



SHESHAN GOLF CLUB - BRAND PARTNERSHIP OPPORTUNITIES BE PART OF AN EXCLUSIVE COMMUNITY

CHINA'S PRIME GOLF DESTINATION

Sheshan Golf Club is the first premier private golf club in Shanghai. Since its inauguration in 2004, Sheshan has established supreme standards of service and quality – a benchmark to which all other golf clubs in China are measured. Set amidst exquisite Italian Tuscan-designed architecture and forested landscaping, it offers a luxurious golfing experience to those seeking only the very best.

An award-winning golf course with numerous accolades over the years, Sheshan is rated one of the Best Championship Courses in Asia-Pacific, and with a consistently high ranking on the World's 100 Greatest Golf Courses list.

Since 2005, Sheshan Golf Club is the host venue to the US\$10M WGC-HSBC Champions, the biggest Asian golf event and part of the PGA Tour's FedEx Cup schedule. The event is now regarded as "Asia's Major".



PARTNERSHIP OF LEADING BRANDS

Tailored solutions for a long-term partnership will also enable facilitation of premium experiences, brand activation, product communication and interaction with advocates and customers.

The rights to leverage the matchless IP of Sheshan Golf Club for marketing and PR purposes will offer entitlements that include unparalleled access, category exclusivity and supreme brand influence opportunities – both on- and offline.



EXCLUSIVE ACCESS & EXPERIENCES

The truly exclusive nature of Sheshan Golf Club attracts an affluent and influential group of individuals who seek an exclusive lifestyle of money-can't-buy experiences. The member and guest demographics are comprised of individuals who belong to the upper echelons of society. These are movers and shakers whose opinions directly affect the decisions of their companies and networks. With some 1,000 exclusive members, a tee time at Sheshan Golf Club is one of the most coveted in China. Players invited by the members are equally of status and typically leaders of their respective industries. A total of almost 50,000 rounds of golf annually are played here – of which 60-70% consists of invited guests.

Through bespoke partnership solutions, your brand and product positioning will be effectively communicated through impactful marketing activities designed to cater to specific demographics and achieve defined KPI's.

It is every golfer's dream to play at the Sheshan Golf Club. A tailor-made partnership will enable your brand to expand its reach and enhance client engagement through Sheshan Golf Club's extensive network via unique and targeted experiential activation.



REACHING THE BEST OF THE BEST

Golfers in China consist of a profile that is generally more influential, well-travelled and wealthier than other global markets.

Sheshan Golf Club represents an affluent image full of leadership appeal and influence, with golfers who have the financial ability to acquire what they desire.

Partnerships with the Sheshan Golf Club IP and unique resources would enable:

- **Enhanced Brand Awareness Among an Elite Community**
- **A Unique Platform for New Leads Generation and Customers**
- **“Money Can’t Buy” Premium Hospitality Opportunities**
- **Bespoke Solutions and Experiences to Fit Your Objectives & KPI’s**



SELECT BENEFITS & ENTITLEMENTS

- Brand-linked promotional activities to help you reach customers and expand your business
- Opportunities for product communication and exclusive experiential marketing
- Rich online and offline content with highly targeted reach-out
- Customized offline activities to guide brand advocates to your outlets and onsite activation
- Personalized services at the venue to allow brands and people to interact and engage
- Opportunities for exclusive Pro-Am outings and golf clinics
- Develop bespoke experiences for potential and existing clients
- Rights to access the Sheshan community via bespoke brand promotions

ABOUT VENUE ASIA

Venue Asia, a full-service venue and commercial management company is the appointed commercial management partner of Sheshan Golf Club. Our experienced team provides brand consulting, sponsorship management and partnership activation services, specializing in connecting world-class venues, IP's and event platforms with leading brands to create and deliver synergies and measurable impact. We are relentless in our pursuit to drive sales, deepen engagement with consumers through unique experiences, develop authentic loyalty and build brand stories with our partners.

The team is led by industry veterans who previously developed the HSBC Champions, and managed and commercialized prestigious venues such as the Mercedes-Benz Arena (Shanghai), MasterCard Center (Beijing) and Damai Center (Dalian).

