



The
Shires Junior
GOLF TOUR

IN ASSOCIATION WITH **Golp**hin
&

LPGA TOUR STAR CHARLEY HULL

WHAT IS THE TOUR?

THE SHIRES JUNIOR GOLF IS A SERIES OF NOT FOR PROFIT JUNIOR GOLF EVENTS RUN ACROSS THE 'SHIRES' – LEICESTERSHIRE, NORTHAMPTONSHIRE & BEDFORDSHIRE.

THE TOUR IS DESIGNED TO GIVE YOUNG GOLFERS REGARDLESS OF AGE, GENDER, ABILITY, OR ECONOMIC BACKGROUND THE OPPORTUNITY TO PLAY, COMPETE & DEVELOP THEIR SKILLS.





BACKGROUND & MISSION

THE TOUR CONSISTED OF AROUND 20 GOLF EVENTS EACH YEAR, OPEN JUNIORS OF ALL AGES, ABILITIES & SOCIAL BACKGROUNDS, GIVING YOUNG PEOPLE ACROSS THE MIDLANDS AN OPPORTUNITY TO TRY THE SPORT FOR THE FIRST TIME, ALONGSIDE MORE ESTABLISHED JUNIORS WANTING TO FURTHER DEVELOP THEIR SKILLS.

JUNIORS SOON STARTED FLOCKING TO JOIN THE TOUR, WITH HUNDREDS OF YOUNGSTERS TAKING PART EACH YEAR. OVER THE LAST TEN YEARS THE TOUR HAS HELPED DEVELOP SOME FANTASTIC JUNIORS, WITH MANY NOW SINGLE FIGURE GOLFERS, TOP AMATEURS AND EVEN PROS!

IN 2011, PGA PRO PAUL BULL IDENTIFIED THAT JUNIORS IN THE MIDLANDS WERE FACING A SIGNIFICANT NUMBER OF BARRIERS WHEN TAKING UP THE SPORT & MORE ESTABLISHED JUNIORS WERE STRUGGLING TO FIND PLACES TO PLAY.

PAUL WANTED TO CHANGE THIS, AND AFTER MUCH CONSOLATION WITH A RANGE OF CLUBS, FACILITIES & PGA PROS ACROSS THE AREA, THE IDEA FOR 'THE SHIRES JUNIOR GOLF TOUR' WAS BORN.



OUR TOUR AMBASSADOR: CHARLEY HULL

CHARLEY HULL IS AN ENGLISH GOLFER WHO IS WIDELY REGARDED TO BE AMONG THE BEST FEMALE GOLF PLAYERS IN THE WORLD.

SHE HAS BECOME ONE OF THE BIGGEST NAMES IN WOMEN'S GOLF WORLDWIDE, ACHIEVING HUGE SUCCESS ON THE LADIES EUROPEAN & LPGA TOURS.

CHARLEY GREW UP IN THE 'SHIRES' & HAS ALWAYS BEEN PASSIONATE ABOUT HELPING JUNIOR GOLF IN THE AREA.

CHARLEY IS THE TOUR'S PREMIER AMBASSADOR & WILL BE TAKING PART IN EVENTS OVER THE COURSE OF THE YEAR.



THE FUTURE

WITH AN AMAZING TEN YEARS BEHIND US,
WE'RE NOW LOOKING TO EXPAND THE TOUR
FURTHER & HELP GROW THE GAME EVEN MORE
OVER THE NEXT DECADE.

THE TOUR IS NOW SPEARHEADED BY KEGAN
JAMIESON – HEAD PROFESSIONAL AT MARKET
HARBOROUGH GOLF CLUB. KEGAN RUNS THE
HIGHLY SUCCESSFUL KJ GOLF ACADEMY AT
THE CLUB, WITH OVER 65 BOYS & GIRLS
RECEIVING REGULAR COACHING.

THE NEXT STEP OF DEVELOPING THE TOUR, IS
TO GET MORE PGA PRO'S & GOLF CLUBS
INVOLVED, ENABLING US TO PUT ON MORE
EVENTS, REACHING MORE JUNIORS, IN MORE
LOCATIONS ACROSS THE REGION.



WHAT WE'RE DOING TO GROW

WE HAVE ALREADY STARTED TO BUILD A TEAM OF FULLY QUALIFIED PGA PROFESSIONALS ACROSS THE AREA, ACTING AS BRAND AMBASSADORS FOR THE TOUR.

THESE INCLUDE PROS WITH LINKS TO GOLF ACADEMIES, MEANING WE HAVE AN EVER-EXPANDING LIST OF JUNIORS READY TO PARTICIPATE. WE'RE ALSO WORKING WITH COUNTY GOLF ASSOCIATIONS, TO MERGE THE TOUR WITH JUNIOR COUNTY CHAMPIONSHIPS.

IN ADDITION, WE ALSO HAVE CREATED A NEW WEBSITE & MOBILE APP FOR THE TOUR, ALONGSIDE UPDATED SOCIAL MEDIA CHANNELS.



WHERE DO WE NEED SUPPORT?

THE BIGGEST BARRIER TO REACHING OUR
NEW GOALS IS FUNDING.

UNTIL NOW THE TOUR HAS BEEN OPERATED
BY VOLUNTEERS, HELPERS & A SMALL
SELECTION OF PARTNERS WHO HAVE
SUPPLIED PRIZES & EQUIPMENT FOR
JUNIORS.

BUT DUE TO THE CHALLENGING CONDITIONS
OVER THE LAST YEAR & TO HELP US REACH
THE NEXT LEVEL, WE'RE NOW LOOKING FOR
SPONSORS TO HELP US ON OUR JOURNEY.



YOUR SUPPORT WILL HELP WITH:

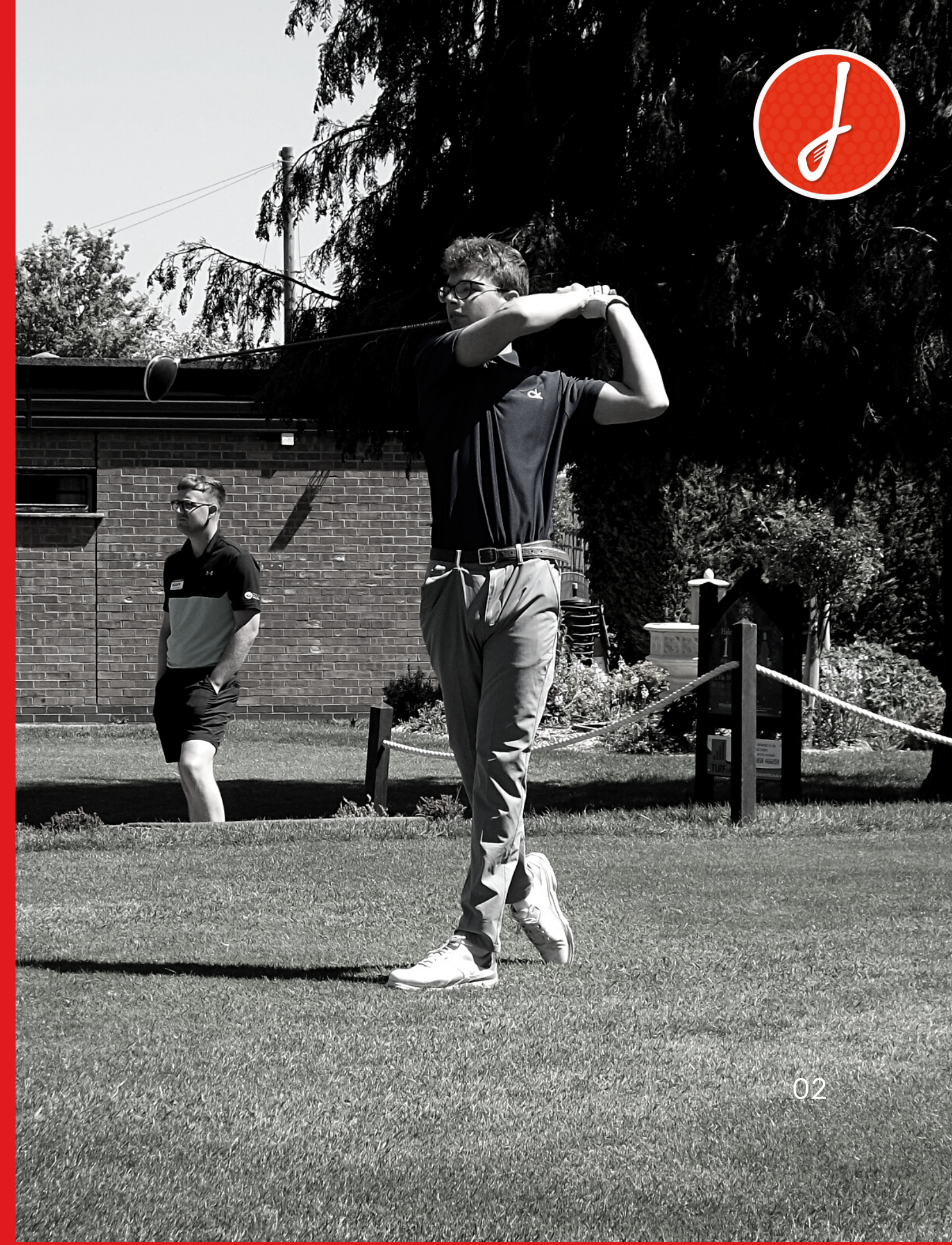
GREEN FEES FOR EACH EVENT

PRIZES FOR JUNIORS

HOSPITALITY FOR JUNIORS & PARENTS

TRANSPORT TO EVENTS

MARKETING TO WIDEN THE TOUR'S REACH



WHY SPONSOR?

A LOW-COST WAY TO BUILD BRAND
RELATIONSHIPS WITH FUTURE CUSTOMERS

DEVELOP BRAND AFFINITY WITH PLAYERS,
FAMILIES & FOLLOWERS OF THE TOUR

SUPPORT THE GROWTH OF THE GAME IN
LOCAL COMMUNITIES

HELP GIVE CHILDREN A SAFE ENVIRONMENT
TO LEARN & THRIVE





SPONSORSHIP OPPORTUNITIES AVAILABLE:

GOLD

MAIN TOUR SPONSOR

SILVER

INDIVIDUAL EVEN SPONSORS

BRONZE

PRIZE SPONSOR

PLEASE GET IN TOUCH IF YOU WISH TO
SPONSOR THIS GREAT TOUR





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