



TORO TOUR SCHEDULE & PARTNERSHIP PROPOSALS 2021/ 22

www.torotour.com



SCHEDULE 2021 / 22



NOVEMBER 2021

3rd - 5th Valle Romano
9th - 11th Azata Golf
14th - 16th Valle Romano
18th - 20th Azata Golf

DECEMBER 2021

Nov 30th - 2nd Azata Golf
8th - 10th Atalaya New
13th - 15th Atalaya New
18th - 20th San Roque New

JANUARY 2022

7th - 9th Valle Romano
12th - 14th Valle Romano
17th - 19th Valle Romano
24th - 26th Atalaya New
Jan 31st - 2nd Atalaya New

FEBRUARY 2022

5th - 7th Atalaya New
10th - 12th Azata Golf
14th - 16th Azata Golf
20th - 22nd Azata Golf
25th - 27th San Roque New



ABOUT TORO TOUR



The Toro Tour is an exciting new brand of Golf events, launched in 2020 in Southern Spain's Costa Del Sol. The Toro Tour has rapidly expanded in a short time, staging high quality events at some of the best golf courses in Andalusia.

Hosting a series of winter events, (open to men and ladies who compete for the same prize funds), the tour was able to attract a large number of Ladies European Tour and European Challenge tour players. All three day events conform to the regulations of the World Amateur Golf Ranking authorities and are listed on the WAGR schedule. This gives our amateurs the chance to play alongside tour Pros while competing for valuable WAGR points.

Through their efforts and dedication to golf, the Toro Tour collaborators with European Tour experience, endeavour to run the most cost effective yet professional events available in Europe during the winter months. Thanks to the warm temperate climate of the Costa Del Sol, golf courses are in tournament condition all winter long, making Andalusia the perfect winter golf destination.

Having heavily promoted the Toro Tour on both the Mens and Ladies European Tour for the duration of the summer, the Toro Tour expects to attract many top professional golfers to the the upcoming winter season.



WORLD
AMATEUR
GOLF
RANKING™



European Golf Rankings



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 our 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 and many more.

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

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

SOCIAL MEDIA + STATISTICS

DEZ 2020 – AUGUST 2021



15'700

website clicks

€ 45'000

Prize money

13'800

People reached



8'600

Post engagements



Since our launch the Toro Tour has attracted a lot of people through our social media and website posts. Real time live scoring available on our website, attracts many followers and fans who want to keep up to date on the tournament action. With extra sponsorship we plan to increase our media footprint in the future to include televised events shown on local TV sport channels.



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PARTNER PACKAGES 1 + 2



PACKAGE 1

Become a part of the Toro tour and **market your brand during the 21/22 season** with banners on the golf courses, event signage, be present with your company logo on our digital and social media pages.

**Packages from € 5'000.-
or product sponsoring TBD**



PACKAGE 2

A unique opportunity to get closer to the action: **become a title sponsor** to one of our events. Incentives include: event signage, brand specific digital content package, live scoring visibility, website and social media visibility. Invitation to play the tournament course with the full pro experience including caddie

**Packages from € 5'000.-
or product sponsoring TBD**



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
- Tournament invitations for 2 players to all events
- 2 invitations for the final
- Many more options can be offered and package tailor made to suit the sponsor requirements

Packages from € 80'000.-



ORDER OF MERIT SPONSORING



Sponsor the **Toro Tour order of merit!**

During 18 Toro Tour events, up to 2'000 players plus parents, relatives and friends follow the order of merit of the Toro Tour.

As order of merit sponsor you will get full social media coverage, we will update the order of merit after each event and inform players about new and actual sponsors.

Main sponsor order of merit
€ 20'000.-

Sponsor of one or more product prizes for the order of merit
from € 500.-



CONTACT DETAILS



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