

# The CIM Marketer's **GOLF TOURNAMENT**

SUPPORTED BY EUROPEAN & WORLD PROFESSIONALS

SUMMER 2008

Buckinghamshire Golf Course

21<sup>st</sup> July 2008



Chartered Institute of Marketing Finance Group

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## Introduction

We are delighted to invite you to participate in the second annual Golf Tournament for marketers working in the finance industry. This event is open to marketers and their guests, including clients and colleagues.

The CIM Finance Group's Golf Tournament provides a balance between continuous professional development (CPD) events and formal high profile occasions such as our Parliamentary Reception. This event is designed to engender an environment where marketers can meet, discuss business with clients and colleagues in a relaxed atmosphere, and network with other marketers in the industry with ample opportunity to deliberate issues pertaining to their employment and industry sector. It is also inclusive to family members making this a truly 'work-life balance' styled event for the finance marketer.

The tournament is supported by 4Sports who manage European Golf Players including Justin Rose (British No. 1, Europe's No. 1 and World No. 6), along with Kiran Matharu, Peter Hedblom, Peter Hanson, Anders Hansen, Tom Whitehouse and Edoardo Molinari. All of these players are European Professionals, and Peter Hedblom, Peter Hanson and Anders Hansen join Justin Rose in top world class rankings.

This year's tournament will be held at the Buckinghamshire Golf Club. The Buckinghamshire is a magnificent parkland course which offers a delightful oasis of calm and privacy bounded and crossed by the Rivers Colne and Misbourne. It offers a superb John Jacobs designed course as a challenge to every standard of golfer. This course has been bourn out by the hosting of major events sanctioned by the PGA European Tour.

The day commences with a brunch where participants can meet and introduce themselves and members of their team(s). This is followed by a warm up/demonstration clinic on the driving range by the Professionals. Then it is on to the 18 holes of golf with a break at the 9th hole. Once participants have retired from the challenge of the course, they will be able to enhance their experience by enjoying the elegant surrounding of the historic Grade II listed Denham Court Mansion that form the clubhouse, relax over a superb three course meal and fine wine and discuss topics pertaining to marketing and related business topics.

Overall, this event offers unrivalled opportunities to socialise and network with senior marketers in the finance industry, while relaxing and unwinding in breath taking surroundings.

## Objectives of the CIM Golf Tournament

- To raise the profile of professional marketing and subsequently Marketers in the finance industry.
- To provide opportunities for networking, mentoring and employment.

## Aims of the Golf Tournament

- To ensure that our events meet a equilibrium between CPD, high profile and work-life balance styled occasions.
- To create informal discussions between marketers and their guests on marketing related issues and business
- To engender the right environment for members to make new contacts for future business and/or employment.

## Event Format

This event is managed in conjunction with 4Sports and the Buckinghamshire Golf Club. It will comprises four parts;

- Branch and introductions for the day, followed by
- Warm up and demonstration clinic by the Professionals
- 18 holes of Golf, with competition on nearest the pin, longest drive and winning team.
- Complete with 3 course meal, prize giving, raffle for nominated charity and short speeches.

## The Venue

Buckinghamshire Golf Club has been host to European PGA Seniors Tour, The Senior Tournament of Champions from 1996 – 2000 and the Andersen Consulting World Championship of Golf European Final in 1997. Closely associated with the Golf Club is resident Professional, former European Tour and Ryder Cup Player John O'Leary.

Buckinghamshire Golf Club with its 18 Hole John Jacobs designed course is set in 226 acres of magnificent English Parkland. Whilst situated only 18 miles from the centre of London and 12 miles from Heathrow, the course offers a delightful oasis of calm and privacy. Buckinghamshire Golf Club must be the best corporate golfing venue inside the M25.

Buckinghamshire Golf Course was created by the legendary John Jacobs O.B.E., former European Tour player, Ryder Cup Captain and in recent years renowned course designer. His skilful use of the natural features and local topography, allied to the devoted skills of the Club's greenkeeping staff who present the course to the highest standards year round have meant that the course has quickly become recognised as one of the finest inland courses in the British Isles.

The course runs in two loops of nine, starting and finishing at the clubhouse. The fairways wander through three distinct areas incorporating woodland, lakes and rivers and undulating links style land providing a great variety of golfing terrain.

The greens are constructed to USGA specification providing the ultimate in drainage and the smooth true putting surfaces are mown from high quality 'Pennlinks' grass. The Rivers Misbourne and Colne ensure that water comes into play on seven of the first twelve holes. It is a tough test from the back tees but an enjoyable one. One of the strengths of the course is that the greens are 40 to 45 yards long, so simply altering the pin positions can change the character of the holes completely.



The club staff pride themselves on putting the emphasis firmly on the relaxed atmosphere for both members and visitors. With the words of John Jacobs himself: "You want a golf course to be a stern test but at the end of the day it must be one that even a bad golfer can enjoy".

The Clubhouse, Denham Court Mansion, is a historic Grade II listed mansion, predominantly eighteenth century with part of the building being over 700 hundred years old. Once the home to the Bowyer family, the house is situated in a magnificent riverside setting surrounded by landscape gardens. The history of the manor house can be traced back to the earliest Saxon settlement and the estate was often the centre of exciting historical events in its varied history.

Denham Court passed through many hands, belonging at one time to Eleanor, wife of Edward II. After her death the manor was given to Westminster Abbey and remained in church hands until the dissolution of the monasteries under Henry VIII. The estate was confiscated and sold to Sir Edmund Peckham, a supporter of the reformation. Persecution of the catholic faith was a feature of the reign of Elizabeth I and the house, which had been inherited by Sir Edmund's son, became known as a refuge for Jesuit priests and once again confiscated by the crown.

In 1601, the Manor of Denham was sold to William Bowyer, whose family were to own the estate for the next 229 years. One of the famous legends has it that at one stage during the English Civil War, the future Charles II was hidden in the house disguised as a scullion boy, as he fled his parliamentarian pursuers.

Following the Restoration in 1660, the house was extensively enlarged and improved. The poet Dryden was a frequent visitor, calling it 'one of the most delicious spots of ground in England.' Denham Court only ceased to be a family home in 1935. In subsequent years the estate was intensively farmed and the house and the gardens fell into decay.

Today, since Asahi Breweries Ltd of Japan bought and developed the land the house has been fully restored to its original glory, to become one of the finest Clubhouses in England. All renovations have been undertaken with meticulous care to preserve the original fabric and character of this splendid example of English heritage and once again, the mansion recalls the grandeur of its 18th century heyday.

## Attendee Profile

- Marketers** – Chartered, CIM members, and studying members, consultants working in the finance industry.
- Corporate Financial Institutions** – Clients, customers and colleagues with marketing and senior business functions.
- Key decision makers** – within the finance industry, including those from retail and investment banks, management consultancies, accountancy and independent financial firms.
- Others** – VIP's, including past speakers, patrons and sports personalities, along with others concerned with marketing within the finance industry

## Draft programme

10.00 pm	Registration and Coffee
10.30 pm	Welcome Brunch
11.30 pm	Warm up/Demonstration clinic on range by the Pros
12.30 pm	18 holes of Golf
6.00 pm	Drinks/Dinner/Prize giving/
8.30 pm	Thanks and draw of the raffle by Kathy Lewis, Chair

## Support by Professional Players

### Justin Rose

South African born, Englishman Justin Rose became No.1 on the European Tour last year after two victories saw him top the Order of Merit for the first time in his career. He clinched his third European title early in the season at the MasterCard Masters.

Justin moved to England from South Africa aged 5 and first broke 70 ages 11. As an amateur he played in the Great Britain and Ireland side at the 1997 Walker Cup ages 17 and 10 days. Justin burst onto the World stage in 1998 when as a 17-year-old amateur he tied for fourth at the British Open, holing his pitch shot on the 72nd hole at Royal Birkdale to finish two shots behind eventual winner Mark O'Meara.

Justin decided to turn Professional immediately and joined the European Tour in 2000. He tasted success for the first time in 2002, capturing the Dunhill championship at the start of the season and went on to win three more international titles that year, the Nashua Masters in South Africa, the Crowns Tournament in Japan, and The Quinn Direct British Masters. Justin finished ninth on the Order of Merit.

- British No. 1, Europe's No. 1, No. 6 in the World
- Youngest ever Walker Cup player
- 2nd to Tiger on aggregate scores over 4 majors in 2007
- 2007 European Order of Merit Winner
- 2007 Volvo Masters Champion
- 2006 Mastercard Masters Champion
- Led the 2004 US Masters after the 1st and 2nd round eventually finishing 22nd.
- 5th in the 2003 US Open
- Finished 9th in the 2002 Order of Merit
- Won 4 tournaments in 2002
- Took the world by storm when aged 17 when he chipped in on the last hole of the 1998 British Open to finish 4th as an amateur.

## Support by Professional Players

### Anders Hansen

Danish born pro Anders Hansen has now become a Top Ten golfer of the European Tour Order of Merit and has entered into the Top 50 of the world rankings.

In May 2007 Anders won the European Tour flagship event, the BMW PGA Championship on Wentworth for a second time by holing a tremendous 25 foot birdie putt in a sudden-death play-off against England's Justin Rose. The previous win in the 2002 Volvo PGA Championship was just as spectacular where he finished with a record low score of 19 under par. By winning this tournament for the second time he has joined an elite list of five golfers who have achieved this, including living legends Seve Ballesteros, Ian Woosnam, Nick Faldo and Colin Montgomerie.

Anders will play in all the Majors and World Golf Championship events as well as playing tournaments in Europe and in the US. He is definitely a potential Major winner.

- 2007 Order of Merit Position: 19
- World Ranking Position: 49
- General
  - Current European PGA Champion
  - Denmark's No. 1 Player
  - Playing on PGA Tour and European Tour
- Career Wins
  - 2007 BMW PGA Championship
  - 2002 Volvo PGA Championship
- 2007 Highlights
  - 1st BMW PGA Championship
  - 4th BMW International Open
- 2006 Highlights
  - 2nd Telecom Italia Open
  - 2nd US PGA Tour Qualifying School
  - 4th Dubai Desert Classic
  - 6th Open de France Alstom
  - 7th The KLM Open
  - 9th OSIM Singapore Masters
  - 9th Enjoy Jakarta HSBC Indonesia Open

## Support by Professional Players

### Peter Hanson

Peter has always shown world class qualities throughout his amateur and professional career. As an amateur he became the English Stroke Play Champion and also won the Emirates Amateur Open. This impressive amateur career was rounded off by winning the Brabazon Trophy at Formby in 1998 and representing Sweden in the Eisenhower Trophy that same year.

Peter has consistently improved his status on The European Tour each year with his breakthrough coming in 2005 when he won the Jazztel Open de España and finished 23rd in Europe. In 2007 he had eight top 10 finishes and finished 20th in the Order of Merit. He also competed in 3 majors making the cut in all of them proving to many golf experts that he has the game to succeed at the highest level. His high level of performance has seen his World Ranking steadily rise to 55th and he is tipped to continue in to the world's top 20.

- Turned Pro: 1998
- Current World Ranking: 55th
- 2007 European Tour Ranking: 20th
- Career Wins
  - 2005 Jazztel Open de España en Andalucía
  - 2001 Gunter Hamberg Classics
  - 1999 Telia Grand Open
- Teams
  - 2005 & 2007 The Seve Trophy
  - 2007 World Cup
- 2007 Highlights
  - 2nd Abu Dhabi Golf Championship
  - 6th Dubai Desert Classic
  - 7th Irish Open
  - 3rd Smurfit Kappa European Open
  - 5th Deutsche Bank Players' Championship
  - 10th Alfred Dunhill Links Championship
  - 3rd Portugal Masters
  - 5th UBS Hong Kong Open

## Support by Professional Players

### Peter Hedblom

World class pro Peter Hedblom from Sweden is one of the most likeable and well known golfers in Scandinavia.

Peter has a big personality and is one of the most popular pros on the European Tour of which he has been a member for 17 years. Turning pro at the young age of 18, Peter won his first event in 1996, The Moroccan Open. This was a big breakthrough for Peter winning on Tour at such a young age. He then went on to represent Sweden that year in the Dunhill Cup at St. Andrews.

Peter is working hard to reach his goals having fought back from breaking his leg in 2002. Peter's dedicated and highly professional approach has seen him perform consistently on the European PGA tour for many years. In 2007 he took a huge step forwards and got the rewards for his efforts by finally claiming his 2nd victory on the European tour. He won the Maybank Malaysian Open shooting a final round 68 to come from 7 shots behind after 3 rounds.

At the age of 37 years, Peter is still a young in terms of a golf pro's development, with many years left at the top of the game and a big future to match his personality. He is not only one of the outstanding players, but also a great communicator who is one of the best at hosting corporate golf days.

- Turned Pro: 1988
- Current European Tour order of Merit: 30th
- Career Wins
  - 2007 Maybank Malaysian Open
  - 2001 Volvo Finnish Open
  - 1996 Moroccan Open
  - 1991 Uppsala Golf International
  - 1991 Formula Micro Open
- 2008 Highlights
  - 4th Abu Dhabi Championship
  - 6th Dubai Desert Classic
- 2007 Highlights
  - 1st Maybank Malaysian Open
  - 2nd Scandinavian Masters
- Amateur
  - 1986 Swedish Boys Championship
  - 1987 Doral Junior Classic (USA)
  - 1987 Scandinavian Amateur Open

## Support by Professional Players

### Kiran Matharu

18 year old Kiran Matharu is one of the most exciting female golfer to emerge from England since Laura Davies and is currently the youngest player on The Ladies European Tour. Kiran has managed to finish top ten in three of the last four European Tour tournaments she has played, almost winning the Nykredit Masters she tied-second-place after recording a tense runner-up spot following a three-way play-off. Her top 5 finishes in Finland and Denmark were enough to clinch the Volvo Cross Country Challenge, and a brand new Volvo XC70 helping her achieve a final position of 36th on The European Ladies Tour Order of Merit.

Yorkshire born Kiran started golf at the age of 11 and has never looked back. She is the only British Asian female golfer, a great personality and has twice been named Leeds Sports Performer of the Year 2003 and 2004. In 2005 and 2006 she received the accolade of 'Female Junior Sports Personality of the Year' at the Sony Entertainment Television Sports Personality of the Year awards for British Asians.

Nick Faldo recently commented: "I've worked with Kiran for nearly three years now and in that time she has certainly proved that she has the potential to succeed on the big stage. Kiran combines a great game with a steady nerve and I'm confident that, with a little more experience, she will be in a position to challenge for the very highest honours that the Ladies game has to offer."

The highlight of her amateur career was winning the 2006 English Amateur Championship. She then completed her outstanding amateur career by playing the Curtis Cup for Great Britain and Italy against the US. Kiran turned professional with a handicap of +4, the lowest in the UK, and has had an excellent start to her professional career finishing 15th in her first tournament, The Wales Ladies Championship.

- 2007 Highlights:
  - 4th Pam Golding Ladies International
  - 13th NI Ladies Open
  - 10th S4C Wales Ladies Championship of Europe
  - 4th Finnair Masters
  - 2nd Nykredit Masters
- 2006 Highlights:
  - 15th Wales Ladies Championship – 1st Professional Tournament
  - 19th Dubai Ladies Masters
  - 3rd LET Qualifying School
- Amateur Career Highlights:
  - 2006 English Amateur champion
  - 2006 Faldo Series International Trophy girls runner-up
  - 2005 Faldo Series girls champion
  - 2005 Welsh Ladies Stroke-play Championship runner-up
  - 2004 Faldo Series girls champion
- Team Representation:
  - 2006 Curtis Cup player

## Support by Professional Players

### Edoardo Molinari

Edoardo is the first European to win the US Amateur for 95 years joining the likes of Arnold Palmer (1954), Jack Nicklaus (1959, 1961) and Tiger Woods (1994-1996). Two of the last five Amateur Champions have been winners on the PGA Tour and Edoardo is expected to join them in this accolade and be at the top of European Golf for many years.

As US Amateur Champion, Edoardo already has a global profile playing in all 3 Majors in 2006 (Masters, US Open, British Open) 3 US PGA Tour events and 7 European Tour events. At The Masters and The US Open he had the privilege to play the first two rounds with Tiger Woods. Only a European US Amateur Champion could achieve this profile in Europe and the US.

Edoardo has gained excellent media experience through winning the US Amateur. He has featured on the front page of the New York Times, in Golf Week, Golf World, Il Mondo and on television in the US and Sky.

After only 6 months as a professional Edoardo won his first tournament. He shot a five under final round and then won a play-off at the 2nd extra hole to win the Club Colombia Masters. This was his 2nd event of 2007 after finishing 8th in the Joburg Open on the European Tour. He continued this amazing string of results by winning his second tournament of 2007 at the Tusker Kenya Open after a thrilling final round at the Karen Golf Club. This exceptional first full season has shown that Edoardo has the determination and quality to achieve great success globally.

- Professional Achievements
  - 2007 Club Colombia Masters Champion
  - 2007 Tusker Kenya Open Champion
- Amateur Achievements
  - 2005 US Amateur Champion
  - 2003 Turkish Amateur Champion
  - 2001 Italian Amateur Champion
  - 1996 English Under 16 Champion
  - Made the cut in his last amateur performance at The Open 2006
  - Qualified into the 2005 British Open at St Andrews and made the cut finishing 60th
  - Represented Europe many times
  - Edoardo stayed as an amateur longer than most golfers so that he could complete his Engineering Degree

## Support by Professional Players

### Tom Whitehouse

Tom is 26 years old and lives near The Belfry in Birmingham. His first big win was the 2001 Spanish Amateur Championship. He proceeded to win the 2003 Euro Pro Order of Merit to gain his Challenge Tour card for 2004. He went on to win the 2004 Estoril Open and completed his run of winning a tournament in each year he has been a professional by winning the European Tour Qualifying School in 2005. In 2006 and 2007 he successfully retained his full tour card with a string of consistent performances including 5 top 10 finishes.

- Career Wins
  - 2005 European Tour Qualifying School Champion
  - 2004 Challenge Tour – Estoril Open Champion
  - 2003 Europro Order of Merit winner
  - 2001 Spanish Amateur Open Champion
- Team Representation
  - Played for England at all levels
- 2007 Highlights
  - 11th Estoril Open de Portugal
  - 8th Open de España
  - 8th Celtic Manor Open
- 2006 Highlights
  - 7th Madeira Island Classic
  - 12th Open de Portugal
  - 8th Quinn Direct British Masters
  - 7th The Scandinavian Masters

## Promotion of the Golf Tournament

- Targeted direct mailing comprised of invitation, covering letter and booking forms to
  - Finance Group members
  - Past invited guests
  - Non-member Marketing Directors
  - Other VIP's
- Email broadcasts to Finance Group and Central London and Buckinghamshire members
- Website promotion including
  - CIM main website with direct on-line booking system
  - CIM Finance Group website
- Inclusion in newsletters and event listings for
  - CIM Finance Group members
  - CIM Greater London Region members
- PR campaign

## Key Benefits of Sponsoring

This event is designed to be extra-ordinary and certainly has an extraordinary venue and list of players. This is an excellent event for interfacing with both executives in the finance industry and potential clients as part of the Chartered Institute of Marketing's modern work-life balance and continuous professional marketing approach. Key benefits for sponsors include:

- Sponsorship is restricted to invited organisations and you will be one of only a small number of sponsors
- The attendees at the golf tournament are from the marketing community with the inclusion of corporate clients, industry experts and finance industry colleagues.
- Meet with senior level attendees who are actively involved in marketing of financial products
- Showcase your products and services in the highly focused reception area
- Extensive pre-event exposure through prominent logo on invitations, website and promotional material.

## Target Audience

The CIM Finance Group attracts decision makers and marketing executives from the finance industry.

Typical job functions targeted for this event include;

- Chief Executives, Managing Directors, Chairmen
- Marketing/Brand or Communications Directors
- PR, Marketing, Business Development or Communications Managers
- Others – Independent Financial Advisors, Professors, Lecturers

This event is particularly relevant to organisations that sell or are interested in sponsoring high profile sportspeople to endorse their products and CSR initiatives.

Uniquely, this event will also benefit organisations looking to promote ethical marketing initiatives and is particularly inviting to companies that wish to explore carbon neutral projects. The Professionals featured in this document aim to offset their carbon footprint towards a carbon neutral status and have been featured within sponsorship deals as environmental friendly players.

## Sponsorship Packages Available

- Main/Platinum Package, includes Justin Rose ..... £50,000
- Gold Package, includes 2 World Class Pro's ..... £30,000
- Silver Package, includes 2 European Pro's ..... £10,000
- Bronze Package, includes 1 European Pro's ..... £5,000
- Media Communications and PR sponsorship ..... £3,500
- Food and Beverage ..... £3,000
- Golf Delegate Shoe/Bags ..... £2,000
- Prizes – Winning Team ..... £750
- Prizes – Nearest to the Pin ..... £500
- Prizes – Longest Drive ..... £500
- Promotional gifts into goodie bags\* ..... £100
- Leaflets into delegate Packs\* ..... £75

*\* These packages do not include any display table space.*

## Platinum Sponsor – £50,000

### Benefits include;

- Justin Rose, British No. 1, Europe's No. 1, and World No. 6 ranked player to support the Tournament. Includes Justin sitting exclusively at the Company table at the brunch and dinner and an exclusive photo shoot. Excludes advertising/image rights fee. Includes the professional taking the warm-up demonstration clinic, driving range tips for all players, playing with each team throughout the tournament, and providing professional tips to players.
- **Featured Company Logo** – (full colour) featured on printed literature. Includes postal invitation, booking forms and tickets.
- **Electronic advertisements** – company logo featured on website event listings, electronic flyers sent to members.
- **Press Releases and/or pack** – sent to appropriate media will acknowledge company sponsorship. Liaison with the company will be done prior to release.
- **Acknowledgement in post event publicity** – eg acknowledgement/mention in write up in newsletter and website.
- **Company Logo on Golf Delegate/Shoe Bags** – on the front of the golf delegate/shoe bag.
- **Acknowledgement of company sponsorship** within the delegate pack.
- **Company Display Stands in prominent areas** – Pop up stand or Banner/Signage to be supplied by Company. Includes registration, demonstration clinic, tee off, brunch and/or dining areas. Subject to venue approval.
- **Table display space** – table will be supplied by venue, company must supply own shell scheme and fascia board. Subject to venue agreement.
- **Distribution of company literature** at the registration and/or in delegate packs.
- **Free registration for 12 delegates**, worth £1,800
- **CIM Finance Group** – website listing on the partner's page with a direct link to the company site. Your company logo will be listed alphabetically under partner organisations on our website and linked through to your company website.
- **Distribution of gifts** for each delegate via goodie bag or delegate pack, supplied by Company
- **20% for further delegate registrations** (up to maximum of 4)

## Gold Sponsor – £30,000

### Benefits include;

- Two world class ranked players to support the Tournament. Includes 2 world class players sitting exclusively at the Company table at the brunch and dinner and an exclusive photo shoot. Excludes advertising/image rights fee. Includes the professional taking the warm-up demonstration clinic, driving range tips for all players, playing with each team throughout the tournament, and providing professional tips to players.
- Featured Company Logo – (full colour) featured on printed literature. Includes postal invitation, booking forms and tickets.
- Press Releases and/or pack – sent to appropriate media will acknowledge company sponsorship. Liaison with the company will be done prior to release.
- Electronic advertisements – company logo featured on website event listings, electronic flyers sent to members.
- Acknowledgement in post event publicity – eg acknowledgement/mention in write up in newsletter and website.
- Company Logo on Golf Delegate/Shoe Bags – on the front of the golf delegate/shoe bag.
- Acknowledgement of company sponsorship within the delegate pack.
- Company Display Stands in prominent areas – Pop up stand or Banner/Signage to be supplied by Company. Includes registration, demonstration clinic, tee off, brunch and/or dining areas. Subject to venue approval.
- Table display space – table will be supplied by venue, company must supply own shell scheme and fascia board. Subject to venue agreement.
- Distribution of company literature at the registration and/or in delegate packs.
- Free registration for 8 delegates, worth £1200
- CIM Finance Group – website listing on the partner's page with a direct link to the company site. Your company logo will be listed alphabetically under partner organisations on our website and linked through to your company website.
- Distribution of gifts for each delegate via goodie bag or delegate pack, supplied by Company
- 20% for further delegate registrations (up to maximum of 4)

## Silver Sponsor – £10,000

### Benefits include;

- Two European Professionals players to support the Tournament. Includes 2 European players sitting exclusively at the Company table at the brunch and dinner and an exclusive photo shoot. Excludes advertising/image rights fee. Includes the professional taking the warm-up demonstration clinic, driving range tips for all players, playing with each team throughout the tournament, and providing professional tips to players.
- Featured Company Logo - (full colour) featured on printed literature. Includes postal invitation, booking forms and tickets.
- Media and PR initiatives – includes acknowledgement on all press releases put to appropriate media. Liaison with the company will be done prior to the release of press releases.
- Electronic advertisements – company logo featured on website event listings, electronic flyers sent to members.
- Acknowledgement in post event publicity – eg acknowledgement/mention in write up in newsletter and website.
- Company Display Stands in prominent areas – Pop up stand or Banner/Signage to be supplied by Company. Includes registration, demonstration clinic, tee off, brunch and/or dining areas. Subject to venue approval.
- Table display space – table will be supplied by venue, company must supply own shell scheme and fascia board. Subject to venue agreement.
- Acknowledgement of company sponsorship within the delegate pack.
- Distribution of company literature at the registration and/or in delegate packs.
- Free registration for 6 delegates, worth £900.
- Exhibition space – table will be supplied by venue, company must supply own shell scheme and fascia board. Subject to venue agreement.
- CIM Finance Group – website listing on the partner's page with a direct link to the company site. Your company logo will be listed alphabetically under partner organisations on our website and linked through to your company website.
- Distribution of gifts for each delegate via goodie bag or delegate pack, supplied by Company
- 20% for further delegate registrations (up to maximum of 4)

## **Bronze Sponsor – £5,000**

### **Benefits include;**

- **One European Professionals players to support the Tournament.** Includes 1 European player sitting exclusively at the Company table at the brunch and dinner and an exclusive photo shoot. Excludes advertising/image rights fee. Includes the professional taking the warm-up demonstration clinic, driving range tips for all players, playing with each team throughout the tournament, and providing professional tips to players.
- **Featured Company Logo – (full colour) featured on printed literature.** Includes postal invitation, booking forms and tickets.
- **Media and PR initiatives –** includes acknowledgement on all press releases put to appropriate media. Liaison with the company will be done prior to the release of press releases.
- **Electronic advertisements –** company logo featured on website event listings, electronic flyers sent to members.
- **Acknowledgement in post event publicity –** e.g. acknowledgement/mention in write up in newsletter and website.
- **Company Display Stands in prominent areas –** Pop up stand or Banner/Signage to be supplied by Company. Includes registration, demonstration clinic, tee off, brunch and/or dining areas. Subject to venue approval.
- **Table display space –** table will be supplied by venue, company must supply own shell scheme and fascia board. Subject to venue agreement.
- **Acknowledgement of company sponsorship** within the delegate pack.
- **Distribution of company literature** at the registration and/or in delegate packs.
- **Free registration for 4 delegates,** worth £600
- **Table display space –** table will be supplied by venue, company must supply own shell scheme and fascia board. Subject to venue agreement.
- **CIM Finance Group – website listing on the partner's page** with a direct link to the company site. Your company logo will be listed alphabetically under partner organisations on our website and linked through to your company website.
- **Distribution of gifts** for each delegate via goodie bag or delegate pack, supplied by Company
- **20% for further delegate registrations (up to maximum of 2)**

## Media Communications and PR – £3,500

### Benefits include;

- Press Releases and/or pack – sent to appropriate media will acknowledge company sponsorship. Liaison with the company will be done prior to release.
- Acknowledgement on the Podcast – podcast made available on the CIM Finance Group website, along with sponsors website.
- Acknowledgment and/or company logo on video – video recording of the event will feature highlights of the day, and will be made available later on CIM Finance Group website along with sponsors website.
- Newsletter Acknowledgment with company logo. Company logo to be featured in newsletter.
- Electronic advertisements – company logo featured on website event listings, electronic flyers sent to members and invited guests
- Acknowledgement of company sponsorship within the delegate pack.
- Free registration for 2 delegates, includes those that man the company stand.
- Table display space – table will be supplied by venue, company must supply own shell scheme and fascia board. Subject to venue agreement.
- CIM Finance Group – website listing on the partner's page with a direct link to the company site. Your company logo will be listed alphabetically under partner organisations on our website and linked through to your company website.
- Distribution of gifts for each delegate via goodie bag or delegate pack, goodies supplied by Company
- Acknowledgement afterwards e.g. acknowledgement/mention in write up in newsletter / website
- 20% for further delegate registrations (up to maximum of 2)

## Food and Beverage Sponsorship – £3,000

### Benefits include;

- Company Logo – (full colour) featured on printed literature  
Includes postal invitation, booking forms, tickets,
- Electronic advertisements – company logo featured on website event listings, electronic flyers sent to members.
- Press Releases and PR initiatives – all press releases put to appropriate media will acknowledge company sponsorship. Liaison with the company will be done prior to release.
- Company Display Stand in dinning area – Pop up stand or Banner/Signage to be supplied by Company.
- Table display space – table will be supplied by venue, company must supply own shell scheme and fascia board. Subject to venue agreement.
- Distribution of company literature at the registration.
- Acknowledgement of company sponsorship within the delegate pack.
- Free registration for 2 delegates, includes those that man the company stand.
- CIM Finance Group – website listing on the partner's page with a direct link to the company site. Your company logo will be listed alphabetically under partner organisations on our website and linked through to your company website.
- Distribution of gifts for each delegate via goodie bag or delegate pack, supplied by Company
- Acknowledgement afterwards e.g. acknowledgement/mention in write up in newsletter / website
- 20% for further delegate registrations (up to maximum of 2)

## **Golf Delegate Bags – £2,000**

### **Benefits include;**

- Company Logo on Golf Delegate/Shoe Bags – on the front of the golf conference/delegate/shoe bag
- Company Literature and/or gifts – in conference bag, distributed to every delegate.
- Electronic advertisements – company logo featured on website event listings, electronic flyers sent to members and invited guests
- Display table space – table will be supplied by venue, company must supply own shell scheme and fascia board.
- Free registration for 2 delegates, worth £300.
- CIM Finance Group – website listing on the partner's page with a direct link to the company site. Your company logo will be listed alphabetically under partner organisations on our website and linked through to your company website.
- Acknowledgement of company sponsorship within the delegate pack.
- Acknowledgement afterwards e.g. acknowledgement/mention in write up in newsletter / website
- 20 % for further delegate registrations (up to maximum of 2)

## **Winning Team Prize – £750**

### **Benefits include;**

- Winner Prize x 4 – with Company Logo
- Acknowledgement in post event publicity e.g. acknowledgement/mention in write up in newsletter /website
- Photo with winning team and company representative – to be featured in newsletter and website, along with Company use.
- CIM Finance Group – website listing on the partner's page with a direct link to the company site. Your company logo will be listed alphabetically under partner organisations on our website and linked through to your company website.
- Acknowledgement of company sponsorship within the delegate pack.
- Free registration for 2 delegates, worth £300
- Distribution of gifts/company literature for each delegate via delegate bag/pack, supplied by the Company.

## **Nearest the Pin Prize – £500**

### **Benefits include;**

- Winner Prize x 1 – with Company Logo
- Acknowledgement in post event publicity e.g. acknowledgement/mention in write up in newsletter /website
- Photo with winning player and company representative – to be featured in newsletter and website, along with Company use.
- CIM Finance Group – website listing on the partner's page with a direct link to the company site. Your company logo will be listed alphabetically under partner organisations on our website and linked through to your company website.
- Acknowledgement of company sponsorship within the delegate pack.
- Free registration for 1 delegate, worth £150
- Distribution of gifts/company literature for each delegate via delegate bag/pack, supplied by the Company.

## **Longest Drive Prize – £500**

### **Benefits include;**

- Winner Prize x 1 – with Company Logo
- Acknowledgement in post event publicity e.g. acknowledgement/mention in write up in newsletter /website
- Photo with winning player and company representative – to be featured in newsletter and website, along with Company use.
- CIM Finance Group – website listing on the partner's page with a direct link to the company site. Your company logo will be listed alphabetically under partner organisations on our website and linked through to your company website.
- Acknowledgement of company sponsorship within the delegate pack.
- Free registration for 1 delegate, worth £150
- Distribution of gifts/company literature for each delegate via delegate bag/pack, supplied by the Company.

## **Promotional Goodies to be included in the Delegate Bag – £100**

### **Benefits include;**

- Promotional Goodies – corporate gifts or goodies of up to two gifts to be included inside the conference bag distributed to every delegate. Corporate gifts or goodies to be supplied by the company.
- Acknowledgement of company sponsorship within the delegate pack.
- Acknowledgement afterwards e.g. acknowledgement/mention in write up in newsletter / website
- 10% for delegate registrations (up to maximum of 2)

## **Company Literature to be included in the Delegate Bag – £75**

### **Benefits include;**

- Company Literature – literature of up to 5 printed pages (A4) to be included inside the conference bag distributed to every delegate. Literature to be supplied by company.
- Acknowledgement of company sponsorship within the delegate pack.
- Acknowledgement afterwards e.g. acknowledgement/mention in write up in newsletter / website
- 10% for delegate registrations (up to maximum of 2)

## **Organisations that have attended CIM Finance Events in the past include;**

Barclays  
Royal Bank of Scotland  
Skipton Building Society  
MMA Insurance  
Maitland  
EC Harris  
Grant Thornton LLP  
Cap Gemini  
BSkyB  
KPMG  
Allen & Overy LLP  
Prudential  
Abbey Financial Markets  
Credit Suisse  
Reuters  
Towergate Partnership  
PricewaterhouseCoopers LLP  
Fidelity Investments  
VOCA  
Genworth Financial  
Threadneedle  
Lombard Street Research  
City Group  
Prospect Consulting  
The Forge Public Relations  
Financial Times  
Liverpool Victoria  
Schroders  
Standard & Poor's  
GE Capital Solutions Europe  
Alliance Trust Savings  
Countrywide Principal Services  
Heath Lambert Group  
Northern Rock  
Canada Life  
Kleinwort Benson  
HSBC  
DaimlerChrysler Insurance Services  
Lloyds TSB  
Investec Asset Management

# The CIM Marketer's Golf Tournament

SUPPORTED BY EUROPEAN & WORLD PROFESSIONALS

**SUMMER 2008 • 21<sup>ST</sup> JULY 2008 • BUCKINGHAMSHIRE GOLF COURSE**

Name of Organisation:  
.....

Contact Name:  
.....

Address:  
.....

Postcode:  
.....

Telephone:  
.....

Email:  
.....

Website address for hot link between the CIM Finance Group website and listings to your website.  
.....

If requiring an exhibition table, please give details of the product/service you will be exhibiting  
.....

NB: The CIM Finance Group reserves the right to disallow any product/service from the event that is deemed as inappropriate.

## BOOKING INFORMATION

I wish to book the following sponsorship Option. Please tick the appropriate box:

- |  |  |
|--|--|
| <input type="checkbox"/> Main/Platinum Package, includes Justin Rose | <input type="checkbox"/> Golf Delegate Bags                  |
| <input type="checkbox"/> Gold Package, includes 2 world class Pro's  | <input type="checkbox"/> Prizes – Winning Team               |
| <input type="checkbox"/> Silver Package, includes 2 European Pro's   | <input type="checkbox"/> Prizes – Nearest to the Pin         |
| <input type="checkbox"/> Bronze Package, includes 1 European Pro's   | <input type="checkbox"/> Prizes – Longest Drive              |
| <input type="checkbox"/> Food and Beverage                           | <input type="checkbox"/> Promotional gifts into goodie bags* |
| <input type="checkbox"/> Media Communications and PR sponsorship     | <input type="checkbox"/> Leaflets into delegate Packs*       |

\* These packages do not include a display table.

## INVOICE DETAILS

Purchase Order No:  
.....

Invoice Details:  
.....

Invoice Name:  
.....

Invoice Address:  
.....

Postcode:  
.....

Email:  
.....

Telephone:  
.....

Fax:  
.....

I understand and agree to the terms and conditions of exhibiting at/sponsoring the CIM Finance Group's Golf Tournament

Signed  
.....

Date  
.....

Please return to:

Kathy Lewis, Chair of the CIM Finance Group, c/o 51 Forest Court, London E11 1PL

Payment Terms (once agreement received) Full payment will be due prior to the event.

## **CIM Finance Group Sponsorship & Exhibition TERMS & CONDITIONS**

In these terms and conditions the term 'Exhibitor/Sponsor' means any company, firm or person who has been allocated space in the exhibition, or Sponsorship, or any agent, representative or employee of the Exhibitor or sponsor. The terms 'Exhibition/Sponsorship' refers to the event detailed in the enclosed literature and includes 'reception', 'meeting', 'masterclass', 'conference' or 'seminar' and where the term 'Organisers' appears it refers solely to the Chartered Institute of Marketing's Finance Market Interest Group.

### **1. INFORMATION SUPPLIED**

- A) Information supplied by the Organisers in relation to any exhibition is accurate to the best of their knowledge and belief but shall not constitute any warranty or representation by the Organisers and any inaccuracy or mistake therein or omission there from shall not entitle the Exhibitor to cancel his space booking or sponsorship.
- B) Any application for stand space or any acceptance thereof by the Organisers shall not be conditional on the presence or location of any other Exhibitor at the same or any other Exhibition and any reference to such conditionality shall not apply to any Contract between the Organisers and the Exhibitor for exhibition space stand.
- C) The Organisers make no guarantee as to the number of delegates or visitors attending the event.

### **2. TERMS AND CONDITIONS**

Terms and Conditions shall be construed in accordance with English Law and any disputes resulting from an interpretation of these Terms and Conditions shall fall to be settled by an English Court.

### **3. PAYMENT**

On acceptance of the application for Exhibitor or Sponsorship, an invoice will be issued. If still unpaid by the event date a 10% surcharge on the entire invoice will become due.

### **4. APPLICATION FOR SPACE**

- A) Application for space must be made on the official booking form/Partnership Agreement Form, which must be completed in FULL. The Organisers may accept applications by purchase order, in writing, by fax or email, or accept a deposit payment in lieu of written application, at their sole discretion, and on the understanding that the Terms and Conditions herein apply fully.
- B) Any application for space or Sponsorship, or any acceptance thereof or by the Organisers shall not be conditional on the presence or location of any other Exhibitor/Sponsor at the same or any other Exhibition/Sponsor and any reference to such conditionality shall not apply to any contract between the Organisers and the Exhibitor/Sponsor for exhibition stand space/sponsorship.

### **5. CANCELLATION**

- A) If the Exhibitor or Sponsor wishes to cancel, then written notice of such wish must be forwarded to and received by the Organisers by recorded delivery post not later than the dates referred in the table below. For the avoidance of doubt the Organisers shall not be obliged to accept the Exhibition/Sponsors wish to cancel his space booking/sponsorship.
- B) In the event that the Exhibitor/Sponsor either;
  - i. Wishes to cancel his space booking or sponsorship after acceptance by the Organiser or;
  - ii. Fails to meet any of the payment obligations (whether as to the amounts or dates of payment),Then the Organisers reserve the right (but without being obliged to do so) to apply the following cancellation charges and to re-allocate the space booked;

<b>Cancellation occurring</b>	<b>Cancellation Charge</b>
More than three months in advance	25% of the total cost
More than six weeks and less than three months	50% of the total cost
Less than six weeks prior to the event	75% of the total cost

- C) Notwithstanding that the Organisers may re-sell or re-allocate the cancelled space/sponsorship after payment of the above cancellation charges the Organiser shall be under no obligation to reimburse all or any part of such cancellation charges.

### **6. SPACE/SIZE REDUCTION**

Where an Exhibitor/Sponsor wishes to reduce the size of his space booking or sponsorship package after allocation of space or sponsorship, notification must be received in writing. The Organisers reserve the right to apply the scale of cancellation charges outlined above to the total cost of the area by which the original stand or sponsorship package has been reduced on a pro rata basis, and to re-allocate the area/package in question.

### **7. LOCATION OF SPACE**

For the avoidance of doubt any contract between the Organisers and the Exhibitor/Sponsor for exhibition stand space/sponsorship is only for an amount of such space and no acceptance by the Organisers of the Exhibitors space booking form or allocation of the Exhibitors name to any particular part of any exhibition floor plan will constitute any agreement warranty or representation by the Organisers that the Exhibitor is entitled to exhibit at the exhibition in such particular location and the Organisers reserve the right without being required to give notice to the Exhibitor to alter the layout of any exhibition floor plan at any time.

### **8. UNOCCUPIED SPACE**

Every Exhibitor/Sponsor must occupy the space allotted to him at the prescribed times. Any Exhibitor failing to do so will be deemed to have cancelled his space booking. In this event, the terms and conditions relating to cancellation will apply and space maybe offered to a new or existing Exhibitor/Sponsor.

### **9. EXCLUSION OF PERSON**

The Organisers reserve the right to exclude or remove from the exhibition any persons whose presence at the absolute discretion of the Organisers is or is likely to be undesirable and the Organisers may exercise such rights notwithstanding that any person is a servant or agent of the Exhibitor or otherwise any way connected or associated with the Exhibitor.

#### **10. POSTPONEMENT OR ABANDONMENT**

The Exhibitor/Sponsor shall not have any claim against the Organisers in respect of any loss or damage consequent upon the failure for whatever reasons of the event being held or of the building becoming wholly, or partially unavailable for the holding of the event for reasons beyond the Organisers' control. If by re-arrangement or postponement of the period of the event/exhibition, or by the substitution of another hall for the event/exhibition, or by means of any other reasonable matter of thing, the event/exhibition can be carried through, the contracts for space shall be binding upon all parties, except as to the size and position, as to which any modification, substitution, or re-arrangement considered necessary by the Organisers shall be substituted for the original.

#### **11. STAND LETTING**

Is deemed personal to the exhibiting company contracting and is in no way assignable to any other person, company or organisation. The under letting or sharing possession of any part of the stand is absolutely prohibited without the prior written consent of the Organisers provided always that consent will not be forthcoming in any circumstances for an assigning or under letting or sharing of possession of a stand with any exhibition organising company.

#### **12. PROHIBITION OF TRANSFER**

Exhibitors/Sponsors may not assign, sublet, or grant licenses in respect of the whole, or any part of the space allocated to them, or assigned or otherwise deal with their rights and obligations hereunder nor may any cards, advertisements, or printed matter of firms who are not bona fide Exhibitors/Sponsors be exhibited or distributed on any stand. This does not apply to firms being associated with, subsidiaries, agents or principals of the Exhibitor/Sponsor, which are duly listed on the official space booking form at the time of booking.

#### **13. LICENSOR OR LICENSE**

On the acceptance of this application for space by the Organisers there is a contract between the Organisers and the Exhibitor/Sponsor including these terms and conditions, subject to amendments as mentioned below, and as regards any space so allocated, the relationship of licensor and licensee shall exist between the Organisers and the Exhibitors, from the date of the Exhibitor occupying the space. In case of non-payment of any sum due from the Exhibitor/Sponsor, whether legally demanded or not, or of a breach, or non observance, by the Exhibitor/Sponsor or any of the terms and conditions herein contained, or any regulations to be observed by him, the Organiser shall have the right to revoke his licence and re-enter upon the allocated space to remove and exclude the Exhibitor/Sponsor, and all persons there from without prejudice to the right to recover all sums payable by the Exhibitor/Sponsor and all other claims against him, and damages sustained by the Organisers.

#### **14. EXHIBITORS/SPONSORS INSURANCE**

The Organisers are not responsible for the safety of any exhibit or other property of the Exhibitor/Sponsor or other person, or for the loss, damage or destruction by theft, or fire or any cause, or for the loss, damage or injury sustained by any Exhibitor or other persons. This is whether by reason of any default in the exhibition building caused by fire; storm; tempest; lightning; explosion; national emergency; war; labour disputes, strikes; lock-outs; civil disturbances; inevitable accident; force majeure or for any other cause not within the direct control of the Organisers whether of the same kind or not. No responsibility can be accepted for any consequences of prevention, postponement or abandonment of the event. Exhibitors/sponsors should secure their own insurance to cover all liabilities and risks.

#### **15. ATTENDANCE**

The Exhibitor/Sponsor acknowledges that the Organisers shall not be held responsible for the failure of all or any other contracted Exhibitor/Sponsor to attend the event/exhibition or the failure of any number of attendees to attend the exhibition for any reason beyond the reasonable control of the Organisers.

#### **16. SIGNATORIES**

The person or persons signing the space application form on behalf of the Exhibitor/Sponsor shall be deemed to have full authority to do so on behalf of the Exhibitor/Sponsor and the Exhibitor/Sponsor shall have no right to claim as against the Organisers that such person or person did not have such authority.

#### **17. EXHIBITORS' BANKRUPTCY**

In the event of an Exhibitor/Sponsor becoming bankrupt, committing any act of bankruptcy, going to liquidation, having a receiver appointed in respect of any of its assets the Organiser's reserve their right to terminate the contract with the Exhibitor/Sponsor and the terms and conditions relating to cancellation shall apply.

#### **18. ERECTION OF STANDS**

No Exhibitor/Sponsor will be permitted to display his goods in such a manner as, in the opinion of the Organisers, obstructs the light or impedes the view along the open spaces or gangways, or to occasion inconvenience or otherwise effect the display of other Exhibitors.

#### **19. SERVICE/PRODUCT EXHIBITED**

The Chartered Institute of Marketing's Finance Market Interest Group reserves the right to disallow any product/service from the exhibition that is deemed as inappropriate according to the Chartered Institute of Marketing's Finance Market Interest Group state mission and objectives or by UK FSA guidelines.

#### **20. CONSEQUENTIAL LOSS**

The Organisers are not liable for any consequential losses that may occur through participation in the event or exhibition.

#### **21. LISTS**

Attendee lists supplied to Exhibitors may not be made available to or used by any other organisation or individual and may not be used to promote any seminar, conference, masterclass, reception or meeting without the written consent of the Organiser. All mailing costs will be borne by the Exhibitor/Sponsor.