



A S E A N
G O L F T O U R



worldsportgroup

BEIJING BEIRUT HONG KONG MUMBAI
SYDNEY SINGAPORE TOKYO



EXECUTIVE SUMMARY

The ASEAN Golf Tour has been created with a mission to provide more frequent and more valuable playing opportunities for South East Asia's best professional golfers

- There is an opportunity for South East Asians to organise an exclusive ten-nation tour, thus providing a platform for the wealth of talented professional golfers from this region to showcase their skills and prepare themselves for the Asian Tour.
- The ASEAN Golf Tour will tee-off in April 2007. The inaugural season will feature 8 events with minimum prize fund of US\$100k each.
- The Tour offers an attractive commercial platform for its partners and sponsors by offering the sponsors wider exposure and reach.
- ASEAN Golf Tour wishes to partner with the local governing bodies in each ASEAN country, for the mutual benefit of those organisations, the domestic Tours in the region, and most importantly, the players.



RISING STARS FROM ASEAN

There are young, local, and talented Tour professionals in search of a place to play competitive Tournament Golf...



Somkiat Srisa-Nga
Thailand



Lam Chih Bing
Singapore



Jovic Pagunsan
Philippines



Airil Rizman Zahari
Malaysia



Huynh Van Son
Vietnam



Gerald Rosales
Philippines

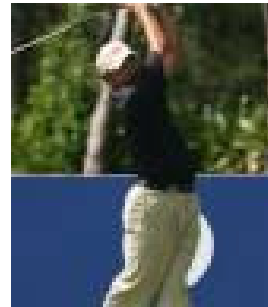


ACCOMPLISHED STARS FROM ASEAN

... while also being afforded more chances to play alongside their compatriots who have already proven themselves internationally



Mardan Mamat
Singapore



Danny Chia
Malaysia



Thongchai Jaidee
Thailand



Prayad Marksaeng
Thailand



Angelo Que
Philippines



Thaworn Wirachant
Thailand





CONCEPT

The ASEAN Golf Tour has been created to provide these South East Asian nationals greater opportunity to play competitively and showcase their exceptional talent to a regional audience

- The ASEAN Golf Tour is a Professional Golf Tour endorsed by the Secretariat of ASEAN
- Members of the ASEAN Golf Tour must be nationals of one of the 10 ASEAN countries
- Tournaments will be scheduled to avoid conflict with Asian Tour and Domestic Tour events
- ASEAN Golf Tour is seeking endorsements by the national golf associations in each member country





STRUCTURE

There will be a total of US\$900,000 prize money distributed across 8 ASEAN Golf Tour events

- The ASEAN Golf Tour will tee-off in April 2007
- The 8 tournaments will most likely take place in:
 - Vietnam
 - Malaysia
 - Thailand
 - Philippines
 - Indonesia
 - Singapore
 - Cambodia
 - Myanmar
- The first 7 ASEAN Golf Tour events will have a US\$100,000 purse each, while the ASEAN Golf Tour Championship will have a US\$200,000 purse





TELEVISION COVERAGE

A one-hour highlight show covering each ASEAN Golf Tour event will be aired on television throughout South East Asia with one or many of several potential broadcast partners





OBJECTIVES

With the support of the domestic sanctioning bodies, ASEAN Golf Tour can create a circuit which provides South East Asian golfers greater career opportunities as Tour Professionals

~ US\$1 million
total prize fund

Stronger TV platform
for greater exposure

A year-long series of
top-class events

One Order of Merit /
OWGR points





COMMERCIAL BENEFITS

A pan-regional Tour in South East Asia offers an attractive commercial platform for the Tour's partners and sponsors

Partners

- Easier to sell sponsorship for events under the AGT brand
- Can operationally set a standard of excellence across all events

Sponsors

- A more valuable product to sponsor, given wider exposure, stronger fields
- Tour-wide sponsorship becomes a viable option, in addition to event-based sponsorship





LOCAL PARTNERS

The ASEAN Golf Tour wishes to partner with the local governing bodies, Tours, and event organisers around the region

Sanctioning Bodies

- Receive 50% share of tournament sanction fees and entry fees
- Receive other benefits at each event

Domestic Tours

- ASEAN Golf Tour co-sanctioned event coordinated with Domestic Tour
- Portion of field set aside for Domestic Tour players

Event Organisers

- Existing event organisers will continue to run their Tour Stops with support from ASEAN Golf Tour where required





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