOURG / IRELAND

Rules and Conditions

Report Times: 90 min prior to departure from all airports.
Travel Package: 100kg (220 LBS) bag weight.
Departments: 400 min check-in before departure, 60 min before departure from the airport.
Baggage Allowance: 1 Piece Max (25kg - 1 Free Luggage Over 5kg).
Seat Bag: 10 Free for all flights.
Unaccompanied Minors: To be escorted by an adult (18 years or older) to the airport and meet them at the destination.
Excess baggage/overweight fees: €30 per kg.
Excess checked baggage fee: €150 per piece (max 23kg).
Seat availability: Subject to the availability of the operator's flight according to the time of booking.

Transfer

For all transportation services and applicable rates:
 - Transfer to the airport/destination
 - 1 x 100% Transfer to the airport/destination

MESSINIA PROAM

20-23 FEBRUARY 2019

Registration Package Fees

Package	Month	Hotel
4 nights / Double / Single room / 2 nights / Single room	FEBRUARY	The Dunes Resort Costa Navarino
4 nights / Double / Single room / 2 nights / Single room	CHEQ	€1,300 / €1,000
4 nights / Double / Single room / 2 nights / Single room	ALPHA	€1,500 / €1,100
4 nights / Double / Single room / 2 nights / Single room	BETA	€1,800 / €1,400
4 nights / Double / Single room / 2 nights / Single room	GAMMA	€2,100 / €1,700
4 nights / Double / Single room / 2 nights / Single room	DELTA	€2,400 / €2,000

4 nights Package includes:
 - Accommodation (Double/Single)
 - Breakfast (Buffet)
 - Welcome drink
 - 100% Transfer to the airport
 - 100% Transfer from the airport
 - 24h Hotel service
 - 100% Transfer to the airport
 - 100% Transfer from the airport
 - 100% Transfer to the airport
 - 100% Transfer from the airport

7 nights Package includes:
 - Same as 4 nights Package
 - 7 nights / Double / Single room
 - 7 nights / Double / Single room
 - 7 nights / Double / Single room
 - 7 nights / Double / Single room
 - 7 nights / Double / Single room

Plus 1 month for members in February 2019:
Registration / Competition Fee:
 - €100 for all participants in the competition.
 - €200 for all participants in the competition.
 - €300 for all participants in the competition.
 - €400 for all participants in the competition.
General Information:
 - All fees are in Euro.
 - All fees are non-refundable.
 - All fees are subject to change without notice.
 - All fees are subject to the terms and conditions of the competition.

Social Media

Gazzetta.gr Facebook Live Video Statistics



Harris Linardos, Katerina Kalou και 28 ακόμη · 4 κοινοποιήσεις · 9.1 χιλ. προβολές

Reactions	Shares	Video Views
28	4	9.100

Navarino Golf Top Posts



Jan 01, 2019 - Mar 31, 2019

Feb 18, 2019
20:28:09 UTC +02:00

The countdown to the 3rd #MessiniaProAm has begun as the first golfers arrived at @costanavarino and

Feb 27, 2019
17:18:50 UTC +02:00

The 3rd #MessiniaProAm went down in history at @costanavarino.

Feb 23, 2019
22:30:03 UTC +02:00

It's the much-anticipated announcement of this year's #messiniaproam! Golfers enjoy themselves to the Cuban rhythms of

Feb 18, 2019
18:56:39 UTC +02:00

The perfect pairing of two of life's great pleasures: Whisky and Golf. The Whiskey Trail at Da Luigi restaurant has its own

TWEETREACH SNAPSHOT FOR messiniaproam

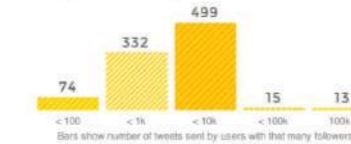


ESTIMATED REACH

477,686
ACCOUNTS REACHED

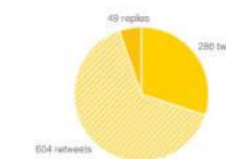
EXPOSURE

3,748,248 IMPRESSIONS



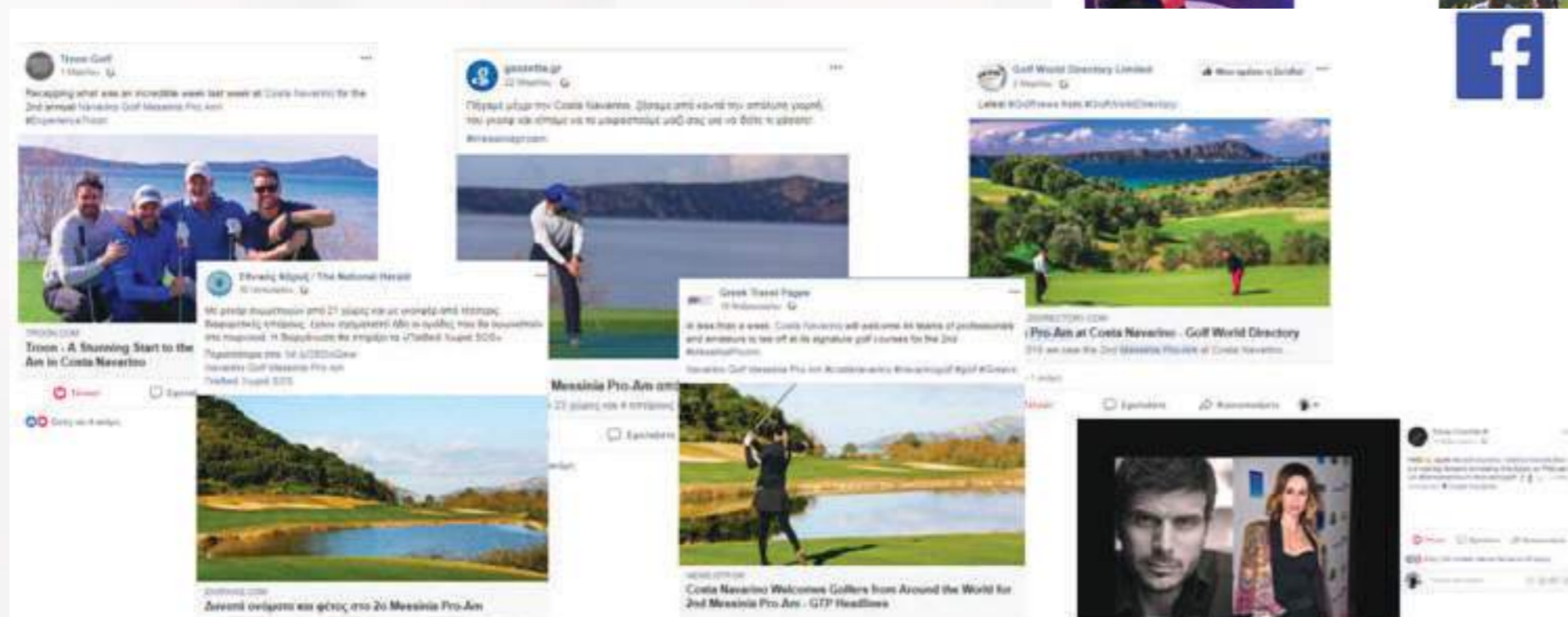
ACTIVITY

933 TWEETS
121 CONTRIBUTORS
10 DAYS



Promo Campaign/Social media posts Facebook - Twitter - Instagram

The event was promoted with **posts** in the **social media** of **top news media & well-known personalities.**



Event Production

6 different
thematical
social events

31 teams

124 golf players

31 pro

1 Gala & Award
Ceremony
in 5.000 sq.m.

In 120 hours

from 20 countries

Set up 3 offices for
(Registrations,
PGAs, Rehab)

3.500 sq.m.
each golf course

Set up in different
course daily, no cars
or trucks allowed

2 golf
courses

1 Project Manager planned, tracked & collaborated

75 worked in golf courses

80 people in production

20 people in tv production

10 volunteers

19 journalists from
7 different countries

5 Celebrities

250 people working in
The Westin Resort
Costa Navarino

200 guests in
"Never on Sunday"
Welcome Reception

250 guests in Mamma Mia
Charity Event

250 guests in Buena
Vista Night

22 awards

27 Sponsors
& supporters

15 Greek Companies

2 international
media partners

10 communication
partners

Messinia Pro-Am 2019

Broadcasting through COSMOTE TV in more than **750.000 families in Greece & Cyprus**



Reperage (looking, scouting places for film recordings)

Scenario

Booking Interviews – preparation of questions

Coordination tv crew & photographers

Registration

Set up Registration

7 days daily together with travel agency

Time: 09.00-21.00

At least two people all day



Registration



Prepare all packages for golf players

Prepare all gifts for each player
Wash, iron & arrange by size all polos

Prepare all room drops for guests

Customized Backpacks



Schedule/Maps in Cards with customized lanyards



Customized Polos



Gift for all /Umbrella

PGAs of Europe Hall Organizer's Office

PGAs of Europe

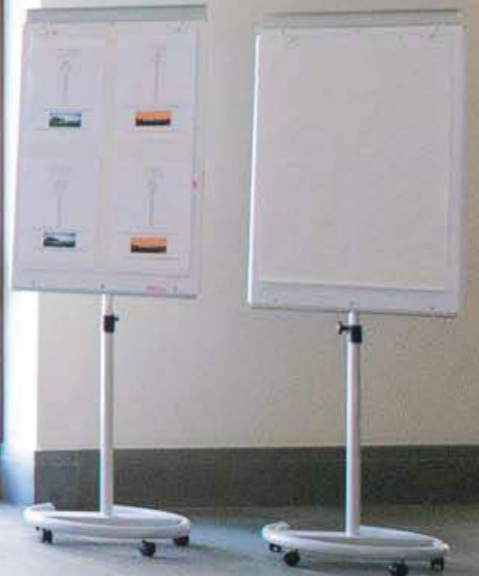
Organizing Committee

Referees

Live Score



Vodafone Business Lounge



Vodafone Business Lounge Registration area

Area related to Golf

Charging Point



Practices/Tee times



Rest area with golf table



Welcome quotes



Live score in all screens of the hotel during the tournament

		TADINI -12	TOTAL	HOLES	R1	R2
1	TADINI, Alessandro	-12		F	65	* 64
2	COHEN, Asaf	-2		F	73	* 66
3	GOUVEIA, Tomas	-1		F	71	* 69
T4	BOYLE, Stuart	Par		F	70	* 71
T4	KRITIKOS, Adam	Par		16	73	* -2
6	NIKOPOULOS, Christos	+1		13	74	* -2
T7	CANONICA, Emanuele	+2		12	73	* Par
T7	ŠVAJLEN, Peter	+2		09:20	73	*

The Dunes Course (Par 71) • The Bay Course (Par 70)



Welcome gifts

Welcome Gifts

Welcome Cards

Drop off in rooms

Special gifts
for celebrities

Special gifts for
media/sponsors



Westin Fysiotek Rehab Center



Rehab with high tech approach
Next to registration
Daily open for all Golfers
Physical therapy



Ford Cars Display Areas



Messinia Pro Am Application



Preparation of all departments

ALL PRO GOLFERS & CELEBRITIES, MESSINIA PRO-AM 2019.pdf

ALL PRO GOLFER...

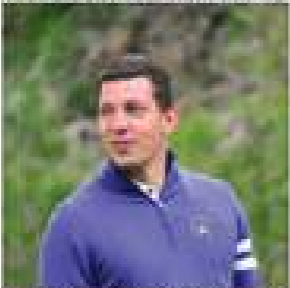
Organizer: COSTA NAVARINO

MESSINIA PRO-AM
Sanctioned Event by the EPGA of Europe
Under The Auspices of the PGA of Greece,
the Hellenic Golf Federation and the Hellenic Olympic Academy

ALL PRO GOLFERS & CELEBRITIES MESSINIA PRO-AM 2019


PROs

1. PETER SVAREN
CARPATA GOLF CLUB (SLOVAKIA)



FB: <https://www.facebook.com/svaren.peter>
Site: <http://www.petersvaren.com/en/proffs/biography/>
YT: <https://www.youtube.com/channel/UCYS7HUP0KH5AumE0RA2HQA> (13 subs)
• Title holder of 4 PGA Slovakia

2. VALERIE VAN RYCKEGHEM
ROYAL ZOLTE GOLF CLUB (BELGIUM)



FB page: <https://www.facebook.com/VVR-GOLF-Valerie-Van-Ryckeghem-100796886881269/> (174 likes)
FB: <https://www.facebook.com/valerie.vanryckeghem.7> (1,200 friends)
• Title holder of 1 Ladies European Tour

Info sheet for all PRO players

Timeline

Event flows

MESSINIA PRO-AM

Time Line

Sunday 17/02/2019 **Day 1st**

Collection of materials prior the event:

• Event flags (2)	ACTIVEMEDIA – 15/02/2018
• +2 in Golf offices in CN	
• Stickers, Menus, Cutouts (<i>Grafistes</i>)	ACTIVE MEDIA – 17/02/2018
• Extra umbrellas for stuff (get from Westin)	ACTIVE MEDIA – 17/02/2018
• Wet wipes (1000+)	ACTIVE MEDIA – 17/02/2018
• Tents (6 – Diana through <i>PYLIA EXPRESS</i>)	ACTIVEMEDIA – 16/02/2018
• Cars (7+2 Ford) (need special space for parking)	ACTIVE MEDIA – 15/02/2018
• Car in hole in one (10)	ACTIVE MEDIA – 15/02/2018
• Car in the entrance of Westin	ACTIVE MEDIA – 15/02/2018

Golf Courses



Flags/ flags protocol



Flags & pop banners

Set up daily

Set up in
different
golf courses



Advertise banners



Hole 10 by FORD
Car Display
Flags
Pop up banner
Ford cards



Special polos for production



Prepared always for rain

- Umbrellas
- Raincoats



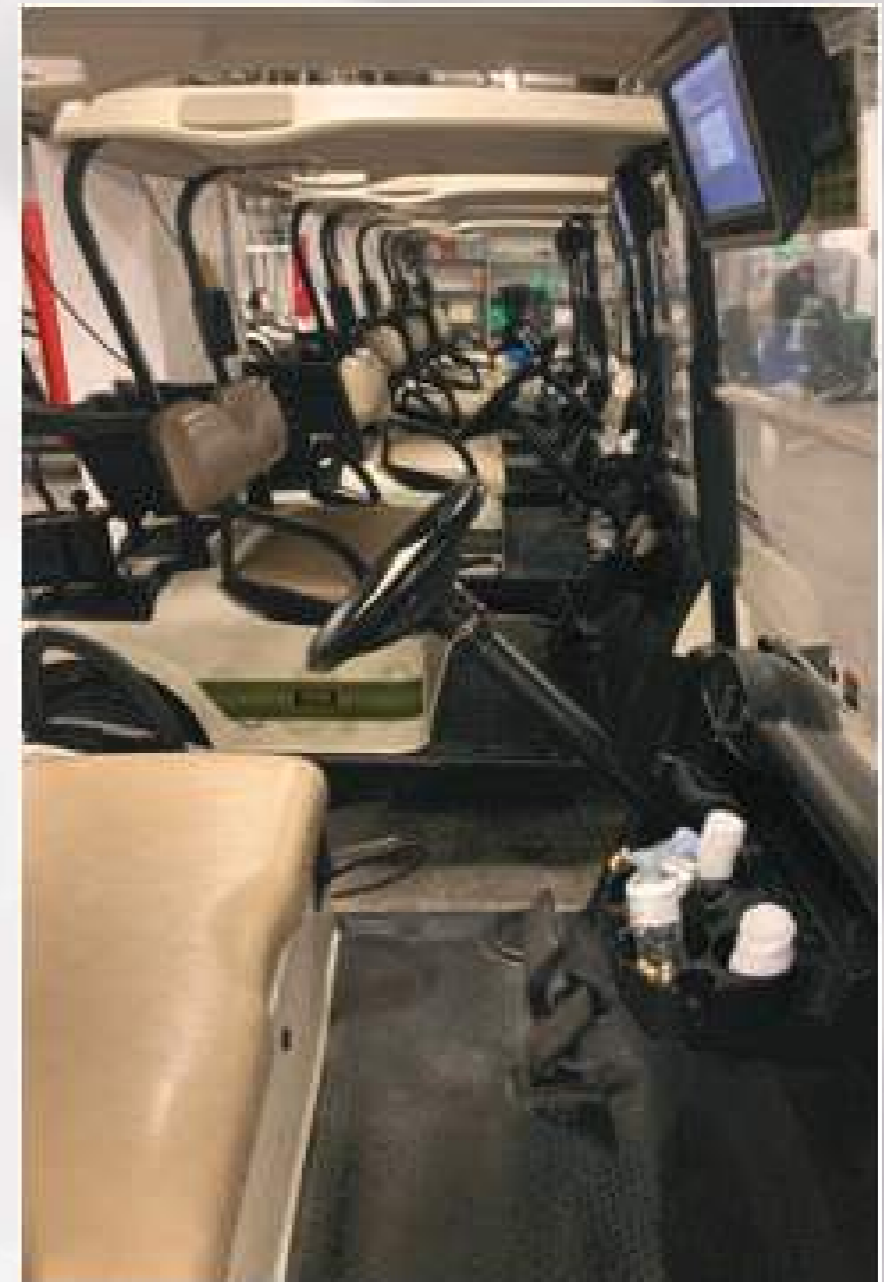
Production team with first aid kit



10 cars & trucks of production
with Messinia Pro Am logos

Water & Towels

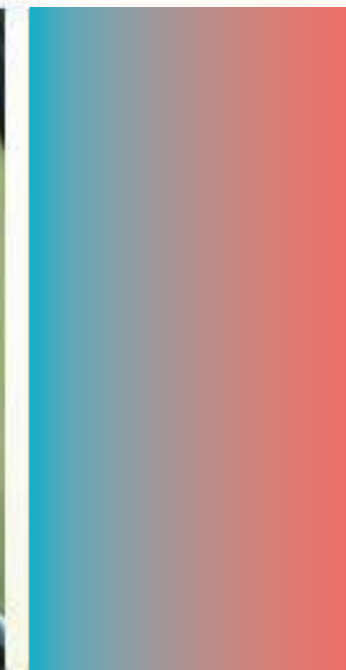
Water & Towels Set up in cooperation always with Golf Team for all buggies



Buggies

For 5 days
Score cards
Buggies signs

Refill waters during the day
Refill stations during the day



Golf court map



- Food Station (10)
- Souvlaki Station
- Greek Souvlaki (pita) /Pork gyros
- 3 tables with green grass +1 banq
- Pot with candle for souvlaki placement
- Beer Heineken
- Papadimitriou
- Fruits/basket AM
- Water/RFRG
- Two tents
- Nescafe Alegria (6&1)
- Coffee Station
- Fruits/Basket AM in 6 but in 1 from (Hotel)
- 1 tent
- Food Station (1)
- Souvlaki Station
- Greek Souvlaki (pita) /Chicken skewer
- Two tables with green grass +1 banq
- Pot with candle for souvlaki placement
- Papadimitriou
- Hot Sun Metaxa Station from F&B Hotel
- Refreshments set up by Hotel /RFRG +Glass Vikos
- 2 tents +1 starters/there

Golf court map



- Food Station (Between 6/5-14/15)
- Souvlaki Station
- Greek Souvlaki (pita) /Pork gyros
- Two tables with green grass +1 banq
- Pot with candle for souvlaki placement
- Beer Heineken
- Papadimitriou
- Fruits/basket AM
- Water/RFRG
- Two tents
- Nescafe Alegria (Between 9/10-11 & 1)
- Coffee Station
- Fruits/Basket AM in 6 but in 1 from (Hotel)
- 1 tent
- Food Station (1)
- Souvlaki Station
- Greek Souvlaki (pita) /Chicken skewer
- Two tables with green grass +1 banq
- Pot with candle for souvlaki placement
- Papadimitriou
- Hot Sun Metaxa Station from F&B Hotel
- Refreshments set up by Hotel /RFRG
- 2 tents +1 starters/there

4 Golf Stations for 2 golf courses



Set up

- Each station daily
- Each station different golf course daily
- Refill waters during the day
- Refill refreshments, coffee, beer etc
- Pick up garbage during the day/daily



Ntakos Station



Souvlaki Station Pork & Chicken



Metaxa Station (Hot Greek Glühwein)



Fruits & Water Station



Refreshments



Coffee Stations



Beer Station



Customized Clothes for staff

Customized Wet Refreshing Wipes



Practice Round



1 official practice round
in both golf courses

3 Golf rounds In The Dunes Course & The Bay Course



6 Thematical Social Events



Olive Oil Tasting



Whiskey Tasting



“Never on Sunday” Welcome Reception



“Never on Sunday” Welcome Reception

1 presenter
200 guests
1 live music band
Playing songs from
“Never on Sunday” movie

Greek Cocktail & finger food
Two speeches
1 floor manager
Event flow



“Mamma Mia” Charity Event



“Mamma Mia” Charity Event



All participants took part in a bowling game entitled “A good cause to STRIKE” in which for each strike a corresponding amount was donated to SOS Greece Children’s Villages and danced in the rhythms of ABBA Real Tribute Band.

Charity Event

- 1 presenter
- 1 speech
- 1 music band playing music from the movie "Mamma Mia"
- Buffet dinner
- Drinks for all
- Product placement for all sponsors
- Rehearsals
- 1 floor manager
- Event flow
- 250 guests





"Buena Vista" Dinner & Award Ceremony



1 GALA DINNER & AWARD CEREMONY

2 PRESENTERS

1 FLOOR MANAGER

300 GUESTS



"Buena Vista" Dinner & Award Ceremony

- Prepare the scenario
- Prepare the script
- Speeches
- Gifts
- Awards
- Event flow
- Rehearsals



Sports Presentation



"Buena Vista" Dinner & Award Ceremony



"Buena Vista" Dinner & Award Ceremony

- Curve Screen
- 32 meters (wide!!) x 4 m (height) !!!
- 5 projectors
- Each projector W20FLEX BARCO ENCORE
- Stumpfl Pixera
- Three autocues



“Buena Vista” Gala & Award Ceremony

Menu

Food



Decoration



Music



“Buena Vista” Gala & Award Ceremony / Welcome Hall



Seating for all guests



“Buena Vista” Gala & Award Ceremony



Handle two surprises



- 1 speech from Bill Murray
- 1 gift from Joe Arlauckas



Gifts for winners



Back

3rd Messina Pro-Am 2019
Color: Black
Logo: Full Embroidery

Logo: Electic Greece
Color: White
Logo: Full Embroidery

Side

Logo: Full Embroidery

Left Side

Color: Pink
Color: White
Logo: Full Embroidery

Color: White
Logo: Full Embroidery

Exclusive Offer for Messina Pro-Am participants

ELECTIC GREECE
MESSINA PROGRAM

Valid from February 20th, 2019

Dear Messina Pro-Am guest,

Welcome to Greece! We would like to wish you all the best for your participation in the 3rd Messina Pro-Am.

Electic Greece, an official travel partner of the Messina Pro-Am, is pleased to offer you the opportunity to enjoy a special discount on your stay at the Electic Greece Hotel in Athens. The Electic Greece Hotel is a 4-star hotel with a large outdoor swimming pool, a spa, and a gym. It is the perfect place to relax and enjoy your stay in Greece.

We are happy to offer you an **exclusive discount of 15% on the online hotel rates** for your next trip to Greece. Please visit us at www.electicgreece.com with your travel dates and hotel requirements and we will be happy to assist you with your booking. This offer is valid for bookings made by February 28th, 2019. Please include the promo code "MESSINA15" in the subject line of your email.

Lastly, please keep in mind that Electic Greece has an affiliate program with a large number of partners, offering you a large number of special offers around Greece. Our mission is to provide every traveler with the best possible experience in Greece. We are happy to assist you with your booking and we will be happy to assist you with your booking.



Promo Staff



After Party at 1827 Bar



Backstage Fun Messinia Pro-Am 2019



Video Messina Pro-Am



Thank you

