

THE KING



THE CROWNPRINCE

BOARD SPONSORSHIP

HELSINGØR GOLF CLUB

16th - 17th SEPTEMBER 2013



THOMAS BJØRN

&

ROBBIE FOWLER

TEAM LIVERPOOL

VS.

THORBJØRN OLESEN

&

PETER SCHMEICHEL

TEAM MAN. UNITED



SPORT MARKETING EVENTS





TEAM LIVERPOOL VS. TEAM MANCHESTER UNITED

The two greatest Danish golf players; Thomas Bjørn & Thorbjørn Olesen and the former Liverpool player; Robbie Fowler and probably the world's best goalkeeper ever; Peter Schmeichel will play the 17th September 2013 in Helsingør Golf Club. Thomas Bjørn and Robbie Fowler (**Team Liverpool**) will play against Thorbjørn Olesen and Peter Schmeichel (**Team Manchester United**).

THOMAS BJØRN

The Danish golf legend; Thomas Bjørn has through a number of years been a part of the world elite. Thomas Bjørn has been the one who has lifted Danish golf up to an international level. He has won 13 international tournaments and achieved 98 top 10 results. Recently, he achieved yet another great result with his 2nd place at the European Tour - Lyoness Open in Austria.

THORBJØRN OLESEN

The greatest Danish golf talent ever; As only 22 years old, Thorbjørn Olesen won, as the youngest Danish player ever, Europe Tour – Sicilian Open in 2012 and he has continued his amazing development in 2013 with many international top results including 6th place at US masters. Thorbjørn Olesen is now number 36 on the world ranking list.

TEAM LIVERPOOL

Thomas Bjørn & Robbie Fowler

VS.

TEAM MANCHESTER UNITED

Thorbjørn Olesen & Peter Schmeichel

There will be an individual and a total score in 18-hole game.

This is a unique opportunity to experience Denmark's greatest golf players on Danish soil which will attract the media and people interested in golf in Denmark.

HELSINGØR GOLF CLUB

One of Denmark's oldest golf courses can be found in the north-east corner of Zealand on the outskirts of Elsinore, not far from the ferry link to Sweden. The golf club was founded in 1927 on the site of a former Royal Danish Army drill ground belonging to the officer's academy at Kronborg Castle.

Today the golf club features 18 wonderful and very different holes as well as a 9-hole par 3 course. Over the years, Helsingør Golf Club has been rated among the top ten Danish golf courses many times, and the reasons for this are evident to all who play here.

GLOBAL SPORT

Golf is a global sport with more than 100 millioner golf players around the world. In Denmark golf is the 2nd largest sport with app. 173.000 members.

Golf in Denmark has been through a great development the last 10-15 years. From being a branch of sport that was for the few it has developed into being the 2nd largest branch of sport in Denmark. Furthermore, golf has been the largest branch of sport for persons beyond 25 for a long time.



AS A BRAND SPONSOR YOU RECEIVE:

Nationwide exposure

The Danish media will cover this unique event closely, both on TV and the press. This ensures a large nationwide exposure for the sponsors.

Boards

As a board sponsor you receive 5 boards which will be placed the best way possible in terms of TV and thereby you receive the best exposure possible.

Logo

Your logo will be used on all marketing material such as posters, ads and in the program
Logo and link on the official homepage for the tournament
Logo on the backdrop for the press meeting
Logo on the backdrop at the golf course

Stand/Exhibition

Possibility for your own stand/exhibition at the course

Your own marketing

As a sponsor you have the right to name your company as a board sponsor of the tournament on your own homepage and in your general marketing.

Participants – 16th September 2013

1 team of 4 people in the sponsor tournament which will take place 16th of September. The day will start with brunch/lunch at 11 am and the sponsor tournament starts at 12 pm. Through the day there will be food and beverages. See program on page 5

Peter Schmeichel or Robbie Fowler

You will have the opportunity to play with Peter Schmeichel or Robbie Fowler 3 out of 18 holes on your team.

Dinner party

There will be held a dinner party Monday 16th September at 7pm.
4 people can participate

VIP Hospitality

4 VIP tickets with access to VIP facilities in the club house with food and beverages Monday the 16th September and Tuesday the 17th September 2013

VIP-parking

Number of parking spaces per agreement

Tickets

20 tickets for Tuesday 17th September 2013



PROFILES

THOMAS BJØRN

Thomas Bjørn (born 18 February 1971) is a professional golfer from Denmark who plays on the European Tour. He is the most successful Danish golfer to have played the game having won 13 tournaments worldwide on the European Tour and he has 98 top 10 results. In 1999 he also became the first Dane to qualify for a European Ryder Cup team. Despite his success all over the world, Bjørn is widely remembered for his infamous collapse at Royal St. George's during the 2003 Open Championship, when he led by two strokes with three holes to play, but took three attempts to get out of a greenside bunker on the par three 16th, handing the tournament to young rookie Ben Curtis. This moment is so well recognised that even to the present day the bunker on the 16th at Royal St. George's is affectionately known as 'Bjørn's Bunker'.



ROBBIE FOWLER

Robert Bernard "Robbie" Fowler (born 9 April 1975) is an English professional footballer and manager who plays as a striker. Fowler is known for being a natural scorer with an instinctive goal-poaching ability. He is best remembered for his playing days at Liverpool and Manchester City and is the fourth-highest goal scorer in the history of the Premier League. Fowler scored 183 goals in total for Liverpool, 128 of which were scored in the Premier League (162 Premier League goals in total). He subsequently played for Leeds United and Manchester City, before returning to Liverpool in January 2006. In 2011, he joined Thai side Muangthong United as a player, but later was appointed player/manager where he remained until 2012. He has been capped for England twenty-six times, scoring seven goals.



THORBJØRN OLESEN

Jacob Thorbjørn Olesen (born 21 December 1989) is a Danish professional golfer. Olesen was born in Furesø and turned professional in 2008. In December 2010, Olesen tied for second place at the Alfred Dunhill Championship, the first tournament of the 2011 European Tour season. This was equaled in June 2011, when Olesen tied for second at the BMW Italian Open in Turin. The following month Olesen finished in a tie for second again at the Alstom Open de France when he bogeyed the last hole to finish one stroke behind Thomas Levet. With this finish, Olesen qualified for The 2011 Open Championship, his first major. Olesen won the 2012 Sicilian Open. This victory placed him in the top-100 of the Official World Golf Ranking. In the 2013 Masters Tournament he finished at a sixth place. He is now number 36 on the world ranking list.



PETER SCHMEICHEL

Peter Bolesław Schmeichel (born 18 November 1963) is a retired Danish professional footballer who played as a goalkeeper, and was voted the "World's Best Goalkeeper" in 1992 and 1993. He is best remembered for his most successful years at English club Manchester United, whom he captained to the 1999 UEFA Champions League to complete the Treble, and for winning UEFA Euro 1992 with Denmark. Unusual for a goalkeeper, Schmeichel scored 11 goals during his career, including one for the national team. He is also the most capped player for the Denmark national team, with 129 games between 1987 and 2001. In addition to Euro 92, he played for his country at the 1998 FIFA World Cup and three additional European Championship tournaments. He captained the national team in 30 matches.





PROGRAMME

MONDAY 16th SEPTEMBER 2013

SPONSOR TOURNAMENT

- 11 AM Brunch/Lunch for all sponsors
12 PM **Sponsor Tournament**
18 holes golf match. One team consists of 4 people – Gunstart
Peter Schmeichel or Robbie Fowler
You will have the opportunity to play with Peter Schmeichel or Robbie Fowler 3 out of 18 holes on your team.
- 5 PM app. Award ceremony
7 PM Dinner Party with all the players and the sponsors

It is possible to buy an overnight stay

TUESDAY 17TH SEPTEMBER 2013

GOLF MATCHEN

- 11 AM Press meeting
12 PM Brunch/Lunch for all sponsors
12.30 PM 4 golf players - junior
12.40 PM 4 golf players - ladies
12.50 PM 4 golf players - men
1.00 PM 4 golf players - title sponsor
1.10 PM **The King against the Crown Prince**
Thomas Bjørn & Robbie Fowler (Team Liverpool)
VS.
Thorbjørn Olesen & Peter Schmeichel (Team Manchester United)
- 6 PM app. Award ceremony