



Commercial Sponsorship & Partnership Opportunities

WAGC WORLD FINAL - PHUKET, THAILAND 2023

4 - 11 November 2023

The final of the world's largest amateur golf tournament will be played in Phuket in November at four of the island's most prestigious golf courses.

The World Amateur Golfers Championship World Final - Phuket, Thailand 2023 (WAGC) features the best five teams and individuals from over 40 participating countries who will battle it out to find the overall 2023 winners.

Designed to give all amateur golfers the thrill & prestige of representing their nation in a global championship against players of similar skill level, the tournament is played over 72 holes mirroring a professional PGA tournament, with added handicap adjustments between each round.

Founded in 1995 by Sven Tumba, a prominent sports icon who represented Sweden in ice-hockey, soccer, as well as golf, the tournament has had some notable celebrity supporters over its 28 year history including: Tournament Patron Arnold Palmer, who was a supporter for over a decade; and Seve Ballesteros ex Hon. Chairman.

The tournament begins as a national championship in countries around the world where the winners from five handicap levels (or flights) in each country become National Champions of their level and represent their national team as well as individually.

The finals boast over 450 participants including top level business executives, global investors, celebrities, VIP guests and global amateur golf enthusiasts from across the globe.

Current celebrity supporters include:

★ Annika Sörenstam Hon. Chairman of the Advisory Board; and Jesper Parnevik, Patron

BE PART OF WAGC WORLD FINAL - PHUKET, THAILAND 2023 SUCCESS BECOME A COMMERCIAL PARTNER

The World's Most Prestigious Amateur Golf Tournament





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The Race to
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QUICK FACTS

8 DAYS

40 PARTICIPATING COUNTRIES
450 INTERNATIONAL PARTICIPANTS
(GOLFERS & NON-GOLFERS)

PARTNERS

PGA TOUR & IAGTO

EVENT ORGANISER

DELTA WORLD

USGA & R&A

COMPLIES WITH AMATEUR RULES

WAGC HANDICAP

FLIGHTS

0.0 – 5.4
5.5 – 10.4
10.5 – 15.4
15.5 – 20.4
20.5 – 25.4

1.5+ MILLION

GOLFERS HAVE PARTICIPATED
GLOBALLY IN WAGC **SINCE 1995**

TOURNAMENT STRUCTURE

FEATURING TWO TOURNAMENTS
PLAYED SIDE BY SIDE:

WORLD AMATEUR GOLFERS
CHAMPIONSHIP & WORLD
AMATEUR GOLFERS INVITATIONAL

PARTICIPANT PROFILE

26% FEMALE / 74% MALE
26-35 – 30% / 36-45 – 33% / 45+ – 28%

**85% - EXECUTIVE C LEVEL & SENIOR
MANAGEMENT**

59% EUROPEAN / 19% ASIAN

WAGC EVENT GLOBAL FOOTPRINT

40+ COUNTRIES

54,000 BUSINESS PEOPLE PARTICIPATING
IN 2023 NATIONAL COMPETITIONS
& PHUKET FINAL

VENUES

LAGUNA GOLF PHUKET

RED MOUNTAIN GOLF CLUB

LOCH PALM GOLF CLUB

AQUELLA GOLF & CC

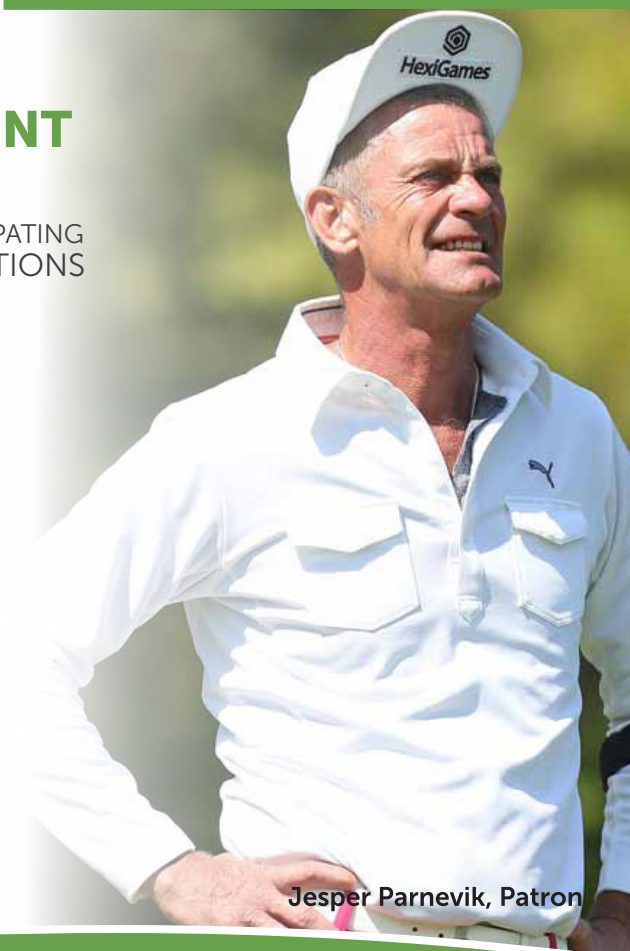
TV COVERAGE

INCLUDING THE GOLF CHANNEL

GLOBAL REACH

98+ COUNTRIES THROUGH IAGTO

The World's Most Prestigious
Amateur Golf Tournament



Jesper Parnevik, Patron





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SPONSORSHIP PACKAGES

The World's Most Prestigious Amateur Golf Tournament

WAGC World Final - Phuket, Thailand 2023 has developed commercial sponsorship and partnership marketing packages to suit differing levels of needs:

TIER 1: TITLE & PRESENTING SPONSORS

- 1 x Title Sponsor with naming rights to WAGC World Final - Phuket, Thailand 2023
- 1 x Presenting Sponsor with naming rights to WAGC World Final - Phuket, Thailand 2023

TIER 2: OFFICIAL PARTNERS

- 6 x Official Partners of WAGC World Final - Phuket, Thailand 2023 from non-competing categories

TIER 3: OFFICIAL SUPPLIER PARTNERS

- Up to 10 x Official Supplier Partners from different industries providing supplies and support for WAGC World Final - Phuket, Thailand 2023

e.g. Airline, Auto, Banks & Financial Services, Destinations, Car Rental, Clothing, Courier, Hotels, Mobile Communications, Recruitment, Sports & Soft Drinks, Ticketing, Travel & Tourism

TIER 3: OFFICIAL MEDIA PARTNERS

- Up to 10 x Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social

TIER 4: LOCAL PARTNERS

- Packages For Phuket Businesses

HOST VENUES - SOLD

- 4 x Golf Courses hosting the WAGC World Final - Phuket, Thailand 2023
- Laguna Golf Phuket
- Red Mountain Golf Club
- Loch Palm Golf Club
- Aquilla Golf & CC

SPECIAL ONE-OFF PACKAGES

- Naming Rights To Hole-In-One
- Naming Rights To Tournament Buggies

GOVERNMENT PARTNERS / SUPPORTING AUTHORITIES

WAGC is looking to work with Government Partners and Supporting Authorities to become stakeholders in the competition.

The tournament is designed to boost the 'Golf Tourism' sector, offering a FAM TRIP concept with the purpose of creating awareness of the Host Country's premier golfing destinations.





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TOURNAMENT FORMATS

The World's Most Prestigious Amateur Golf Tournament

WORLD AMATEUR GOLFERS CHAMPIONSHIP

The World Amateur Golfers Championship World Final is played over 72 holes, stroke play, with handicap adjustments after each round, giving all a fair and equal opportunity both in the team championship and individually within each flight.

Players compete for individual titles within each handicap flight, as well as a team title.

QUALIFYING

The five national flight winners qualify through national championships played in over 40 participating countries.

TEAM SCORING

The WAGC Team Competition combines the best four scores (of five) per day from the national team.

WORLD AMATEUR GOLFERS INVITATIONAL

Played parallel to WAGC, on the same courses, same format and rules except that it is a two-persons team event (not five) and has six handicap flights is the World Amateur Golfers Invitational (WAGI).

WAGI gives golfers the opportunity to share in the exciting "WAGC experience" of a world-wide tour-like championship event without first having to qualify.

WAGI attracts a wide range of participants including: business executives with VIP clients, national agents with sponsors, loving couples, celebrities, royalty and other enthusiastic golfers from all corners of the globe.

QUALIFYING

Entry is by invitation. There is no qualification.

Participants are invited to take part in the Business Networking Program, where the organisers pair teams on the golf course based on their field of industry and pairing preferences, placing similar business interests in close proximity.

Living up to its motto "Sport Promotes Friendship and Business", WAGI endorses networking and helps achieve, build or further develop long-lasting global business relationships, as participants are a diverse group representing a multitude of products and services, all with a shared interest of expanding their network with new friends, partners and business opportunities.

Non-golfers, such as spouses accompanying our participants, are offered a variety of activities to make up for the time their husband or wife is at the course.





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EVENT TIMETABLE

The World's Most Prestigious Amateur Golf Tournament

DAY	TIMING	ACTIVITY	SOCIAL & NETWORKING EVENTS
DAY 1	Saturday 4th November 2023	Arrival of Participants Non-Golfing Day	Welcome Cocktail at Official Hotel
DAY 2	Sunday 5th November 2023	Practice Round All 4 Golf Courses	Captains Briefing at Official Hotel Group Photography - WAGC & WAGI at Official Hotel Official Welcome Dinner & Flag Raising Ceremony at Official Hotel's Ballroom
DAY 3	Monday 6th November 2023	Practice Round All 4 Golf Courses	Partners Meeting at Official Hotel's Function Room Dinner
DAY 4	Tuesday 7th November 2023	Championship Day 1 WAGC & WAGI All 4 Golf Courses	Dinner
DAY 5	Wednesday 8th November 2023	Championship Day 2 WAGC & WAGI All 4 Golf Courses	Dinner
DAY 6	Thursday 9th November 2023	Championship Day 3 WAGC & WAGI All 4 Golf Courses	Dinner
DAY 7	Friday 10th November 2023	Championship Day 4 WAGC & WAGI All 4 Golf Courses	Awards Gala Dinner & Prize Giving at Official Hotel's Ballroom
DAY 8	Saturday 11th November 2023	Departure	





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PARTICIPANTS

COUNTRIES

For the WAGC, 40+ countries participated in the road to Phuket 2023...



Australia	China	Finland	Indonesia	Moldova	Philippines	Romania	South Africa	Thailand
Austria	Czech Republic	France	Italy	Netherlands	Poland	Singapore	Spain	UAE
Azerbaijan	Denmark	Germany	Japan	New Zealand	Portugal	Slovakia	Suriname	Ukraine
Brazil	England	Hungary	Malaysia	Nigeria	Repulic of Korea	Slovenia	Sweden	United States
Bulgaria	Fiji Island	India	Mexico	Pakistan	Russia	Sri Lanka	Switzerland	Vietnam

The participants are from hospitality industry. Main sectors include:
Airlines, Tour Operators, Hotel Chains and Tourism Boards representing a destination

The World's Most Prestigious Amateur Golf Tournament

PLAYERS

BY GENDER

26% FEMALE / 74% MALE

BY AGE

16-25 – 9%

26-35 – 30%

36-45 – 33%

45+ – 28%

BY PROFESSION

Executive C Level – 75%

Senior Management – 10%

Professionals – 10%

University Students – 2%

Others – 3%

BY REGION

Europe – 59%

Asia – 19%

Australia – 9%

N America – 6%

Africa – 5%

S America – 3%





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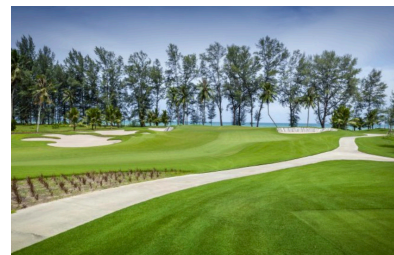
COURSES

The World's Most Prestigious Amateur Golf Tournament



LAGUNA GOLF PHUKET

Laguna Golf Phuket, set within the world-renowned Laguna Phuket, is part of Asia's first fully integrated destination resort. With easy accessibility by complimentary shuttle services between the surrounding hotels in Laguna Phuket, the redesigned golf course has been revitalised to reach world-class standards.
<https://www.lagunagolfphuket.com/>



AQUELLA GOLF & CC

This championship level 18-hole golf club is situated on the stunning Andaman Sea coastline in Phang Nga province. Aquella Golf & Country Club has set a new benchmark for luxury living, sport, and recreation, generously complimented by famed Thai hospitality. The stunning complex has grown out of 1.8 million square meters of the Kingdom's most breath-taking landscape with an uninterrupted private beach front stretching over two and a half kilometres.
<https://www.aquellagolf.com/>



LOCH PALM GOLF CLUB

A well curated and managed golf course with modern amenities and service levels for the discerning traveller and golf enthusiast in Thailand's premier golfing destination.
<https://www.mbgolf.com/loch-palm/>



RED MOUNTAIN GOLF CLUB

Red Mountain is known locally as the most challenging course in Phuket and often voted amongst Thailand's finest, the course is sculpted into the rugged rocky terrain left over from the old tin mine days and is both a scenic delight and a truly unique challenge.
<https://www.mbgolf.com/red-mountain/>

PAST & FUTURE WAGC FINAL VENUES

YEAR	VENUE
2024	Abu Dhabi, UAE
2023	Phuket, Thailand
2022	Kuala Lumpur, Malaysia
2019	Sabah, Malaysia
2018	Johor Bahru, Malaysia
2017	Kuala Lumpur, Malaysia
2016	KwaZulu-Natal, Durban, S. Africa

YEAR	VENUE
2015	Hua Hin, Thailand
2011 - 2014	Marbella, Spain
2010	Mission Inn, Florida, USA
2009	Kuala Lumpur, Malaysia
2008	KwaZulu-Natal, Durban, S. Africa
2007	Antalya, Turkey
2006	Jomtien Beach, Pattaya, Thailand

YEAR	VENUE
2005	Antalya, Turkey
2004	Jomtien Beach, Pattaya, Thailand
2001 - 2003	Casa de Campo, Dominican Rep
2000	Disney World, Florida, USA
1999	Palm Springs, California, USA
1998	Doral, Miami, USA
1995 - 1996	PGA National, Florida, US





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PARTNERS

GLOBAL



NATIONAL MALAYSIA



POLAND



CZECH REPUBLIC



SLOVAKIA



INDIA



PHILIPPINES



INDONESIA



AUSTRIA



EXISTING PARTNERS



Golf Tour Operator

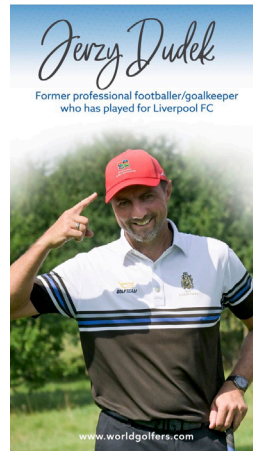


Malaysia's largest car manufacturer



IAGTO's membership comprises 2,359 accredited golf tour operators, golf resorts, hotels, golf courses, receptive operators, airlines, tourist boards, approved media and business partners in 91 countries including, at its core, 663 specialist golf tour operators in 60 countries.

CELEBRITY GOLFERS



OFFICIAL HOTEL



Angsana Laguna Phuket, 5-star hotel, will accommodate competitors during the week. Set along the shores of Phuket's Bang Tao Bay in the island's northwest, Angsana Laguna Phuket beachfront resort is a part of Asia's first integrated resort, Laguna Phuket.

<https://www.angsana.com/thailand/laguna-phuket>





Commercial Sponsorship & Partnership Opportunities

WHY GET INVOLVED?

The World's Most Prestigious Amateur Golf Tournament

Association with the WAGC World Final – Phuket, Thailand 2023 offers sponsors numerous benefits including:

Image Enhancement

with the world's most prestigious amateur golf tournament

Brand Exposure

raising brand awareness of products and services through association with a major international event

Hospitality Opportunities

entertaining target audiences; internal and external

Networking

with business leaders

Integrated Marketing

local, regional and worldwide media exposure

An association with WAGC World Final - Phuket, Thailand 2023 allows Sponsors and Partners the opportunity to promote their products and services in a unique setting.

BRAND EXPOSURE

EVENT

- Golf Course Advertising Boards – Tee Boxes & On Course
- Welcome Boards, Presentation Backdrop, Scoreboard & LED Screens
- Media / Press Conference Rooms Backdrop
- In Sponsor Village
- Sponsor Booths – On Course & Registration
- Scorecards
- Buggies
- Tournament Shuttle
- Speech - During Opening Ceremony
- Present Awards To Winners
- Product Placements

PLAYER & OFFICIALS

On Polo Shirts, Caps, Caddie, Bibs & Bags

Sponsors & Partners benefit in many ways, including...

BRAND EXPOSURE

BROADCAST

Brand exposure covering **98+** countries, through **WAGC network partner**, International Association of Golf Tour Operators **IAGTO** and media channels

LOCAL MEDIA COVERAGE

Currently finalising partnerships with **Thai Online / TV / Radio / Press Partners.** Title Sponsor mention on TV & Radio interviews.

Plans include:

Pre-Tournament	Teecast (International & Local) 30 seconds TV & Radio Promo spots starting 3rd quarter of year
During Tournament	Live / Delayed Teecast (International & Local)
Post Tournament	Teecast (International & Local) 30-minutes highlights covering entire event



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WHY GET INVOLVED?

PR, ADVERTISING & MEDIA

Sponsors & Partners can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

GLOBAL PR & MEDIA EXPOSURE

Communication of Sponsors & Partners specific messages are guaranteed across the year through the event media partners & channels, in particular during the week of the World Final.

PR Activity includes:

- Press Releases & PR Events: Sponsors & Partners will be involved in all event related press conferences and press launches
- Dedicated press release announcing partnership
- Opportunity to organise a press conference announcing of partnership
- Sponsor & Partner logos to be included in the footer of all press releases - before, during and after the event
- Celebrity Players - access for advertising, promotional & PR campaigns

ADVERTISING - Sponsors & Partners will be included in:

- Billboards - located in strategic spots in host city
- TV spots - in host city
- Radio channels - in host city

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PROMOTION MATERIAL & MARKETING COLLATERAL

PROMOTION MATERIAL

Distribution of Sponsor & Partner promotional materials at functions throughout the year, and display of Sponsor & Partner supplied banners.

MAGAZINE

Inclusion in Official Tournament Souvenir Magazine.

DIGITAL & PRINT NEWSLETTER

Title Sponsor logo to be included in all newsletters published for the year. Newsletters distributed to the WAGC database. Promotional news included as a banner with link to the sponsor's web.

EXPERIENTIAL MARKETING

Phuket attracts thousands of visitors in November and with its huge opportunities for Sponsors & Partners to promote their products and services.

The visitors provide Sponsors & Partners with a mixture of: High Net Worth Individuals from media celebrities to business entrepreneurs from all industries; Corporate high flyers from media and advertising; and Tourists.

SPONSORS' VILLAGE

The event features a dedicated area for ALL Sponsors & Partners.

SAMPLING

Sampling of products to fans at the WAGC World Final - Phuket, Thailand 2023 via on-site pop-up booths and via online and social media.





Commercial Sponsorship & Partnership Opportunities

WHY GET INVOLVED?

The World's Most Prestigious Amateur Golf Tournament

DIGITAL & SOCIAL RIGHTS

SOCIAL SITES

Inclusion in social media activity...

<https://www.facebook.com/WAGCMalaysia>

2.4K FOLLOWERS



WEB

<https://worldgolfers.com/>

Title Sponsor presence on the homepage with link to your website. Dedicated page with description of your products / services. News / articles of your involvement in the tournament published on website.

WAGC MOBILE APP

Logo & banner advertisement placement on the official WAGC mobile app.

EMAIL MARKETING

Access to WAGC World Final Phuket, Thailand 2023 email marketing campaigns.

HOSPITALITY & NETWORKING

WAGC World Final Phuket, Thailand 2023 presents a fantastic platform for Sponsors & Partners to network with like-minded business people and organisations from around the world.

The WAGC World Final Phuket, Thailand 2023 offers the opportunity to:

- Explore new business relationships and partnerships from around the world
- Foster and develop new lifelong friendships across boundaries and industries
- Promote your business in any specified market where WAGC operates

GALA EVENTS, SOCIAL EVENINGS AND DINNERS

There are a plethora of events including:

- Welcome Cocktail Party
- Opening Dinner & Flag Raising Ceremony
- Tourism Dinner & Social Event
- Business Networking Dinner - Exhibition To Showcase And Present Investment Opportunities By Ministry Of Trade
- Gala Closing Dinner & Awards Ceremony
- Non-Golfers Tourism Excursion / Non-Golfers Tourism Excursion Program With Lunch

ADDITIONAL OPPORTUNITIES, INCLUDE:

- Hosting A Business Networking Dinner
- Golf Game After Press Conference x 4 Players
- Team Participation In WAGI x 4 Players

MERCHANDISING

We offer our Sponsors, Supporters, Suppliers and Local Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example: Polo-shirts, caps, jackets.





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INVENTORY OF RIGHTS

INVENTORY OF RIGHTS	TIER 1	TIER 2	TIER 3
	TITLE SPONSOR & PRESENTING SPONSOR	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to titles for PR & advertising use ...			
"[Title Sponsor Name] World Amateur Golfers Championship World Finals – Phuket, Thailand 2023 presented by [Presenting Sponsor Name]" "[Title Sponsor Name] World Amateur Golfers Invitational – Phuket, Thailand 2023 presented by [Presenting Sponsor Name]"	Yes		
"Official Partner [Title Sponsor Name] World Amateur Golfers Championship World Finals – Phuket, Thailand 2023 presented by [Presenting Sponsor Name]" "Official Partner [Title Sponsor Name] World Amateur Golfers Invitational – Phuket, Thailand 2023 presented by [Presenting Sponsor Name]"		Yes	
"Official [Supplier Sector] Partner [Title Sponsor Name] World Amateur Golfers Championship World Finals – Phuket, Thailand 2023 presented by [Presenting Sponsor Name]" "Official [Supplier Sector] [Title Sponsor Name] World Amateur Golfers Invitational – Phuket, Thailand 2023 presented by [Presenting Sponsor Name]"			Yes
"Official Media Partner [Title Sponsor Name] World Amateur Golfers Championship World Finals – Phuket, Thailand 2023 presented by [Presenting Sponsor Name]" "Official Media Partner [Title Sponsor Name] World Amateur Golfers Invitational – Phuket, Thailand 2023 presented by [Presenting Sponsor Name]"			Yes
Product Exclusivity	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
BRANDING - EVENT			
Golf Course Advertising Boards – Tee Boxes & On Course Media / Press Conference Rooms Backdrop	Prominent	Less Prominent	Less Prominent
Welcome Boards, Presentation Backdrop, Scoreboard & LED Screens	Prominent	Less Prominent	Less Prominent
Presence In Sponsors Village	Yes	Yes	Yes
Sponsor Booths – On Course & Registration	Yes	Yes	
Logo On Scorecards	Yes		
Logo On Buggies / Tournament Shuttle	Yes		
Executive To Give Speech - During Opening Ceremony / Present Awards To Winners	Yes		
Product Placements	Yes		
BRANDING – PLAYERS & OFFICIALS			
Logo on Players: Shirts, Caps	Yes (Chest)	Yes (Sleeve)	
Logo on Caddie Bibs & Bags	Yes (Front)	Yes (Back)	
BROADCAST RIGHTS			
Brand Exposure - Through IAGTO And Media Channels. Title Sponsor Mention On TV & Radio Interviews	Yes	Yes	Yes
Inclusion In Local Broadcast Media Activity	Yes	Ye	Yes





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	TIER 1	TIER 2	TIER 3
	TITLE SPONSOR & PRESENTING SPONSOR	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
EXPERIENTIAL MARKETING RIGHTS			
Presence in Dedicated Sponsors' Village Area	Prominent	Less Prominent	Less Prominent
Sampling Of Products Via On-Site Pop-Up Booths & Via Online & Social Media	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Branding On Website Partners Page. Title Sponsor on Home Page	Prominent	Less Prominent	Less Prominent
Part Of Digital Engagement Programme - Including Integrating Brand Messages & Logos Into WAGC Social Pages	Yes	Yes	Yes
Logo & Banner Advertisement Placement On The Official App	Yes	Yes	Yes
Access To Email Marketing Campaigns	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS			
VIP Passes To Any Networking Events & Dinners	Yes	Yes	Yes
Entry Tickets To 4 x Championship Play Days	Yes	Yes	Yes
Complimentary Teams In WAGI	Yes		
Access To Contact Information Of All Participants	Yes		
MERCHANDISING RIGHTS			
Joint Branded Merchandise - Opportunity To Produce. E.G. Logos On Specially Produce Merchandise E.G. Polo-Shirts, Caps, Jackets Etc.	Yes	Yes	Yes

LOCAL PARTNERS

We have opportunities for Local Partners, which offer branding and hospitality benefits...

TITLE RIGHTS		
Rights To Title (Local Partner Name) "Official Local Partner Of "[Title Sponsor Name] World Amateur Golfers Championship World Finals – Phuket, Thailand 2023 presented by [Presenting Sponsor Name]"		Yes
EVENT BRANDING RIGHTS		
Presence in Dedicated Sponsors' Village Area		Yes
HOSPITALITY & NETWORKING RIGHTS		
VIP Passes To Welcome Cocktail Party		Yes
Entry Tickets To 4 x Championship Play Days		Yes
Entry Tickets To 4 x Championship Play Days		Yes





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CONTACT

WORLD AMATEUR GOLFERS' CHAMPIONSHIP C / O DELTA WORLD SD. BHD

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Fax : +6 03 7931 9338
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www.delta-world.com

Shoban Ramlu – Operations Director (English Speaking)

Email: shoban@delta-world.com
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Amateur Golf Tournament

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