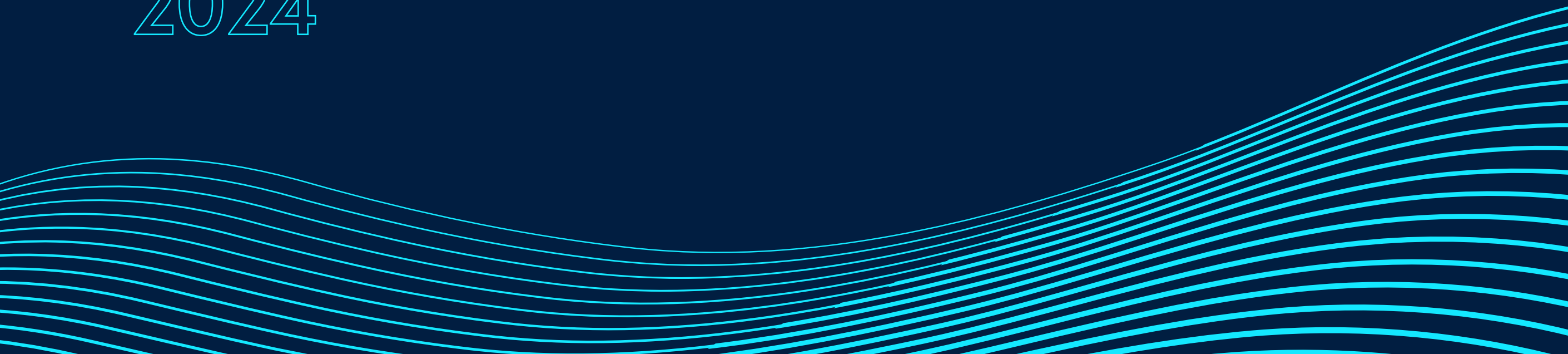


R&A

IMG

Marketing Materials

2024



2024 Events.

01.



The Open

02.



AIG Women's Open

03.



The Senior Open
presented by Rolex

04.



The Amateur Championship

05.



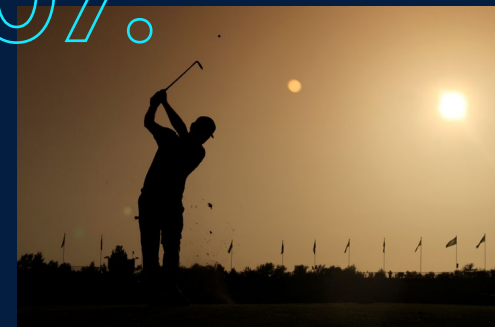
The Women's Amateur Championship

06.



Women's Amateur Asia-Pacific

07.



Africa Amateur Championship

08.



Curtis Cup



01. The Open





Championship Overview.

The Open is golf's original major and one of the world's most prestigious events.

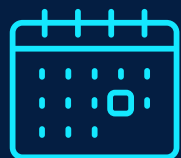
Brian Harman was a runaway winner of The 151st Open, producing a magnificent performance at Royal Liverpool to become the Champion Golfer of the Year.

Harman triumphed by six shots over Jon Rahm, Jason Day, Sepp Straka and Tom Kim – a margin that demonstrated how brilliantly he handled the tests posed by the Hoylake links and a variety of different weather conditions.

In 2024, Royal Troon will host The 152nd Open. Troon's test begins with a gentle opening through some of the most striking links land to be found at any of The Open venues and concludes with a back nine as tough as any finish in the world. Troon most recently staged the Championship in 2016, when Henrik Stenson prevailed in a stunning duel with Phil Mickelson.



Key Information.



Date of Event

18–21 July 2024.



Programming

- ▶ World feed live coverage (approx. 47 hours).
- ▶ Official film.
- ▶ Feature Group coverage (approx. 80 hours).
- ▶ Live Par 3 Channel (approx. 40 hours).
- ▶ Live preview programming (over 20 hours).



Location

Royal Troon, Scotland.



Rights

All media rights.



Technical

- ▶ Satellite playout.
- ▶ Fibre.



Territory

Worldwide as available.



Schedule

TBC.





Digital Content Offering.



Live

Key ancillary live feeds
TBC



Video On Demand

- ▶ Daily highlight clip packages are available containing a mix of championship action and interviews. Certain restrictions may apply in specific territories as notified.
- ▶ These packages are designed to allow content publishers the opportunity to provide their subscriber base with action from The Open, supported by a selection of archival materials to supplement the coverage.





02. AIG Women's Open



Secretaire



Championship Overview.

The AIG Women's Open is a long-standing championship owned by The R&A and sanctioned by the Ladies' European Tour (LET) and the Ladies' Professional Golf Association (LPGA), and welcomes the highest calibre of golfers to compete. As one of only two women's majors played outside the US, the AIG Women's Open hosts the world's greatest golfers.

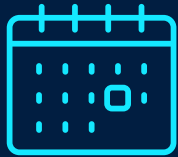
Lilia Vu was simply magnificent as she strode to a six-shot victory in the 2023 edition of the AIG Women's Open.

After opening with a two-over-par 72, the American moved through the gears over the weekend and, despite sharing the lead going into the final round, was eventually able to beat home favourite, Charley Hull, by a comfortable margin in an exciting battle.

The 2024 AIG Women's Open will take place at St Andrews, the home of golf, on the world's most famous links. Since first hosting the Championship in 2007, it has produced hugely entertaining, memorable weeks and worthy champions.



Key Information.



Date of Event

22–25 August 2024.



Programming

- ▶ World Feed live coverage.
- ▶ Official film.



Location

St Andrews, Scotland.



Technical

Satellite playout.



Rights

All media rights.



Schedule

TBC.



Territory

Worldwide as available.





03.

The Senior Open

presented by Rolex





Championship Overview.

The Senior Open presented by Rolex has been part of the European Senior Tour (now Legends Tour) since 1987.

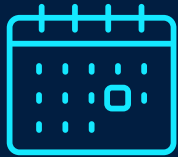
Jointly owned by The R&A and the European Tour Group and sanctioned by The R&A, the European Tour Group and the PGA Tour Champions, The Senior Open presented by Rolex is one of five men's senior major championships in golf and one of the most sought-after titles in the senior game.

In 2023, Alex Cejka defeated Padraig Harrington in a play-off to win The Senior Open presented by Rolex as he landed his third senior major championship on a dramatic day of punishing conditions, including howling winds and rain, at Royal Porthcawl.

Europe's only senior major championship will take place at Carnoustie Golf Links for the first time in eight years when the event returns to Scotland in 2024.



Key Information.



Date of Event

25–28 Jul 2024.



Location

Carnoustie, Scotland.



Rights

All media rights.



Territory

Worldwide as available.



Programming

- ▶ World Feed live coverage.
- ▶ Official film.



Technical

Satellite playout.



Schedule

TBC.





04. The Amateur Championship





Championship Overview.

The Amateur Championship is one of the biggest and most prestigious amateur events, providing an international platform for up-and-coming younger players.

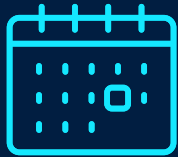
Contested over stroke play and then match play, the championship provides important opportunities for all participants, as alongside winning the title, champions of this event secure exemptions into The Open and the US Open, and by tradition, an invitation to play in the Masters Tournament. Past Champions include Bobby Jones, Sergio Garcia and Jose Maria Olazabal, with the likes of Rory McIlroy, Tommy Fleetwood and Colin Montgomerie being among a highly successful group of past competitors.

In 2023, from an international field of 288 players representing 38 countries, South African Christo Lamprecht defeated Ronan Kleu from Switzerland in a thrilling contest, in front of large crowds on a glorious day, to win The 128th Amateur Championship at Hillside.

For the first time, the Irish links of Ballyliffin in County Donegal, which staged the 2018 Dubai Duty Free Irish Open, will host The Amateur Championship in 2024.



Key Information.



Date of Event

17–22 June 2024.



Location

Ballyliffin, Ireland.



Rights

All media rights.



Territory

Worldwide as available.



Programming

TBC.



Technical

TBC.



Schedule

TBC.





05. The Women's Amateur Championship





Championship Overview.

A proving ground for the stars of tomorrow, The Women's Amateur Championship provides an opportunity for the brightest female talents to display their ability on an international stage.

Along with the US Women's Amateur Golf Championship, it is considered the highest honour in women's amateur golf. The Championship, founded in 1893, attracts a top international field with an impressive list of former winners including McCormack Medal winner Leona Maguire and major champions Georgia Hall and Anna Nordqvist.

The Champion gains entry to the AIG Women's Open, US Women's Open, The Amundi Evian Championship, Chevron Championship and by tradition, an invitation to compete at the Augusta National Women's Amateur Championship.

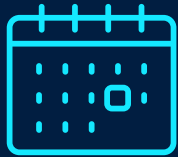
In 2023, Chiara Horder won The 120th Women's Amateur Championship after a convincing 7&6 win over Annabelle Pancake in the 36-hole Final at Prince's.

The 20-year-old became the third player from Germany to lift The Women's Amateur trophy in the last six years.

The 121st Women's Amateur Championship will be contested over the historic Irish links, Portmarnock, in 2024.



Key Information.



Date of Event

24–29 June 2024.



Programming

TBC.



Location

Portmarnock, Ireland.



Technical

TBC.



Rights

All media rights.



Schedule

TBC.



Territory

Worldwide as available.





06. The Women's Amateur Asia-Pacific





Championship Overview.

The Women's Amateur Asia-Pacific (WAAP) is the region's premier women's amateur golf championship.

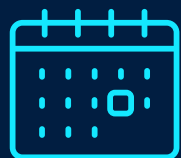
The 2024 and sixth edition of the Women's Amateur Asia-Pacific (WAAP) championship will be played on the Waterside Course at the Siam Country Club in Thailand from 1-4 February 2024.

The WAAP returns to Siam Country Club following a successful championship in 2022 where a dramatic final round produced a memorable win for Ting-Hsuan Huang of Chinese Taipei.

The WAAP aims to inspire future generations of women golfers and provides the champion with a launchpad into international golf through exemptions to compete in three major championships; the AIG Women's Open, Amundi Evian Championship and the Chevron Championship. In addition, the champion will also be invited to the Hana Financial Group Championship, ISPS Handa Australian Open, The 121st Women's Amateur Championship and Augusta National Women's Amateur.



Key Information.



Date of Event

1–4 February 2024.



Programming

Live.



Location

Siam Country Club, Thailand.



Technical

Satellite.



Rights

All media rights.



Schedule

- ▶ Thursday 1st February
14:00 – 17:00/07:00 – 10:00 (GMT).
- ▶ Friday 2nd February
14:00 – 17:00/07:00 – 10:00 (GMT).
- ▶ Saturday 3rd February
11:00 – 14:00/04:00 – 07:00 (GMT).
- ▶ Sunday 4th February
11:00 – 14:00/11:00 – 14:00 (GMT).



Territory

Worldwide as available.





07. Africa Amateur Championship





Championship Overview.

The R&A is launching the Africa Amateur Championship to be played in 2024 at Leopard Creek.

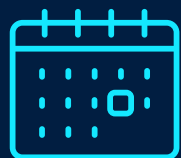
The championship will feature 72 men from the African region competing in a 72-hole stroke play format with the winner receiving an exemption into The 152nd Open at Royal Troon.

An invitational event for 20 elite women from the region will also be held at the venue during the week of the championship.

The introduction of the new championship complements existing amateur championships jointly organised by The R&A in Asia-Pacific and Latin America and will enable players from Africa to play at the highest level, as well as creating a pathway for African golfers to develop and become an inspiration for others to follow.



Key Information.



Date of Event

21–24 February 2024.



Programming

Live.



Location

Leopard Creek, South Africa.



Technical

Satellite.



Rights

All media rights.



Schedule

- ▶ Wednesday 21st February
13:00 – 16:00/11:00 – 14:00 (GMT).
- ▶ Thursday 22nd February
13:00 – 16:00/11:00 – 14:00 (GMT).
- ▶ Friday 23rd February
13:00 – 16:00/11:00 – 14:00 (GMT).
- ▶ Saturday 24th February
10:00 – 13:00/08:00 – 11:00 (GMT).



Territory

Worldwide as available.





08. Curtis Cup





Championship Overview.

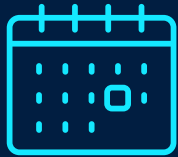
The Curtis Cup is the most prestigious team trophy for women amateur golfers and contested biennially by teams comprised of the leading women's amateur players representing Great Britain and Ireland and the United States of America.

First played in 1932, many well-known players have competed, including two-time winning Solheim Cup captain Catriona Matthew, Dame Laura Davies and AIG Women's Open Champion Georgia Hall.

Matthew, a member of three GB&I Curtis Cup teams, will captain Great Britain and Ireland in The 43rd Curtis Cup at Sunningdale in 2024. Signalling a new era for the GB&I side, she will bring a wealth of knowledge and experience to the role.



Key Information.



Date of Event

30 August–1 September 2024.



Programming

TBC.



Location

Sunningdale, England.



Technical

TBC.



Rights

All media rights.



Schedule

TBC.



Territory

Worldwide as available
(excl.) USA)





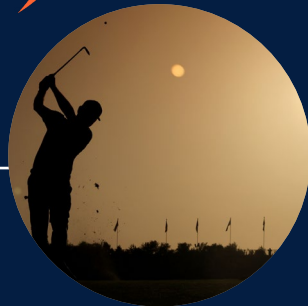
2024 Timeline of Events.



1-4 Feb



R&A
AFRICA AMATEUR
CHAMPIONSHIP



21-24 Feb

R&A
THE AMATEUR
CHAMPIONSHIP



17-22 Jun

R&A
THE WOMENS AMATEUR
CHAMPIONSHIP



24-29 Jun

THE
OPEN



18-21 Jul

Presented by ROLEX
THE SENIOR OPEN



25-28 Jul

AIG WOMEN'S
OPEN



22-25 Aug



CURTIS CUP



30 Aug - 1 Sep

R&A

IMG