

## Members' Library Service Request Form

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Originator	Service Manager - Economic Development
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Document Title	Golf Events 2022

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Authorised By	Jamie Baker
Designation	Service Manager - Economic Dev
Date	01/06/22

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**REPORT TO:** Members' Library Service

**MEETING DATE:** June 2021

**BY:** Service Manager – Economic Development

**SUBJECT:** Golf Events 2022

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## **1 PURPOSE**

- 1.1 To outline to elected members sponsorship support for the staging of the 2022 Genesis Scottish Open (7<sup>th</sup>-10<sup>th</sup> July) and AIG Women's Open (4<sup>th</sup>-7<sup>th</sup> August)

## **2 RECOMMENDATIONS**

- 2.1 To note the planning arrangements for both events and the financial support agreed.

## **3 BACKGROUND**

- 3.1 The ASI Scottish Open was been held at The Renaissance in 2018, 2019 and 2020 and has become a recognised event in East Lothian's events calendar. In 2020, the event was held behind closed doors without spectators. Previous events have showed a local net economic impact of around £5m with approximately 68,000 attending. The event returns to the Renaissance Club for 2022 from 7<sup>th</sup>-10<sup>th</sup> July with a new sponsor and will be branded the Genesis Scottish Open.
- 3.2 For the first time in its history, The Honourable Company of Edinburgh Golfers will host the 2022 AIG Women's Open from 4<sup>th</sup>-7<sup>th</sup> August. Hosting the event marks a significant step for the venue to be considered for the men's Open Championship.
- 3.3 Event arrangements for both events will be discussed and agreed at East Lothian Safety Advisory Group meetings.
- 3.4 East Lothian Council has agreed sponsorship levels for both tournaments.
- 3.5 The European Tour will provide the following partner rights to East Lothian Council for the Genesis Scottish Open:
- Digital Visit East Lothian advert to include the golf offer

- Feature in the digital programme highlighting golf and the wider East Lothian destination
- Feature in newsletter to ticket holders matching the programme messaging and encouraging stay and spend
- Acknowledgement as a sponsor via logo on the event website and app
- Acknowledgement as a sponsor via logo on the partners recognition board(s) at the tournament and in the digital programme
- 10 one day tickets (these will be offered as competition prizes)
- Access to Getty photography captured at the tournament

3.6 The R&A will provide the following advertising, promotional and branding rights to East Lothian Council as an 'Official Supplier' of the AIG Women's Open:

### **Advertising and Promotions**

- 3x on course advertising banners in televised positions (logo will be white on blue and agreed production costs will be met by The R&A)
- 2x off course advertising banners
- Partner logo placement on the Website
- Partner logo placement and 1x advert in the Official Event Programme
- Partner logo placement in the daily draw sheet
- Partner logo placement on the sponsor board
- 6x 30 second onscreen adverts per Championship day at the Venue to highlight East Lothian as a golfing destination
- Vignettes of East Lothian in live television broadcasts

### **Imagery and Video Footage**

Access to:

- up to 5 minutes of video archive footage from The R&A video archive;
- up to 5 still images from The R&A image collection, subject to The R&A's prior written approval of the use of such footage and images.

### **Tickets**

20 general admission tickets per day on each of the four Championship days (these will be offered as competition prizes)

### **Pro-Am, Golf Day and Functions**

- 1x team (3 playing spots) in the official Pro-Am
- 1x tee-time (4 playing spots) for the Partners golf day
- 2x tickets for official Event functions

### **R&A Women in Golf**

Invitations to participate in R&A Women in Golf initiatives relating to the AIG Women's Open.

3.7 Branding across both tournaments will be Visit East Lothian Scotland's Golf Coast.

#### **4 POLICY IMPLICATIONS**

4.1 Attracting golfing events of this scale supports the implementation of the East Lothian Economic Development Strategy.

#### **5 INTEGRATED IMPACT ASSESSMENT**

5.1 The subject of this report does not affect the wellbeing of the community or have a significant impact on equality, the environment or economy.

#### **6 RESOURCE IMPLICATIONS**

6.1 East Lothian Council will provide financial support to the European Tour of £20,000 for the Genesis Scottish Open and £30,000 to the R&A for the AIG Women's Open. This will be met from the Economic Development budget.

6.2 Personnel – no additional implications.

6.3 Other – none.

#### **7 BACKGROUND PAPERS**

7.1 None.

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