



TORO TOUR PARTNERSHIP PROPOSALS 2021/ 22

www.torotour.com



ABOUT TORO TOUR



WORLD
AMATEUR
GOLF
RANKING™



The Toro Tour is a new brand launched in 2020, after the crippling Corona virus lockdown in Southern Spain's Andalusia. Toro Tour has expanded rapidly staging high quality events at some of the best golf courses in Andalusia.

Toro Tour will host 1-day, 2-days and 3 days events. Three day Toro Tour tournaments conform to the regulations of the World Amateur Golf Ranking authorities and be listed on the WAGR.

The tour uses the entry fees to subsidise green fee costs, prizes and prize funds. All additional sponsorship will also be used to boost the prize funds for the professional players.

Through their efforts and dedication to golf, the Toro Tour collaborators with European Tour experience, hope to run the most cost effective yet professionally run events available in Europe this winter. Thanks to the warm temperate climate of the Costa Del Sol, golf courses are in tournament condition all winter long.



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OUR PLAYERS



The vision being that amateurs playing for practice or WAGR points, watch and learn from the professionals competing for prize funds. Based on 100 players the Pro prize fund is € 10'000.-. All events are open to female, male, Pro's, amateur and senior golfers. Live scoring is provided.

Toro Tour was the only tour in Europe that ran a full schedule of tournaments during Covid restrictions. A special Covid-19 concept following the rules from the Andalusian Golf Federation allowed your players to compete in a safe environment.

In our first season we attracted European Tour and Challenge Tour players like Kristoffer Reitan, Alexander Knappe, Filip Mrusek, Oliver Lindell, Lauri Ruusko, Adrien Bernadet, Angel Hidalgo and Alvaro Arizabaleta as well as LET Pro players like Noemi Jimenez, Sanna Nuutinen, Carmen Alonso and Pia Babnik played our tournaments.

The Toro Tour also hosted the Swedish, Finish and German National Golf teams.

During the winter season 20/21, over 500 players played Toro Tour tournaments.

SOCIAL MEDIA + STATISTICS

DEZ 2020 – APRIL 2021



11600

website clicks

€ 35'000

Prize money

8'800

People reached



5'600

Post engagements



THE ROAD TO SOTOGRANDE



For the season 21/22, we plan on showing our visiting golfers the best courses the Costa del Golf has to offer.

Included in the list of courses will be hidden gems that the players would not see or played before. The events will range from one day events and Pro-Am days to full 4 day events with a cut.

Working closely with the Andalusian Golf Federation, along with the golf course directors and ambassadors, we show-case the finest courses the coast has to offer.

We will start the next season in Malaga working our way down the road to our final event at Valderrama in Sotogrande.



SCHEDULE 2021 / 22

Proposed courses for next winter season:



November / December 2021

Parador
Guadlähorce
Lauro Golf
Miquel Jimenez Academy

December 2021

Mijas
La Cala
Chapparal
Capopino

January 2022

Atalaya
Los Naranjos
Villa Padierna
Valle Romano
Rio Real

February/March 2022

San Roque old and new
La Canada
Alcaidessa
La Reserva
Sotogrande Real
Valderrama



PARTNER PACKAGE 1



Become a part of the Toro tour and market your brand during the 21/22 season with banners, tournament signage, access to events and be present with your company logo on our digital and social media pages.

Packages from € 5'000.- cash

Packages from € 8'000.- product sponsoring



PARTNER PACKAGE 2



Sponsor an event with your company naming rights.

A unique opportunity to get closer to the action with a bespoke entertainment package for you and your business.

Incentives include: Tournament signage, brand specific digital content package, live streaming and an invite to play the tournament course with the full pro experience.

Packages from € 5'000.-



PARTNER PACKAGE 3



Become the title partner of the Toro Tour 21/22 with exclusive naming, hospitality and entertainment packages.

SPONSORING INCLUDES:

- Tour naming rights for the entire season
- Brand specific tournament videos
- Professional photography at every event
- Tournament signage and promotional displays
- Title partner tag live stream broadcasts
- Social media credits on every social post in 2021
- 1 x 18 team Pro Am for 30 guests
- Free spots for 2 players for every tournament
- 2 invitations for the final at Valderrama

Packages from € 30'000.-



CONTACT DETAILS



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