ANGUS COUNCIL – 24 MARCH 2011

CARNoustie Country SPONSORSHIP OF THE RICOH WOMEN’S BRITISH Open
CHAMPIONSHIP 2011 AND PROPOSED AMBASSADORIAL PACKAGE

REPORT BY DIRECTOR OF INFRASTRUCTURE SERVICES

ABSTRACT:
This report seeks council approval to sponsor the RICOH Women’s British Open Championship 2011 at Carnoustie and separately to conclude an agreement for the proposed Carnoustie Country brand Ambassador package.

1. RECOMMENDATIONS
1.1 It is recommended that the council agree to authorise the Head of Economic Development and Environmental & Consumer Protection to:-

(i) conclude an agreement with IMG to sponsor the RICOH Women’s British Open Championship 2011 at Carnoustie as outlined in this report

(ii) conclude an agreement with IMG for the proposed Carnoustie Country brand Ambassador package as outlined in this report with a further report being brought back should it be proposed to continue this for 2012/13; and

(iii) meet the costs of the two promotional packages from the Economic Development budget and from additional income as outlined in this report.

2. INTRODUCTION
2.1 The inaugural Women’s British Open Championship was held in 1976 under the auspices of the Ladies Golf Union and organised by IMG. The event in 2011 is owned by the Ladies Golf Union and is being organised by IMG on their behalf.

2.2 The Women’s British Open Championship was designated in 2001 as one of the four “majors” in women’s golf and sanctioned by the Ladies Professional Golf Association and the Ladies European Tour. This tournament is played on some of the greatest venues in Britain including the Old Course at St Andrews, Royal Birkdale, Sunningdale, Turnberry and Royal Lytham. In 2010 at Birkdale the field included 19 of the world’s top twenty players.

2.3 This year the 2011 competition will again be sponsored by RICOH and held at Carnoustie Golf Links. This is a prestigious tournament with a $2.5 million prize fund. The format for this competition will be a 72 hole tournament played over 4 days with 144 players (including exempt and successful qualifiers) reducing to the leading 65 players in ties after 36 holes. At Birkdale in 2010 over 54,000 spectators attended. The number of spectators at Carnoustie this year is estimated to be at over 44,000.

2.4 The defending champion is 22 year old Yani Tseng (from Taiwan) who at the time of writing this report had just been crowned the world’s leading professional female golf player.

2.5 This event provides the council with a major opportunity to promote the destination of Angus on a global basis using the Carnoustie Country brand.

2.6 The promotion before, during and after the event would be greatly enhanced by the endorsement of a globally recognised PGA professional through an “Ambassadorial” promotional package.
3. BACKGROUND AND MEDIA OVERVIEW

3.1 The RICOH Women’s British Open is making its first visit to Carnoustie from 28 - 31 July 2011. In preparation for this, Carnoustie Country exhibited at the Women’s British Open 2010 at Royal Birkdale. Literature about Carnoustie Country courses, accommodation and general information about the Angus tourist destination was widely distributed. The information was well received and interest in the Women’s Open to be held at Carnoustie in 2011 was especially encouraging. Total attendance at the Women’s Open in 2010 was over 54,000 and although numbers at Carnoustie may be lower, they should exceed those experienced at the Senior’s Open held at Carnoustie in 2010.

3.2 The aim of the Carnoustie Country involvement in both the Senior Open and the Women’s Open in 2010 was to:

- Increase awareness of Carnoustie Country i.e. the courses, events and products available and ultimately encourage golf visitors to come to Angus to stay and play
- Increase awareness of the Carnoustie Country destination brand and its golf products amongst the media; and
- Promote tourism in Angus focussing on heritage, outdoors and the activities available such as walking, cycling and fishing, festivals and events and food and drink as well as golf.

3.3 The outcomes showed significant coverage of the carnoustie country destination brand on a global stage. It also resulted in significant increases on the angusahead.com and carnoustiecountry.com websites. At the time there were no available mechanisms in place to capture outcomes in terms of increased visitors. The significant increased engagement with local sectoral groups (outdoor, accommodation, golf, food and drink etc…) will provide a better mechanism for capturing outcomes in the future. For the 2011 RICOH Women’s British Open at Carnoustie, Angus Council will work with local sectoral groups and other tourism businesses and venues to monitor and measure uptake of local services. This will include visits to local tourist attractions, restaurants etc. before, during and after the event. The effect of this international event on local business will be reported as a measurable outcome.

3.4 The main outcomes from the Carnoustie Country marketing investment is summarised in Appendix 1 of this report.

3.5 The RIOCH Women’s British Open in 2011 provides another global marketing platform that will enable the destination to be promoted at an enhanced level. This will require focussed effort that will be greatly assisted by the sponsorship proposals in this report.

3.6 Results from the broadcast and distribution form reach reports by IMG show that the 2010 RICOH Women’s Open reached over 390 million households in 25 countries around the world. There is a considerable appetite for women’s golf in Asia as well as in Europe and North America. The main broadcasters are in the UK – BBC, in the USA – ESPN, ABC and Golf Channel, in Japan – Jupiter Golf Network and Asahi, in Korea – J Golf, in Sweden, Norway, Denmark and Finland – Viasat, in Hong Kong – ESPN Hong Kong, in Australia – Fox Sports, in New Zealand – Sky Network, in Canada – CTV and TSN, in Thailand – Cineplex, and in China – Golf Channel. There are similar network broadcasts in a number of countries. These broadcasts are mainly live and repeat programmes. It is felt that the sponsorship opportunities afforded by this competition and by the related ambassadorial package (see section 5 below) during this year of the Women’s British Open in Carnoustie will greatly add to the world wide promotion of Carnoustie Country and more specifically Angus as a tourism destination not just for golf but for a range of other pursuits.

4. PROPOSED SPONSORSHIP OF THE RICOH WOMEN’S BRITISH OPEN
4.1 The Head of Economic Development and Environmental & Consumer Protection has been in negotiation with IMG for a sponsorship package for Carnoustie Country along the same lines as was finalised for the Seniors Open in 2010. More specifically the sponsorship is aimed at:-

- Enhancing brand awareness of Carnoustie Country
- Engaging with key customers from the industry and belonging to local venues
- Engaging with potential investors in the Angus tourism industry
- Developing promotional and incentive opportunities for golfers to visit Carnoustie Country destination
- Developing higher level interaction and engagement with customers using Angus Council’s online services including angusahead.com and carnoustiecountry.com
- Developing and generating general media coverage through PR and advertising rights afforded by this sponsorship

4.2 The proposals include the following rights:-

- 6m x 6m exhibition unit, located in the heart of the Spectator Village Exhibition to maximise footfall visitors attending the Championship
- Two (2) on course advertising banners and one (1) off course advertising banner – each 1m x 4m
- Website link from the official tournament website www.ricohwomensbritishopen.com
- Hospitality for a total of 40 people on days of your choice
- Logo acknowledgement on the Sponsor Honour Roll
- 100 ‘Any One Day’ entry tickets
- One 30-second advert on the internal television system, including the big screen
- Invitations to all official events

In return Angus Council will pay a fee of £21,100 + VAT, plus provide the following support:

- Use it’s resources to actively promote the Championship within the region to help draw people to the event
- Provide support in event logistics, including securing car parks, obtaining any necessary licences and permits, road closures and restrictions, local Police/traffic management support.

4.3 Committee members are asked to note a similar sponsorship package for the Seniors Open in 2010 cost a fee of £50,000. In comparison this deal does not include participation in the pro-am but in the opinion of the Head of Economic Development and Environmental & Consumer Protection offers excellent value for money.

4.4 The other sponsors involved for this tournament are RICOH, Rolex, EventScotland, Oxford Hotel and Inns, Andalucía Titleiest. In the opinion of the Head of Economic Development and Environmental & Consumer Protection the Council sponsorship of the event will be compatible with the other sponsors participating.

5. **PROPOSED CARNOUSTIE COUNTRY BRAND AMBASSADORIAL PACKAGE**

5.1 It is important to continue to develop and enhance the brand image of Carnoustie Country through new and expanded media opportunities. A number of top brands in the commercial market already use ambassadorial packages to promote their products and/or services.

5.2 By tying a brand with a celebrity, the name of a product can take on instant credibility and aspiration. The crescendo of celebrities endorsing brands has been steadily increasing over the past years and marketers acknowledge the power of celebrities in influencing consumer buying.
5.3 A celebrity is used to impart credibility and aspirational values to a brand, but the celebrity needs to match the product. A good brand campaign idea and an intrinsic link between the celebrity and the message are musts for a successful campaign. Celebrities are no doubt good at generating attention, recall and positive attitudes towards their chosen brand, provided that they are supporting a good idea and there is an explicit fit between them and the brand.

5.4 Following discussions with the Ladies Golf Union (owners of the Women’s British Open) and IMG it is proposed that the most suitable globally recognised Ambassador for Carnoustie Country would be Catriona Matthew for the reasons outlined below. Catriona Matthew has been one of the leading golfers on the world stage for over a decade. Her sterling amateur record included the 1993 British Amateur title and this laid the foundations for a successful career. She played in three Curtis Cup teams before turning professional in 1994.

5.5 Her first international victory came in the Australian Women’s Open in Melbourne in 1996. In August 1998 she won the McDonald’s WPGA Championship at the Kings Course, Gleneagles leading from the first round – becoming the first Scot to win a women’s major tournament on home soil in over a decade. Catriona made her debut in the European Solheim Cup in Ohio in 1998 and at the US Open one year later she finished top Briton in eighth place. In 2003 in Sweden she made the Solheim Cup team again and played all five matches and had the honour of securing the winning point for Europe only the third triumph for Europe at this event and its biggest ever victory, seventeen and a half points to ten and a half.

5.6 In 2005 and 2006 she teamed with Janice Moodie to represent Scotland in the Women’s World Cup of Golf and was a member of the victorious International team captained by Annika Sorenstam in the inaugural Lexus Cup. In August 2007 she claimed her fifth worldwide victory when she won the Scandanavian TPC in Malmo Sweden and two years later in 2009 won the HSBC Brazil Cup, while she was five months pregnant.

5.7 One week later Catriona became the first Scot, and only the fourth British player to win a major world championship when she lifted the 2009 RIOCH Women’s British Open at Royal Lytham & St Annes. She was described by the press as ‘Super Mum’ after winning the title eleven weeks after giving birth to her second daughter.

5.8 The opportunities afforded by the proposed Ambassadorial package are as follows

a) Branding exposure – Catriona Matthew will have the Carnoustie Country logo on the chest position for all participated tournaments worldwide as well as other corporate events she may be involved in for the duration of the term of the contract. There will be no other destination brand promoted by her.

b) Name and likeness – Carnoustie Country will have the use of global advertising rights allowing the use of her name, image, fame and endorsement in any promotional and marketing activity implemented or in conjunction with any use of her time. This could include print, TV, radio advertising and corporate brochures.

c) Service days – Catriona Matthew will provide two service days per year. Catriona has hosted many corporate golf days in the past. A combination of playing (perhaps with each four ball, tuition group and one to one sessions), speaking at and hosting a dinner, attending/presenting at a prize giving are various ways in which Catriona’s time may be capitalised upon in a corporate golf day setting e.g Tartan Day International Golf Challenge or the Carnoustie Country Golf Classic.

d) PR programme – through her IMG PR manager, interviews can be arranged to exploit the relationship with both the golf and Scottish press, including formal press announcements and specific interviews with key media.

e) Exclusivity – Catriona will not endorse any competitive brand/Council anywhere else in the world for any other destination brand.

f) Event appearances - Catriona will also do hospitality walk throughs and a visit to the Carnoustie Country exhibition tent at the Women’s British Open event in 2011.
5.9 The annual cost of this package will be £25,000 annually. The proposal from IMG envisions a two year agreement based on a review after the first nine months. Year 2 will be dependent on successful outcomes being achieved during the first nine months of the year 1 agreement.

5.10 It is recommended that the timing of the agreement, if approved, would be to commence in mid March to enable the council to obtain the greatest benefit from Catriona Matthew’s 2011 schedule which is given on Appendix 2 of this report. Since the main tournaments will take place during the first nine month period ending in December, it should be possible to make a robust evaluation of the key outcomes from the package by the nine month review date mentioned earlier i.e. by end of December 2011.

6. YANI TSENG

6.1 Yani Tseng, the 22 year old lady golfer from Taiwan was crowned the world’s leading female golfer in the latest weekly Rolex rankings released on 14 February. She began her 2011 season as the number five player on the list and successfully defended her title at the ISPS Handa Women’s Australian Open on 6 February and went on to win the ANZ RACV Ladies Masters Tournament held in Australia on 13 February.

6.2 Yani Tseng is the daughter of a close friend and business associate of Beta Soong who, as the committee will be aware, is a key strategic partner for the council in promoting golf activities in China. Beta Soong is originally from Taiwan and has several businesses in mainland China including ownership of two prestigious golf resorts at Tiger Beach in Yantai (the council’s sister city) and at Shanghai Sipport. All of the council’s golf promotions in China have emanated from the relationship with Beta Soong. Through this relationship Angus Council have been offered the opportunity to organise some special promotions during Yani Tseng’s visit to Carnoustie at the Women’s British Open when she will defend her title. Discussions are ongoing with Carnoustie Golf Links who are twinned with Tiger Beach and with other colleagues associated with Carnoustie Country to discuss how we might optimise this connection. The Carnoustie Ladies Golf Club is the oldest ladies golf club in the world and it is felt for example that some special event associated with the Carnoustie Ladies Golf Club would be an appropriate way of capitalising on this connection.

7. FINANCIAL IMPLICATIONS

7.1 If approved the cost of the two promotional packages will be as follows:

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<thead>
<tr>
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<th>2011/12</th>
<th>2012/13</th>
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<tbody>
<tr>
<td>Sponsorship Package - RWBO</td>
<td>£21,100</td>
<td></td>
</tr>
<tr>
<td>Ambassador Package</td>
<td>£25,000</td>
<td>£25,000*</td>
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<tr>
<td>Total</td>
<td>£46,100</td>
<td>£25,000*</td>
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*subject to review after 9 months (year 1)

7.2 The Carnoustie Golf Links Management Committee has been consulted informally and may be willing to contribute to the cost associated with the two packages. Any contribution will be offset against the total cost and the Council’s contribution will be commensurately reduced.

7.3 The £21,100 cost of the RWBO Sponsorship Package can be funded from the 2011/12 Economic Development revenue budget. The £25,000 to fund the Ambassador package will, if required, also be accommodated in the 2011/12 Economic Development revenue budget. However it is now anticipated that this cost can be met in full from additional income generated from other Economic Development activities and in particular the Tartan Day International Golf Challenge being held in April 2011. The latest confirmed bookings position for the Tartan Day event suggests additional income will be available over and above that originally assumed. The £25,000 cost in 2012/13, if approved will need to be prioritised within the context of resources available to the Economic Development unit in 2012/13 and this will be the subject of a further report following the review specified in paras 5.9 and 5.10.
8. **HUMAN RIGHTS IMPLICATIONS**

8.1 There are no Human Rights Implications arising from this report.

9. **EQUALITIES IMPLICATIONS**

9.1 The issues dealt with in this report have been the subject of consideration from an equalities perspective. An equalities impact assessment is not required.

10. **CONSULTATION**

The Chief Executive, Director of Corporate Services, Head of Finance and Head of Law and Administration have been consulted in the preparation of this report.

11. **CONCLUSION**

11.1 The hosting of this important international golf event will increase the reputation of Carnoustie as one of the world’s greatest golf venues. It will also add further media exposure bringing longer-term benefit for the Carnoustie Country campaign and associated products. It should also be viewed as part of the strategy for retaining the Championship course at Carnoustie on the open championship rota.

11.2. The brand Ambassadorial package proposed will assist in promoting the brand values for Carnoustie Country and reinforcing all brand promotions on an international stage through TV and other media.

**ERIC S LOWSON**

DIRECTOR OF INFRASTRUCTURE SERVICES

**NOTE:** No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to a material extent in preparing the above report.

**ECDEV/DV/FM**

15 February 2011
MAIN OUTCOMES FROM THE CARNOUSTIE SENIOR’S OPEN IN 2010

The main objectives of the Carnoustie Country marketing investment and marketing effort is given in para 3.3. of the main report. Each of the objectives are given below (emboldened) together with an indication of outcomes.

1. **Increase awareness of Carnoustie Country i.e. the courses, events and products available and ultimately encourage golf visitors to come to Angus to stay and play**

For the two weeks leading to the week of the Senior Open, the Open week itself and the week immediately following, the website at [www.carnoustiecountry.com](http://www.carnoustiecountry.com) received 3,100 actual visits and over 12,000 page views, an increase of 118% and 135%, respectively, on the same period in 2009. Links from Search Engines results pages referred the greatest proportion of traffic to the website using visitor search terms such as ‘Carnoustie Country’ and ‘Senior Open Championship 2010’. The 210% increase in visitors finding the website using the term ‘Carnoustie Country’ indicates an increase in brand awareness and promotion of the Angus destination for golf and related tourism pursuits.

On the website, over this period, the most popular page was the “Special Offers” page, with the Senior Open information and Course and Events pages also in the top five.

2. **Increase awareness of the Carnoustie Country destination brand and its golf products amongst the media**;

Event pictures and film footage of the Senior Open Championship was distributed to 49 broadcasters worldwide into over 350,000,000 households. Household reach can be broken down into the following geographical areas:

- Europe: 34m
- Easter Europe/Baltics: 17.6m
- Asia: 122.8m
- North America: 87.5m
- Central & South America: 4m
- Africa, India & Middle East: 87.8m
- Australasia: 3.5m

The Carnoustie Country course boards appeared in the real-time event footage, as well as still photography of world renowned golfers and independent film footage by the Angus Council media team.

The Senior Tour website, which carried a link to the [www.carnoustiecountry.com](http://www.carnoustiecountry.com) website, was viewed by 1.5 million unique users around the world, 73% of which were non-UK visitors.

3. **Promote tourism in Angus focussing on heritage, outdoors and the activities available such as walking, cycling and fishing, festivals and events and food and drink as well as golf.**

[www.carnoustiecountry.com](http://www.carnoustiecountry.com) contains area information such accommodation, where to eat and other activities which visitors can enjoy and includes links to other relevant websites such as [www.angusahead.com](http://www.angusahead.com) and [www.dundee.com](http://www.dundee.com). Over the two weeks leading to the Senior Open, the Open weeks itself and the week immediately following, angusahead.com visits increased by 12% on the same period in 2009 and visits to other tourism focused websites also increased, including tayroots.com by 16%.
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<tr>
<th>DATE</th>
<th>MAIN EVENTS</th>
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<tr>
<td>Feb 14 – 20</td>
<td>Honda LPGA Thailand</td>
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<td>Feb 21 – 27</td>
<td>HSBC Women’s Champions, Singapore</td>
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<td>March 21 – 27</td>
<td>Kia Classic – California</td>
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<td>Mar 28 – Apr 3</td>
<td>Kraft Nabisco Championship – California</td>
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<td>Apr 11 – 17</td>
<td>Comunitat Valenciana European Cup – Spain</td>
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<td>May 2 – 8</td>
<td>Turkish Ladies Open – Antalya</td>
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<td>May 16 – 22</td>
<td>Sybase Match Play Championship – NJ</td>
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<td>May 23 – 29</td>
<td>HSBC Brazil Cup – Rio de Janeiro</td>
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<td>May 30 – Jun 5</td>
<td>ShopRite LPGA Classic – New Jersey</td>
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<td>Jun 6 – 12</td>
<td>LPGA State Farm Classic – Illinois</td>
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<td>Jun 20 – 26</td>
<td>Wegman’s LPGA Championship, Rochester</td>
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<td>Jul 4 – 10</td>
<td>US Women’s Open, Colorado Springs, CO</td>
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<td>Jul 18 – 24</td>
<td>Evian Masters – France</td>
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<tr>
<td>Jul 25 – 31</td>
<td>RICOH Women’s British Open – Carnoustie</td>
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<td>Aug 1 – 7</td>
<td>Imperial Springs LPGA – China</td>
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<td>Aug 15 – 21</td>
<td>Aberdeen Ladies Scottish Open</td>
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<td>Aug 22 – 28</td>
<td>CN Canadian Women’s Open – Montreal</td>
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<td>Sept 5 – 11</td>
<td>Walmart NW Arkansas</td>
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<td>Sept 12 – 18</td>
<td>Navistar LPGA Classic – Alabama</td>
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<td>Sept 19 – 25</td>
<td>Solheim Cup, Killeen Castle, Ireland</td>
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<td>Oct 10 – 16</td>
<td>Sime Darby LPGA Malaysia</td>
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<td>Oct 17 – 23</td>
<td>LPGA Taiwan Championship</td>
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<td>Nov 7 – 13</td>
<td>Lorena Ochoa Invitational – Mexico</td>
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<tr>
<td>Nov 14 – 20</td>
<td>Titleholders - Florida</td>
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