

*Virtuoso  
Golf*

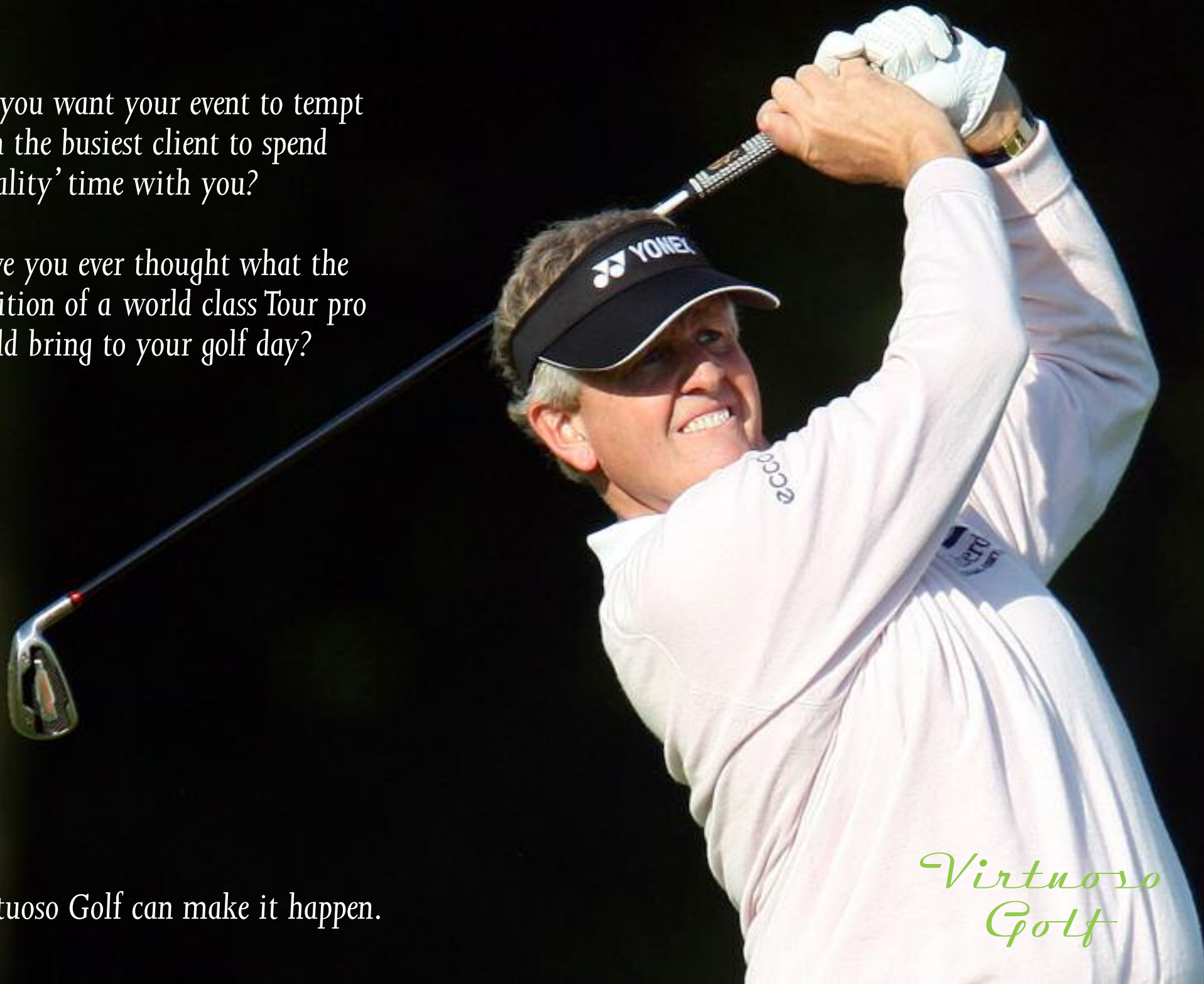
Exceptional golf events

Do you want your event to tempt even the busiest client to spend 'quality' time with you?

Have you ever thought what the addition of a world class Tour pro could bring to your golf day?

Virtuoso Golf can make it happen.

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Virtuoso Golf transcends traditional golf services and provides bespoke experiences and events, with unparalleled style and hospitality.

In partnership with the worlds leading sports management companies, we offer access to the top players, most exclusive courses and VIP hospitality at the best Major, PGA & European Tour events around the world.



*We offer a fresh, innovative and personalised service. Through a collaboration with leading names in the Travel, Concierge and Hotel industries, we are able to combine many services to compliment your event.*

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Virtuoso Golf can organise 'inside the ropes' hospitality at over 45 Major, PGA and Tour events:

*The Masters April 2011*

Enjoy full access to the Championship with the option of having a previous Masters Champion host your lunch or join you and your guests for a private clinic and a round of golf during your stay.

*The US Open June 2011*

Enjoy VIP hospitality at this year's US Open in Maryland with the opportunity to join in the Pro/Am game before the Championship.

*The Open Championships July 2011*

Enjoy VIP hospitality at the 140th celebration of the Open at Royal St Georges, with the option of a hosted day or a demonstration match with a previous Open winner.

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## Event option - Ryder Cup Challenge

Join former Ryder Cup Captains at St Andrews in a two-to-three-day event which will pit you and your colleagues against your top clients.



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# *Virtuoso Golf*

## *Schedule*

- Breakfast & introduction by previous Ryder Cup Pro's
- Warm up on driving range or demonstration match
- Group, individual & team photo's as required
- Match play – foursomes/fourball match – 18/9 holes
- Gala dinner & prize giving ceremony



## Format - (Pro-Am)

- 48 Guests (24 guests on each team)
- 12 Matches – Shotgun Start
- Pro's to play the same Par 3 hole with each group
- Match play – best ball to count
- 1 point awarded for each hole won
- ½ awarded for a hole halved
- Overall winners decided by the accumulative outcome of all 12 matches

Extra's/Competition holes - Nearest Pin competition,  
Straightest Drive competition

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International Event Option - Global Golf Challenge  
For companies with an international portfolio of offices and clients

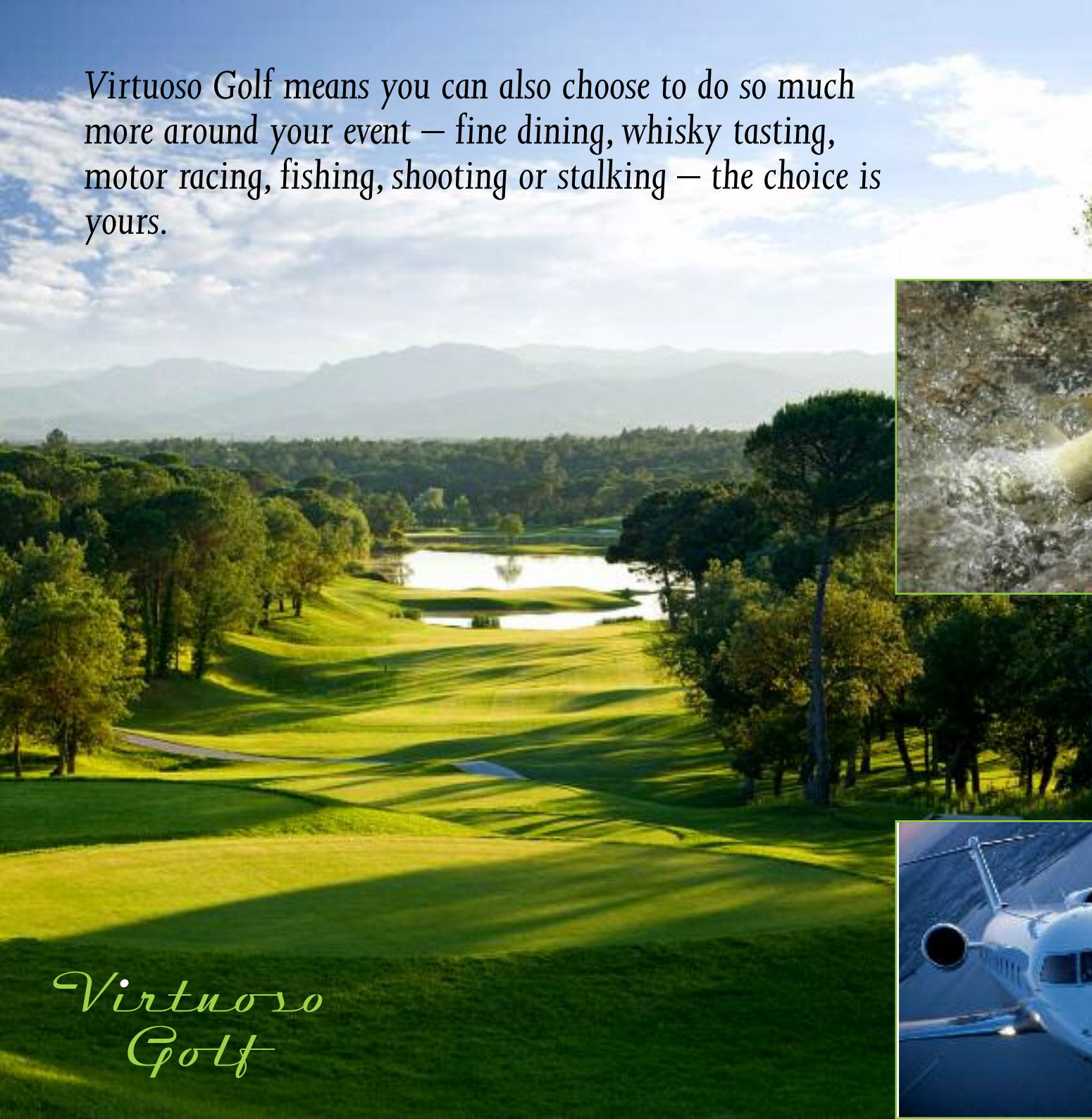
Five outstanding qualifying competitions worldwide will give participants a chance to progress to the Global Challenge Grand Final.

Hosted by top Tour professionals, events can take place immediately surrounding a Major, PGA, European Tour or affiliated competition. This will present all competitors with a fantastic opportunity to experience the courses and hospitality as the professionals do.

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Virtuoso Golf means you can also choose to do so much more around your event – fine dining, whisky tasting, motor racing, fishing, shooting or stalking – the choice is yours.



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## The 2011 Golf calendar

We are currently planning VIP hospitality around Major, PGA Tour and European Tour events in the golfing calendar. Here are some of this year's highlights for you to choose from.

Tournament	Country	Date	Golf Club
The Masters	US	April 7-10	Augusta National Golf Club
BMW PGA Championship	UK	May 19-22	Wentworth Club
Celtic Manor Wales Open	Wales	June 2-5	Celtic Manor Resort
US Open Championship	US	June 16-19	Congressional Country Club
Banks & Brokers UK qualifier	UK	July	t.b.c
The Open Championship	UK	July 14-17	Royal St Georges Golf Club
Ricoh, Women's British Open	Scotland	July 28-31	Carnoustie Golf Links
Johnnie Walker Championship	Scotland	Aug 25-28	Gleneagles



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CEO statistics show why a *Virtuoso Golf* event is ideal for entertaining top executives:

92% will play 20 or more rounds of golf this year and 75% will play 30 or more rounds

71% have ended up doing business with someone they met during a round of golf

65% belong to at least two private golf clubs and 45% belong to four or more private clubs

41% are golf fans





**David Bailey, Chairman**

With 20 years board-level experience and a term as president of the MCA\*, David is very well known in the professional services industry. He ensures that our partner relationships work seamlessly. \*Management Consultancies Association

**Jim Nicholson, Business Development Manager**

Jim has been working in golf marketing, event management and sponsorship since 1997 and also runs the successful Banks and Brokers Golf Championship. Jim has worked with numerous blue chip clients over the past 13 years and will ensure you get the very best golfing experience with Virtuoso Golf.



**Janneke Diemel, Head of Operations**

With over ten years marketing experience at top media companies like the BBC, IPC and National Magazine Company – and a keen eye for detail – Janneke works creatively with clients to ensure their wishes become reality.



**Niall Barrett, Director**

Niall's experience of the luxury sector, having worked with Quintessentially and The Eden Club, gives him unique understanding of the expectations of ultra high net worth individuals. He is always at hand to help Virtuoso Golf clients get the very best from their golf experience with us.



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*We look forward to creating your own tailor-made golf event.*

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