



Year 12 Physical Education

“Royal Pines 2003 Foursomes Champions Tournament”

This tournament has been designed and planned for the elite of Australia’s greatest sport. Royal Pines 2003 Mixed Couples Champions Day, is to be held on the 5th – 8th September. This is an invitational tournament where only the best will compete.

Teams must consist of one male and one female.

The following portfolio has been designed and put together in a way in which to help you see how this tournament is to be run and financed.

Contents:

- Advertisements
 - Web page
 - Radio Segment
 - Magazine Article
 - News Report
 - Golf balls
- Merchandise
 - Posters
 - Stubby coolers
 - Golf balls
 - Caps/hats
 - T-shirts
- Prize Money and secondary prizes.
- Accommodation
 - Players
 - Officials
 - Volunteers

- Tickets (prices and packages)
 - 1 day pass
 - weekend pass (Saturday and Sunday)
 - week day pass (Thursday and Friday)
 - Tournament pass (Thursday, Friday, Saturday and Sunday)
 - Family pass (per day)
 - (per tournament)
- Transport
 - To / from course, mornings and nights.
 - Number of buses
- Functions
 - Sponsors Ball
 - Pro-Am Tournament
 - Lunches
- Budget
 - money given by sponsors
 - expenditure
 - ie- officials, professionals, food for lunches, Ball, advertising etc
- Sponsors
 - Golf World
 - Foxtel
 - Royal Pines resort
 - Nike
 - Powerade

Advertisements:

As the tournament is in its first year of being played, we felt it was needed to use many different advertising options to make sure we reached all possible target audiences. For best possible results we have used; Webpage (www.royalpines-foursomeschampions.2003.com.au), 15 second radio segment, 200 word magazine article, 3 minute new broadcast and promotional golf balls.

Below is an explanation of each option chosen (in above order). It will inform you of when particular ad's are to be played, positioned, and details they will include.

1. WEB PAGE



In these modern days, the internet has become a fast and effective way to communicate with a wide variety of people in a short time. With the growing amount of interest in golf and with the younger generations now becoming involved, web pages have become and ideal if not the best way to inform people of our tournament.

The web page is on the site www.royalpines-foresomechampions.2003.com.au and can be found by that address or by linking from any of our sponsors home pages. The web page features links to player's details, other tournaments, scoring for the R.P.F.C, Statistics, and merchandise available for purchasing online, travel details, and events that will be happening during the tournament.

PLAYERS DETAILS:

In this link the players profile will be displayed. As this is an elite competition, the standard will be high and viewers can expect only the highest quality golf for the entire tournament. Past tournament results and other statistics will be shown here. Along with these details a brief description about their first wins, and how they got started playing golf.

TOURNAMENTS:

As there are many different tournaments on through out the year, this link will provide users with details and descriptions about future tournaments. Details about next R.P.F.C tournament will also be on this link along with the chance for users to win a game with a Pro.

SCORING:

This is a brief link with the details of scoring through out the tournament. Play-off decisions and the solutions should a draw occur in the final round.

STATISTICS:

This link provides the user with statistics from past golfers and their scores on this course. Weather conditions are also found on this link closer to the date.

MERCHANDISE:

From this link viewers can order official tournament clothing and other items. Available items include Stubby coolers, posters, Golf balls, Caps and shirts.

TRAVEL:

This is a secured link and provides information on where buses will be leaving from and arriving. Along with this the details of times and how

often the trips will be taken. Like the weather this will only be available closer to the tournament.

EVENTS:

Sponsored events and other occasions during the tournament are listed through here. It is a secured site like travel and will require a password and user name to enter. Events include a Sponsors Ball, Pro-Am day and lunches through out the weekend.

2. RADIO SEGEMENT

In this 15 second radio segment, only basic details about the tournament will be spoken- for instance, what, where, when and who?

“Ever sit at home and wonder what you’ll be doing on the weekend? Well from the 5th till the 8th of September worry no more!! The Royal Pines 2003 Foursome Champions Golf Tournament is on and anyone who’s anyone will be there! Ever wanted to meet Greg Norman, Karie Webb and Tiger Woods? For your chance to win an opportunity to attend the tournament and tag along to the sponsors only ball check out www.royalpines-foursomechampions.2003.com for a competition entry and more details about the tournament. So get clickin!”

3. MAGAZINE ARTICLE:

On the 5th of September Royal Pines will be opening its gates and a new tournament set to be of the highest quality will begin. It has been rumoured that golf pro’s Greg Norman and Tiger woods will be there partnering up with Laura Davies and Karrie Webb. This invitational tournament will be played over 4 days, finishing on Sunday 8th. Royal Pines Resort is located at the heart of the Gold Coast, midway between the magnificent beaches of Surfers Paradise and the lush rainforests of the Hinterland. Situated on 500 acres of magnificently landscaped gardens, the resort is 12 minutes drive from Surfers Paradise, the Casino and Pacific Fair shopping centre. Their site can be found at www.royalpines-foursomeschampions.2003.com.au and contains information on each hole, competitions running to win tickets and prizes along with weather conditions and up to date scores for the players during the tournament. There’s even an opportunity for you and a friend to attend the sponsor’s only ball where you’ll have the chance to dance and dine with players. So be first to log on and win yourself a chance to see the pro’s at their best and their finest!

4. NEWS ARTICLE

This article will be presented Foxtel’s sports one channel. As Foxtel is one of our sponsors air time is free and therefore a cheap and effect way to advertise. Ticket prices will be explained and the different packages available. During this segment Greg Norman will join and tell us his opinion on Royal Pines and why he likes playing there. A bird’s eye view of the course and commentary of each hole that discusses the advantages and disadvantages of each hole

will also be shown. The voice over will be done by Jack Newton. Near the end of this three minute segment the website will be shown along with the number to call to book tickets.

5. GOLF BALLS

The last advertising strategy we will be using is golf balls. Royal Pines is a very popular golf course and throughout weekends has many local competitions going. Winners of these often receive a ball or two depending on their finishing result. With Nike being one of our sponsors we have designed a golf ball which has the Nike logo along with the tournament name on it. These will then be used as promotional golf balls again to advertise our tournament to local citizens already interested in the game.

Merchandise

Merchandise can be viewed through appendix 4 – 8. These appendix's show the posters, Stubby coolers, golf balls, hats and shirts available at the tournament, from Golf Works and online through the merchandise section on our webpage.

Appendix 1 – Poster
Appendix 2 – Stubby cooler
Appendix 3 – Golf balls
Appendix 4 – Caps
Appendix 5 – Shirts

Prize Money

Prize money for this tournament is one major prize and then smaller prizes through out. The major prize for this tournament is \$100,000.00 from there it drops considerably down to \$40,000.00 then to \$15,000.00.

Accommodation

Accommodation for this tournament will only be needed for players. As the tournament is at Royal Pines, volunteers and officials will be from both the club and volunteers from the local area. Organising the workers this way, we eliminate costs greatly as we only have to supply accommodation for players. They will be staying at Royal Pines Resort which is found at Ross St, Ashmore Q 4214, Australia Private Mail Bag 88, Gold Coast Mail Centre, Q 9726
Tel: +61 7 5597 1111 Fax: +61 7 5597 2277 Toll Free: 1800 074 999.

Transport is available from the resort and takes the players directly to the course. The complimentary shuttle service loops between Royal Pines Golf Course, Surfers Paradise, Broadbeach, the Casino and Pacific Fair Shopping Centre. Concierge can arrange limousines; hire cars and taxis on request. For guests travelling to and from Brisbane, the Gold Coast is connected to Brisbane by a rail service. The Nerang Rail Station is five minutes drive from the Resort.

Tickets

Tickets start from around \$150.00 per day. As the tournament goes for standard 4 days process do decrease with the number of tickets purchased. Group bookings can also be made giving people a 5% discount.

Prices:

package	adult	children
1 DAY PASS	\$150.00	\$100.00
WEEKEND PASS	\$285.00	\$185.00
3 DAY PASS	\$410.00	\$260.00
TOURNAMENT PASS	\$550.00	\$350.00
FAMILY PASS (2 adults x 2 child) <ul style="list-style-type: none"> - per day \$450.00 - weekend pass \$875.00 - 3 day pass \$1240.00 - tournament pass \$1650.00 		

Transport

As mentioned Transport will be provided by the Resort, buses will be leaving at approx 7am and returning at around 6pm depending on finishing times and functions being held. There will be four shuttles per round.

2 extra trips will be made through out the day for any players wanting to revisit the resort.

Functions

SPONSORS BALL – This ball will be held on the Saturday night of the tournament. Players and sponsors will be invited along with some guests who have one tickets through promotions through out advertising. This night will be funded by the sponsor's money along with the money made through canteens and merchandise. Tickets to the event will also be offered to the officials and volunteers at a price of \$85.00. The evening will consist of a three course meal and bar tab. The ball will be held in the conference room of Royal Pines Resort its features include;

- Purpose built, award-winning Convention Centre
- Suitable for 8 to 1800 people

- Column free ballroom with full vehicle access
- Fully equipped business centre
- 12 technology intelligent meeting rooms

Royal Pines Resort offers the complete meeting experience. The multi-faceted convention centre, which is an integral part of the complex, has its own conference reception area and registration facility. This totally self-supporting centre features a foyer area capable of catering for 1000 people, while the main ballroom can cater for up to 1800 in theatre style comfort.

In addition to traditional conference options, Royal Pines Resort is one of the few five-star resorts in Australia with its own luxury cruise boat. The princess takes conference delegates around the magnificent Gold Coast waterways, giving the notion of 'meeting by the sea' an entirely new focus

PRO-AM TOURNAMENT – this tournament is held on the Wednesday before the opening. Again this is a sponsor's event, where they get the chance to play with the pros. It is an 18-hole game and each sponsor is giving 5 spots.

BUDGET

For this tournament we had many sponsors. Our budget can be grouped into two categories. Things received by sponsors and things which were paid for out of pocket.

SPONSORS:

- Web page is funded by the links to each of our sponsors.
- Magazine article is shown in the Golf World magazine and the Royal Pines Resort newsletter so coverage is free and effective
- News Report is played and reported on Foxtel's Sports News show which is free time as they are one of our major sponsors. They are also given full coverage of the tournament.
- Posters are being made by Golf world.
- Stubby coolers are being produced through Nike and will contain their logo along with tournament name. The golf ball is also being produced through Nike displaying the same features as the coolers.
- T-shirts are through Powerade, which will display the tournament name on the back and the Powerade logo on the front left breast area.
- Accommodation as mentioned is being supplied by Royal Pines Resort and is fully covered.
- Employment at the tournament is non-costing as all staff are volunteers from the club and local areas.
- Ticket production is being covered by Foxtel in exchange for coverage.
- Sponsors ball will be covered with money received from attendees throughout the tournament. Money gained through merchandise and food and drink sold from the canteen and bar.
- Players prizes come from both ticket sales and sponsorship

EXPENDITURE

- Radio Segment will not be covered by sponsorships and needs to be covered by ticket sales.
- Players prizes comes from both ticket sales and sponsorship
- Food and drink for canteen and bar will be budgeted into the ticket sales.