

## **The World Hickory Open (WHO) supported by the PGA**

**Craigielaw Golf Club by Aberlady, East Lothian Scotland**

**September 24<sup>th</sup>, 25<sup>th</sup> and 26<sup>th</sup> 2008**

### **Brief Sponsorship Remit**

Chairman Lionel Freedman and his three directors are seeking sponsors for the above event. The sponsorship packages are to be divided into one Gold Sponsorship at £25,000 plus as many Silver and Bronze Sponsorship as we are able to place. Respectively, these will be priced at £5,000 and £1,000.

Sponsorship benefits will be commensurate with the above prices.

### ***The Event***

The Open at the Old Musselburgh Links was piloted in 2005 with a field of forty amateur players. This was followed by a PGA supported tournament at Craigielaw GC in September 2006. Nearly fifty professionals and 120 amateurs took part. The professionals were mainly drawn from PGA Scotland membership but former Ryder Cup Captain Bernard Gallacher OBE and the 2005 US Hickory Champion Mike Stevens also took part in both the Pro-Am and The Open.

The £17,500 Open was won by amateur Zack Saltman with a 67. Zack is the younger brother of Lloyd Saltman, who finished top British amateur in the 2005 Open at St Andrews. Players are permitted to have just five pre-1935 clubs.

The 2006 WHO programme included a gala dinner at the club for 100 with two speakers – Professor David Purdie and course architect Donald Steel. Last year, sponsorship and entries revenue exceeded £30,000 with the two main sponsors being London-listed Peter Hambro Mining PLC and East Lothian Council.

### ***Attraction***

National hickory tournaments take place all over the world and the indications are that we will see a substantial domestic and overseas entry for this World event from the US, South Africa, Australia, Asia and from Scandinavia in 2008.

STV, BBC Radio Scotland and a range of press carried the story.

### ***The Directors' Immediate Ambitions***

- To appoint a sponsorship search company.
- To take advice regarding viability, fee and package content.
- To raise a minimum of £50,000 for WHO 2008 by way of sponsorship.
- To attract or purchase TV coverage of the event rather than news reportage.
- To add more well-known names to the Professional field
- To formally announce the event and dates in early Spring 2008

**Further information – Michael Westmacott on 0131-319 1477 or [compropr@btconnect.com](mailto:compropr@btconnect.com) or [www.worldhickoryopen.com](http://www.worldhickoryopen.com)**