



GLENEAGLES  
SCOTLAND

2019

IT ALL LEADS TO THIS MOMENT

# THE SOLHEIM CUP EXPLAINED

- 9<sup>th</sup> - 15<sup>th</sup> September 2019
- PGA Centenary Course, Gleneagles, Perthshire
- The biggest and most high profile women's golf event in the world
- Mirrors the format of The Ryder Cup
- 2 Teams: 12 players from Europe vs 12 players from USA
- 100,000 spectators
- Global TV Distribution /40+ Broadcasters



# THE SOLHEIM CUP VISION



- A pre and post event legacy for Scotland
- Delivery founded on 3 core pillars of EQUALITY, EXPERIENCE & INNOVATION
- Raise the profile of Gleneagles, Perthshire and Scotland globally
- Promote women's golf message
- To make this the best Solheim Cup EVER



# SCHEDULE OF THE WEEK

	AM	PM	EVENING
Saturday 7 Sept	PJSC team practice on course		
Sunday 8 Sept	PJSC team practice on course		
Monday 9 Sept	Team Europe / USA practice on course		PJSC Opening Ceremony / Welcome Dinner SC Welcome Reception (invited guests only)
Tuesday 10 Sept	PJSC Foursome matches	PJSC Fourball matches	
	Team Europe / USA practice on course		
Wednesday 11 Sept	PJSC Singles matches		<b>SC Reception &amp; Gala Dinner including PJSC Prize Giving</b>
	Team Europe / USA practice on course		
<b>EVENT</b>			
Thursday 12 Sept	Team Europe / USA practice on course		<b>SC Opening Ceremony</b>
	PJSC Junior Am-Am		
Friday 13 Sept	Foursome / Fourball matches (4)	Fourball / Foursome matches	Media Reception
Saturday 14 Sept	Foursome / Fourball matches (4)	Fourball / Foursome matches	
Sunday 15 Sept	Singles matches (12)		Celebration of 2019 SC



# SPONSORS & PARTNERS

FOUNDING PARTNER



GLOBAL PARTNERS



OFFICIAL PARTNERS



OFFICIAL SPONSOR



OFFICIAL SUPPLIERS



MEDIA PARTNERS





# SOLHEIM CUP TIMELINE



# KEY THINGS YOU NEED TO KNOW



- Park & Ride available in Perth and Stirling
- Trains direct to Gleneagles Station
- Drop Off option will be available
- On-site parking aimed at family audience
- Road Closures are minimal (A823)



# In Perth & Kinross...

## What are the opportunities?

- Road Signage
- Working with contractors
- Community Engagement Group
- Golf Perthshire
- ACCOMODATION / GOLF COURSES
- Realistic pricing/take bookings now/flexible on minimum stays/early mornings & late returns
- Fewer restrictions to use the event logo
- Opportunities for drop off to the event / pass out policy in place / on-site parking available
- Create your own ticket packages



# MARKETING STRATEGY

PARTNERS					
IMG	VISIT SCOTLAND	GLENEAGLES	SCOTTISH GOVERNMENT	SCOTTISH GOLF	TOUR OPERATORS
 GLENEAGLES SCOTLAND 2019					
<p><b>INTRODUCING THE SOLHEIM CUP</b></p> <p><b>PARTNERS:</b> IMG, VisitScotland, Scottish Golf, Perth &amp; Kinross Council</p> <p><b>CAMPAIGN THEME:</b> An educational campaign focused on building awareness around The Solheim Cup, what, where, when, why.</p> <p><b>AUDIENCE:</b> Scottish general public, non-golf fans, sports fans, families.</p> <p><b>OBJECTIVE:</b> Learn about what The Solheim Cup is and feel excited to be part of it</p>	<p><b>SCOTLAND AS A DESTINATION</b></p> <p><b>PARTNERS:</b> VisitScotland, Gleneagles, ATOs, Perth &amp; Kinross Council, Golf Perthshire</p> <p><b>CAMPAIGN THEME:</b> Enjoy everything Scotland has to offer alongside the biggest women's golf event in the world.</p> <p><b>AUDIENCE:</b> International clubs and converts and families.</p> <p><b>OBJECTIVE:</b> Attract an audience further afield using the appeal of Scotland as a destination</p>	<p><b>INSPIRING THE NATION</b></p> <p><b>PARTNERS:</b> IMG, VisitScotland, Scottish Golf, ScotGov, Perth &amp; Kinross Council</p> <p><b>CAMPAIGN THEME:</b> Support women in sport, support Scotland, support The Solheim Cup</p> <p><b>AUDIENCE:</b> Scottish general public, corporates, local communities, clubs &amp; converts.</p> <p><b>OBJECTIVE:</b> Get behind your nation as they put women in sport top of the agenda and host the biggest women golf event of all time</p>	<p><b>REWARDING THE FAITHFUL</b></p> <p><b>PARTNERS:</b> IMG, Scottish Golf</p> <p><b>CAMPAIGN THEME:</b> Reward Scottish golf fans for their support and love of the game</p> <p><b>AUDIENCE:</b> Scottish golf club members.</p> <p><b>OBJECTIVE:</b> Make every golf club in Scotland and its members feel a part of The Solheim Cup, make them proud to help growing the game.</p>		

# VISITSCOTLAND ACTIVITY

- On-course branding at The ASI Scottish and Ladies Scottish Opens
- Tee board branding at GolfSixes
- TV adverts for NBC/Golf Channel in North America
- In & out of breaks adverts for all LET events shown on Sky Sports Golf
- SC19 stand presence at The 2018 Ryder Cup, Le National, Paris
- IGTM & 2019 PGA Merchandise Show
- 2019 VisitScotland Marketing Programme



# THE SOLHEIM CUP VISITOR JOURNEY

- Point of Entry and Welcome activity
- The journey to Gleneagles
- Creating an engaging consumer experience on the course
- Continuing the journey off the course...



# ONCE IT'S ALL OVER...

- We don't stop!
- Increased databases to continue selling Scotland
- Legacy for Women's Golf
- Engaging Images, video and written content
- New audiences -welcoming more women & families to Scotland to holiday/golf
- Increasing participation numbers and development
- High value relationships with consumer and media brands

# NEED MORE INFORMATION?

- [www.visitscotland.com/golf](http://www.visitscotland.com/golf)
- [www.visitscotland.org](http://www.visitscotland.org)
- [www.solheimcup2019.com](http://www.solheimcup2019.com)
-  [@SolheimCupEuro](https://twitter.com/SolheimCupEuro)
-  [Facebook.com/The2019SolheimCup](https://www.facebook.com/The2019SolheimCup)
-  [@SolheimCupEuro](https://www.instagram.com/SolheimCupEuro)

