



# MEDIA RIGHTS PARTNERSHIP 2024 & BEYOND





# ASIAN TOUR A NEW ERA FOR ASIAN GOLF

GENERATE PLAYING OPPORTUNITIES  
DRIVE NEW COMMERCIAL INTEREST



We are on the threshold of a new era for Asian golf. The International Series is a new upper-tier of elite events, the likes of which the region has not seen before, that will mark the start of a phenomenal period of growth for the Asian Tour.

*Cho Minn Thant, Commissioner & CEO, Asian Tour*

- + As the official sanctioning body for professional golf in Asia, the Asian Tour leads the development of professional golf across the region, enhancing the careers of its members while maintaining a commitment to the integrity of the game.
- + The Tour is officially recognised by the Official World Golf Ranking and provides its events with valuable ranking points for participants to be recognised on the world stage. The Asian Tour is also an affiliate of The R&A.





# THE BEST ASIAN PLAYERS COMPETE WITH THE WORLD'S BEST

- + The PIF Saudi International powered by Softbank Investment Advisers attracts the game's biggest names from around the world and Asian Tour's headline players.
- + The International Series features high quality line-up and a stellar field with internationally recognised players.
- + Local heroes and the finest talent excelling on the global stage.





# THE BEST ASIAN PLAYERS COMPETE WITH THE WORLD'S BEST

FEATURE ASIAN TOUR'S MOST PROMINENT PLAYERS

## THAILAND



Jazz  
Janewattananond



Sadom  
Kaewkanjana



Phachara  
Khongwatmai



Ratchanon  
Chantanuwat

## SOUTH AFRICA



Justin Harding



Shaun Norris

## JAPAN



Hideto Tanihara



Ryosuke Kinoshita



Kazuki Higa

## PHILIPPINES



Miguel Tabuena

## AUSTRALIA



Wade Ormsby



Scott Hend



Travis Smyth

## SOUTH KOREA



Joohyung Kim



Bio Kim



Jeunghun Wang

## ZIMBABWE



Scott Vincent



Kieran Vincent

## HONG KONG CHINA



Taichi Kho

## CHINESE TAIPEI



Chan Shih-chang



# SHOWCASE ASIAN TOUR

OVER 20 LIVE TV EVENTS PER SEASON



صندوق الاستثمارات العامة  
Public Investment Fund  
SAUDI INTERNATIONAL  
POWERED BY  SoftBank  
Investment Advisers

## PIF SAUDI INTERNATIONAL



THE GAME'S BIGGEST NAMES  
FROM AROUND THE WORLD



USD \$5 MILLION PRIZE PURSE



THE  
INTERNATIONAL  
SERIES

## THE INTERNATIONAL SERIES



INTERNATIONALLY  
RECOGNISED PLAYERS



MIN. USD \$2 MILLION  
PRIZE PURSE



## REGULAR ASIAN TOUR LIVE EVENTS



ASIAN TOUR'S BACKBONE  
OF ESTABLISHED EVENTS





صندوق الاستثمارات العامة  
Public Investment Fund  
SAUDI INTERNATIONAL  
POWERED BY  SoftBank  
Investment Advisers

# PIF SAUDI INTERNATIONAL

The biggest Asian Tour event on the calendar and has become a highly anticipated event on the golfing calendar.

Founded in 2019, the Saudi International is the only professional men's golf tournament in the Kingdom of Saudi Arabia that is currently sanctioned by the Asian Tour.

The event will take place at Royal Greens Golf and Country Club, near Jeddah with a prize purse of US\$5 million.

Join the likes of Cameron Smith, Harold Varner III, Paul Casey, Graeme McDowell, Kevin Na, Ian Poulter, Patrick Reed and Lee Westwood.





# THE INTERNATIONAL SERIES

A ground-breaking series of at least 10 marquee international events and designed to drive greater engagement amongst fans, attract new commercial interest and help stabilize the Asian Tour and global professional golf following a sustained period of worldwide disruption and uncertainty.

- + 10 elite-level tournaments in Asia Pacific, the Middle East and Europe.
- + Offer bigger prize purses, better fields, and a more elevated tournament experience.

**US\$ 2 MILLION** PRIZE MONEY  
MIN 10 EVENTS

*\* Field size subject to daylight available*







# THE INTERNATIONAL SERIES

The tournament attracts household names across recent generations of the global game, and offers unprecedented pathways to develop the next generation of stars.

Bringing international field of **120-156 PLAYERS\*** from Japan, Korea, United States, Thailand, Malaysia, India, the Philippines, Taiwan, Australia, Spain and South Africa etc.

Leading available players inside the top 300 in OWGR at the close of entries	Former Major Winners	Former Ryder Cup/ Presidents Cup Players - within the last 5 editions	Asian Tour Categories
Leading player from the top 15 from the following tour's previous year OOM: <ul style="list-style-type: none"><li>+ Australasia</li><li>+ Japan</li><li>+ Korea</li><li>+ Sunshine</li></ul>	<b>AMATEUR CATEGORIES</b> <ul style="list-style-type: none"><li>+ Winner or Runner-up of the Asia Pacific Amateur Championship</li><li>+ Winner or Runner-up of The Nomura Cup (Individual)</li><li>+ Winner or Runner-up of the host country's National Amateur Championship</li><li>+ Leading local player in the WAGR (Player must be citizen of host country)</li></ul>		Local/regional players
			Invitations

*\* Field size subject to daylight available*







# REGULAR ASIAN TOUR EVENTS

ASIAN TOUR'S BACKBONE  
OF ESTABLISHED EVENTS

- + Regular events with live TV sanctioned by Asian Tour in the Asia Pacific region
- + Support playing opportunities and help stabilise professional golf growth in Asia
- + Forms part of the Asian Tour Order of Merit

*\* Field size subject to daylight available*





# WHAT'S ON OFFER?



OVER  
**20 LIVE EVENTS**  
IN EXCESS OF 300 HOURS OF LIVE  
ASIAN TOUR CONTENT



THROUGHOUT THE SEASON  
**EVENT SPECIFIC  
MARKETING  
ASSETS AVAILABLE**  
PROMO VIDEO, NEWSFEED,  
HIGHLIGHT PROGRAMME



WORLD FEED  
**CONTINUOUS  
FEED ENGLISH  
LANGUAGE &  
GRAPHICS**



DELIVERY  
**ASIA SAT 5** (ASIA)  
**BT TOWER** (EUROPE)



ELITE PROFESSIONAL GOLFERS  
**INTERNATIONAL  
FIELD**  
THE BEST ASIAN PLAYERS COMPETE  
WITH WORLD'S BEST



DESIGNATED RIGHTS:  
**LINEAR, OTT,  
EXCLUSIVE**  
ALL AVAILABLE



# PROVISIONAL 2024 EVENT CALENDAR



Month	Date	Event	Location
JANUARY	25 – 28	Saudi Open presented by Public Investment Fund	Saudi Arabia
FEBRUARY	22 – 25	International Series Oman	Oman
MARCH	29 Feb – 3 Mar	New Zealand Open presented by SKY SPORT	New Zealand
	14 – 17	International Series Macao presented by Wynn	Macao, China
APRIL			
MAY	2 – 5	GS Caltex Maekyung Open	Korea
	9 – 12	International Series China	China
JUNE	13 – 16	Kolon Korea Open Golf Championship	Korea
	27 – 30	International Series – Europe (TBC)	Europe
JULY	4 – 7	International Series Morocco	Morocco
AUGUST			
SEPTEMBER	5 – 8	Shinhan Donghae Open	Korea
OCTOBER	10 – 13	SJM Macao Open	Macao, China
	17 – 20	Indonesian Masters	Indonesia
	24 – 27	International Series – Asia (TBC)	Asia
NOVEMBER	21 – 24	Hong Kong Open	Hong Kong, China
	28 Nov – 1 Dec	International Series Qatar	Qatar
DECEMBER	5 – 8	PIF Saudi International powered by SoftBank Investment Advisers	Saudi Arabia

Note:

\* Calendar subject to change. Asian Tour reserves the right to amend the calendar at all times. Further information to be announced in due course.





