

AMGEN

IRISH OPEN

September 11 - 15

Royal County Down GC, Newcastle,
Co Down, Northern Ireland



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+

AMGEN
IRISH OPEN



The DP World Tour is the main men’s professional golf Tour of the European Tour group.



Our 2024 global schedule features a minimum of 44 tournaments in 24 different countries across three distinct phases of the season:

- The Global Swings
- The Back 9
- The Play-Offs



- is the 3rd event to be played in the **THE BACK 9**

EVERY WEEK COUNTS

PHASE ONE - THE GLOBAL SWINGS

OPENING SWING

INTERNATIONAL SWING

ASIAN SWING

EUROPEAN SWING

CLOSING SWING

- Swing Champions will each earn \$200,000 from an overall \$1million Bonus Pool
- Further \$1 million Bonus Pool for leading ten players on the Race to Dubai Rankings at the end of Global Swings phase
- Leading member from each Swing qualifies into the next scheduled Rolex Series event
- Winner of each Swing qualifies into each event in the 'Back 9'

PHASE TWO

THE BACK 9

- Increased Race to Dubai Ranking points
- The leading 15 non-members from the top 70 on the FedEx Cup will be eligible to play
- Top 110 players on the Race to Dubai Rankings at the conclusion of the 'Back 9' earn their DP World Tour cards for 2025
- Top 70 players progress to 'The DP World Tour Play-Offs'

PHASE THREE

THE DP WORLD TOUR PLAY-OFFS

- Top 50 players at the end of the Abu Dhabi Championship get into the DP World Tour Championship
- Top 10 earn PGA Tour Cards for 2025
- Top 10 share \$6million Race to Dubai Bonus Pool
- Top Player is crowned Race to Dubai Champion



156

Tour Players
8 Of the OWGR Top 50 ranked players



\$6,000,000

Prize Money



70,672

Spectators attended across the week



100

Media in attendance



€259,000

Minimum amount raised for Make-A-Wish



2

Wishes delivered onsite during the 2023 Horizon Irish Open



Broadcast Overview

- TV Coverage was aired for a total of **2,999 hours** (+25.7%), split **1,018** live hours of coverage and **1,980** hours of repeats/delays and highlights
- Key markets Germany, UK, Italy, US and host market Ireland all saw significant increases in TV NSV
- Europe dominated coverage with 72.2% (2,164 hours) of the total coverage. Six of the top seven markets for total coverage were European.



Digital Overview

- Web: 1.0m users, 6.3m pageviews
- App: 189.9k users, 3.8m sessions, 5.9m pageviews
- Avg. session duration was 6:12 minutes
- **70%** came from outside UK.
- US, ROI, Sweden, France, Germany, Austria and Denmark made up 47% of sessions combined



Social

- 2.1m views on YouTube
- 18.7m Twitter impressions
- 14.5m Facebook impressions
- 16.4m Instagram impressions



Tagline

Great Golf. Good Times.

Core Messaging

The Players

Icons of Irish Golf

Welcome home the top Irish golfers (McIlroy, Lowry, Power, Harrington)
OWGR TOP 50
Ryder Cup Stars
PGAT / Fedex

The 'Big Event' Experience

Festival Atmosphere

Enjoy the 'buzz' on and off the course, a buzz on the Irish fans create to support the players, or enjoy the champ village

The Location

The Course

Enjoy a day out at the iconic Royal County Down – ranked as the best course in the world

Newcastle, Newry, Mourne & Down & Northern Ireland

Visit Northern Ireland and enjoy one of the world's best locations for golf, Made For Golf

The Wider Event

Pro-Am: Witness Local Sports Stars & Celebrities take on the Tour

Off Course: Enjoy Village activity with food, drink & more

Live Music

Local music onsite in the champ village

Visuals



GREAT GOLF. GOOD TIMES.



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JOIN THE FESTIVAL
ETG.GOLF/AIO

AMGEN
IRISH OPEN

11-15 SEPTEMBER 2024
ROYAL COUNTY DOWN GC

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2024 Player field and Announcements



- **PLAYERS ANNOUNCED:** Shane Lowry, Rory McIlroy, Padraig Harrington, Seamus Power, Tom McKibbin.



- **PRO-AM ANNOUNCED:** Jonny Sexton, Tommy Bowe, Jimmy Nesbitt, Patrick Kielty.

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Commercial Partners





TITLE PARTNER



OFFICIAL CHARITY

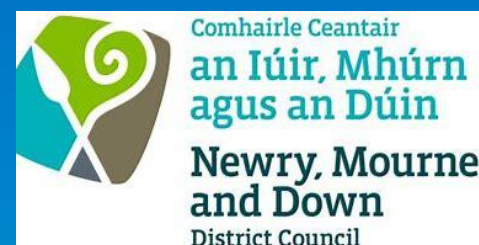


HOST VENUE



OFFICIAL TOUR

COMMERCIAL PARTNERS



3

Premium Experiences



Green on 18

- Private reserved tables throughout the day for groups of 10 or 12
- Morning coffee and breakfast
- 3 course lunch menu served with selected wines
- Complimentary beer, wine, spirits and soft drinks
- Afternoon food offering

SOLD OUT



The Ballroom

- Thursday 12th – Sunday 15th September
- Official premium experience within the Slieve Donard Hotel and course access
- Use of designated entrance to and from the course
- Private tables for groups of 10 with smaller even numbers on shared tables
- Buffet Breakfast with tea, coffee and juices
- 3 course lunch menu served with selected wines
- Bar serving beer, wine and soft drinks
- Afternoon food offering



Ticket +

- General Admission ticket giving access to the course
- Access to a private raised viewing platform @ 10th Green
- Seating area, with a bar and TVs showing all of the action from around the course
- Vouchers for F&B
- Premium on site parking & Fast-track entry into the grounds upon arrival

SSOLD OUT - FRI, SAT,
SUN.
THURSDAY AVAILABILITY
ONLY



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Fan Zone & Entertainment



LEGEND

- A** TICKETING & ACCREDITATION
- B** OFFICIAL MERCHANDISE
- C** 63 DEGREE CAFÉ
- D** MAKE-A-WISH
- E** AMGEN
- F** TOURISM NI / FÁILTE IRELAND
- G** LIVE STAGE
- H** HEINEKEN BAR
- I** AMGEN INTERACTIVE
- J** MAKE-A-WISH LONG PUTT CHALLENGE
- K** DUBAI DUTY FREE
- L** SPORT IRELAND
- M** NEWRY MOURNE & DOWN COUNCIL
- N** PGA IRELAND
- O** DP WORLD
- P** ANDALUCÍA
- Q** KIDS ZONE
- 1** CHAMPIONSHIP OFFICE
- 2** TOURNAMENT OFFICE
- 3** COURTESY CAR
- 4** CHAMPIONSHIP PAVILION
- 5** GREEN ON 18
- 6** SHORT GAME AREA
- 7** PRACTICE RANGE
- ♿** ACCESSIBLE TOILETS
- BS** BIG SCREEN
- 🚗** CAR PARK
- i** INFORMATION
- +** FIRST AID
- GS** GRANDSTAND
- 🍴** PUBLIC CATERING
- 🚻** PUBLIC TOILETS
- 👁️** VIEWING PLATFORM
- 👤** WELCOME TENT



DP WORLD
TOUR

AMGEN
IRISH OPEN

MAIN STAGE ENTERTAINMENT

Daily Programme to include:

- Player Q&A
- Celebrity Line Up
- Solheim Cup – Friday-Sunday
- Live DJ sets – Wednesday – Friday (1730 – 19;00)
- Live Band / Acoustic Act – Saturday & Sunday (1730-1900)

DP World Tour have confirmed **Anna's Number** for Saturday main stage.

Anna's Number are an upcoming coming band, they are a local Northern Irish band and will be performing at Ulster Hall.

The 5-piece band are known for weaving together 70s soul hits, noughties club bangers, current sensations and everything in between.

FAN ZONE - NEWCASTLE CENTRE

Community engagement initiative.

Supported and produced by Newry, Mourne & Down Council

- Live Screen
- Activations
- Local Artisan Food Vendors
- DJ's & Live Music



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Golf for Good



Golf for Good

Golf for Good is the DP World Tour's commitment to Driving Golf Further in an environmentally and socially sustainable way, ensuring we have a positive long-term impact on the courses, countries and communities we visit. We pledge to operate responsibly, collaborating with host venues, partners, promoters, broadcasters and fans in three key areas:

Green Drive



To show we care about being Environmentally Responsible

Green Drive is the Tour's programme to reach net zero carbon emissions by 2040 and become a respected sustainability showcase that can deliver net positive impacts on the courses, countries and communities we visit each season.

G4D TOUR



To show we care about Social Inclusion

With tournaments taking place on the same course, in the same week, as the DP World Tour - the G4D Tour is creating a global platform for golfers with a disability and making a profound statement that they deserve the same recognition as their able-bodied counterparts.



CAREERS IN GOLF



To show we care about Growing the Game in local communities

Through Golf Futures, we are using our global tournament and media platforms to achieve two things: Firstly, to showcase the benefits of playing and the various careers within this great game. Secondly, to enrich communities, leaving a lasting legacy in the areas we visit, through charitable initiatives and support of grassroots golf.

Green Drive

The Green Drive strategy was launched in June 2021. A subsequent update to the strategy was issued in October 2022, announcing the Tour’s signature to the United Nations Sports for Climate Action pledge with the aim to reach Net Zero by 2040.

This resulted in an increased drive to reduce carbon emissions, and at selected events credibly offset via the Gold Standard. Some of our key areas for consideration and targets are:





CAREERS IN GOLF

Careers in golf, representing the Golf Forum, is partnering with multiple local schools during the Amgen Irish Open week to showcase the careers available within the golf industry.

Working with Newry, Mourne and Down District council to deliver this initiative across their jurisdiction. The plan is for the following engagement:



- Two workshops to be delivered on the 9th and 10th of September.
- Workshops will be delivered in person to around 50 students from the region over 2 days.
- Workshops educate students on the careers in the sector and involve the students presenting their own idea for a golf event back to the group.



- The same 50 students will then attend a Behind the Scenes tour of the Irish Open over 2 days (12th and 13th of September).
- The 3-hour tour takes the students around the event meeting multiple DPWT staff who talk about their careers and what it takes to put on an international event.



- Royal County Down are collaborating with the Golf Forum to look at hosting local school children on site towards the end of the year.
- This will allow the students to see other careers in the sector outside of an event such as Greenkeeping, Hospitality and Golf Operations.



- MAW ambition is to match or better 2023 fundraising (£250,000) to show positive alignment with Amgen Irish Open partnership and support from spectators & key stakeholders.
- Key On-course initiative will be **Birdies for Wishes - 1ST Hole**
 - DPWT & Amgen supported pledge.
 - Player Ambassador pledges.
- Key Off course activations during tournament week.
 - Saturday Charity Day –Walk for Wishes charity activation with call to action for spectators and players (TBC)
 - Long putt in the Championship Village
 - Make-A-Wish activation in the village.
 - Amgen activation
 - Volunteer fundraising on site– taking donations throughout tournament site.

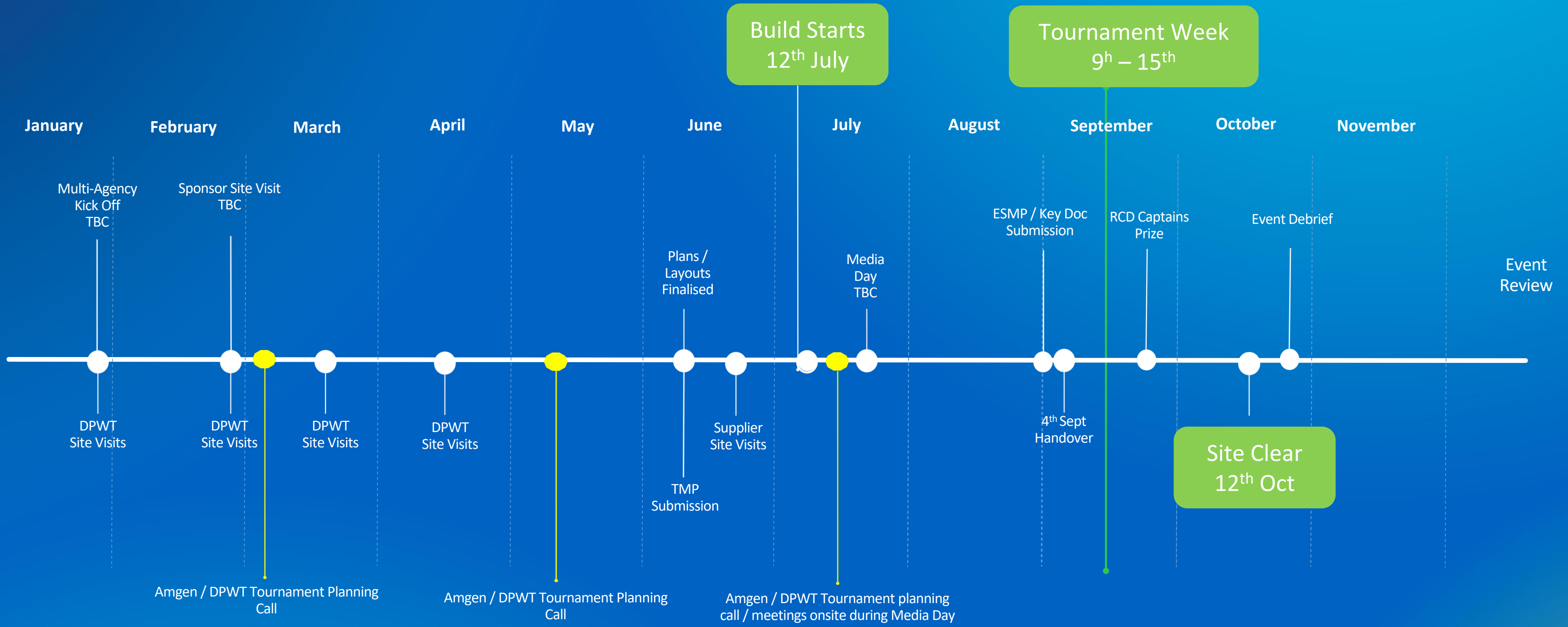


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Schedule & Key Operations



KEY PLANNING TIMELINE



BUILD PHASE – SITE ACCESS

8 week build.
4 week de-rig..

**Build Commence: Friday 12th July; De-rig Complete: Sunday 12th October*

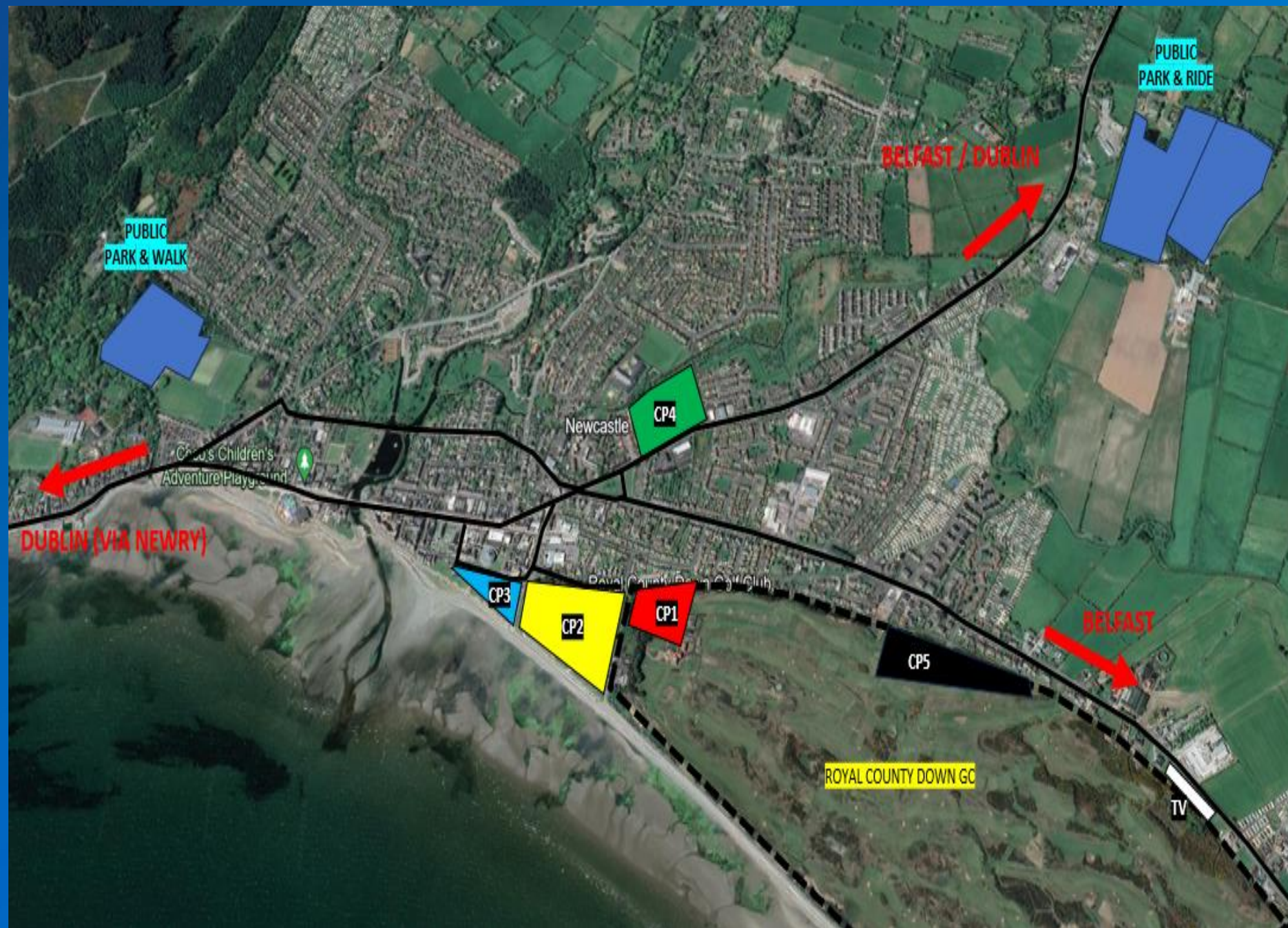
- Phase 1 > 12th July (Initial Build)
 - Phase 2 > TBC – Likely early August (Full Build)
 - Phase 3 > 2nd – 16th September (Full Site Closure)
 - Phase 4 > 17th September (Derig)
- Dundrum Road Entrance will be used to control deliveries and build access to site.
 - Access into the course will send all traffic towards the maintenance area via the access road, directly into the contractors area or in less frequent occasions out towards the course via the access road.
 - This will feed 3x main ‘boneyards’ for construction: A) Contractors Area (B) Hospitality (C) Village.
 - To assist in traffic flow, trackway will be installed to create passing lanes in areas where this is possible.



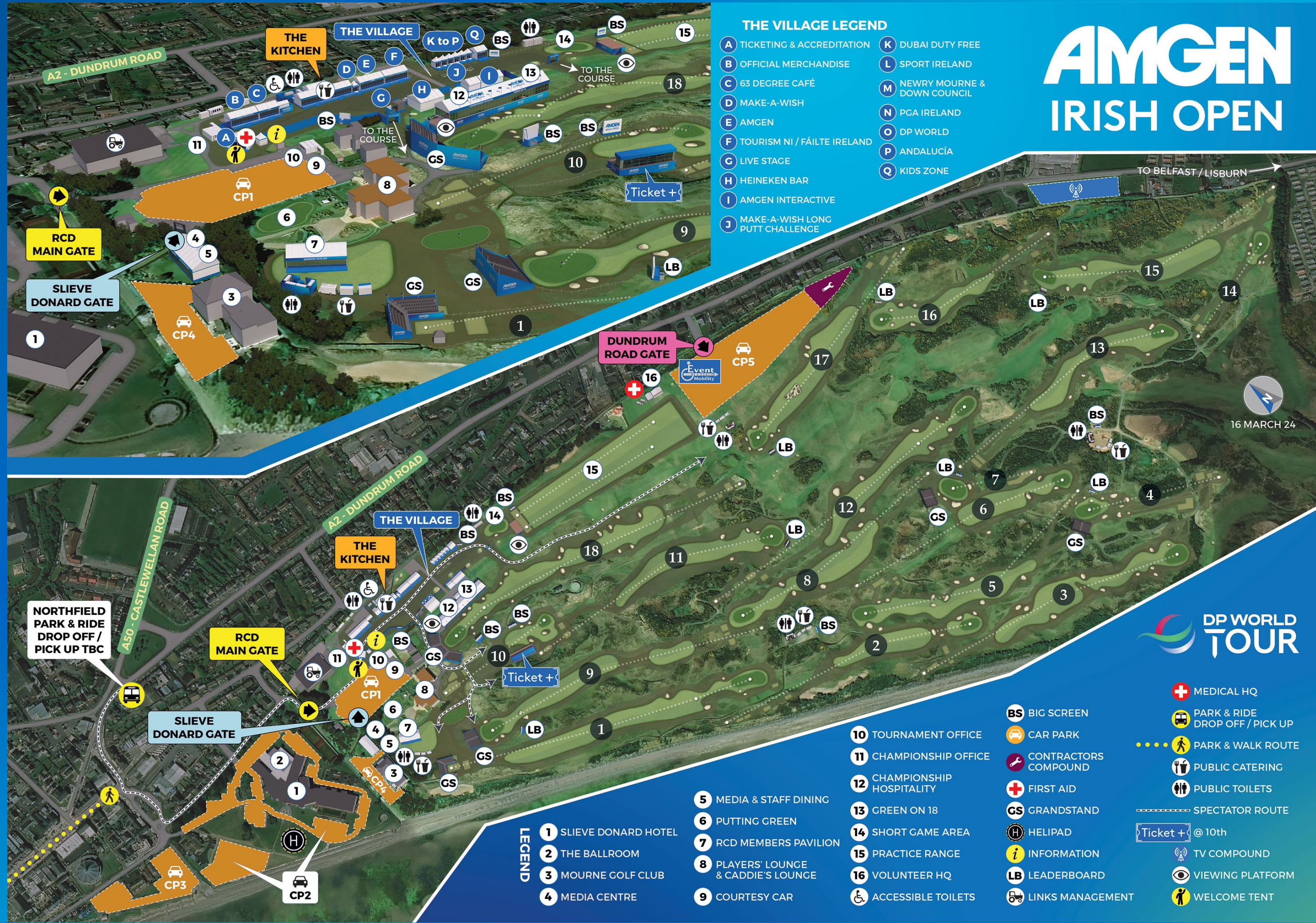
TOURNAMENT WEEK

9th – 15th Sept

MON	TUES	WED	THUR	FRI	SAT	SUN	MON
Practice Day	Pro-Am	Pro-Am	Round 1	Round 2	Round 3	Round 4	Partners Golf Day
Closed to Public	Closed to Public	Park & Ride 0700	Park & Ride Operates 0645				
		Gates Open 0730	Gates Open - 0715				
			Round 1 & 2 Start - 0730	Rounds 3 & 4 Start - TBC			
				Final Putt - 1730			
				Main Stage Music – 1730-1900			
			Bars Close - 1900				
			Last Bus to Park & Ride - 1945				



- Key on site car parks (CP1 & CP5) on RCD Property, in addition to Slieve Donard (CP2)
- DPWT intends on using Downs Road (CP3) for the full event week (9th – 15th Sep) and the overflow (grass) area of Donard Park (Public) 11th – 15th September, no other existing council owned public car parks.
- Additional Private owned car parks are being acquired, Bryansford GAA (CP4) and Northfield (Public), with discussions ongoing with the landowners.
- All public GA ticket holders will be directed to the main park and ride site at Northfields or the park and walk site at Donard Park.
- The wider transport management plan follows a similar operation to 2015.
- Subject to on-going meetings with the PSNI, Council, DFI-Roads and Translink there are discussions around bringing the park & ride bus drop off closer to the venue in order to provide a safer public access route. This should benefit footfall within the town. Planning and discussions are ongoing.
- There are limited parking suspensions in the town itself, however there will be an increased presence of traffic enforcement officers.
- There will be no access to Golf Links Road from Golf Links Drive and Golf Links Crescent. All vehicles from these roads will need to use Merrion Avenue for ingress and egress.
- Emergency vehicles will maintain right of way where required.



THE VILLAGE LEGEND

- A TICKETING & ACCREDITATION
- B OFFICIAL MERCHANDISE
- C 63 DEGREE CAFÉ
- D MAKE-A-WISH
- E AMGEN
- F TOURISM NI / FÁILTE IRELAND
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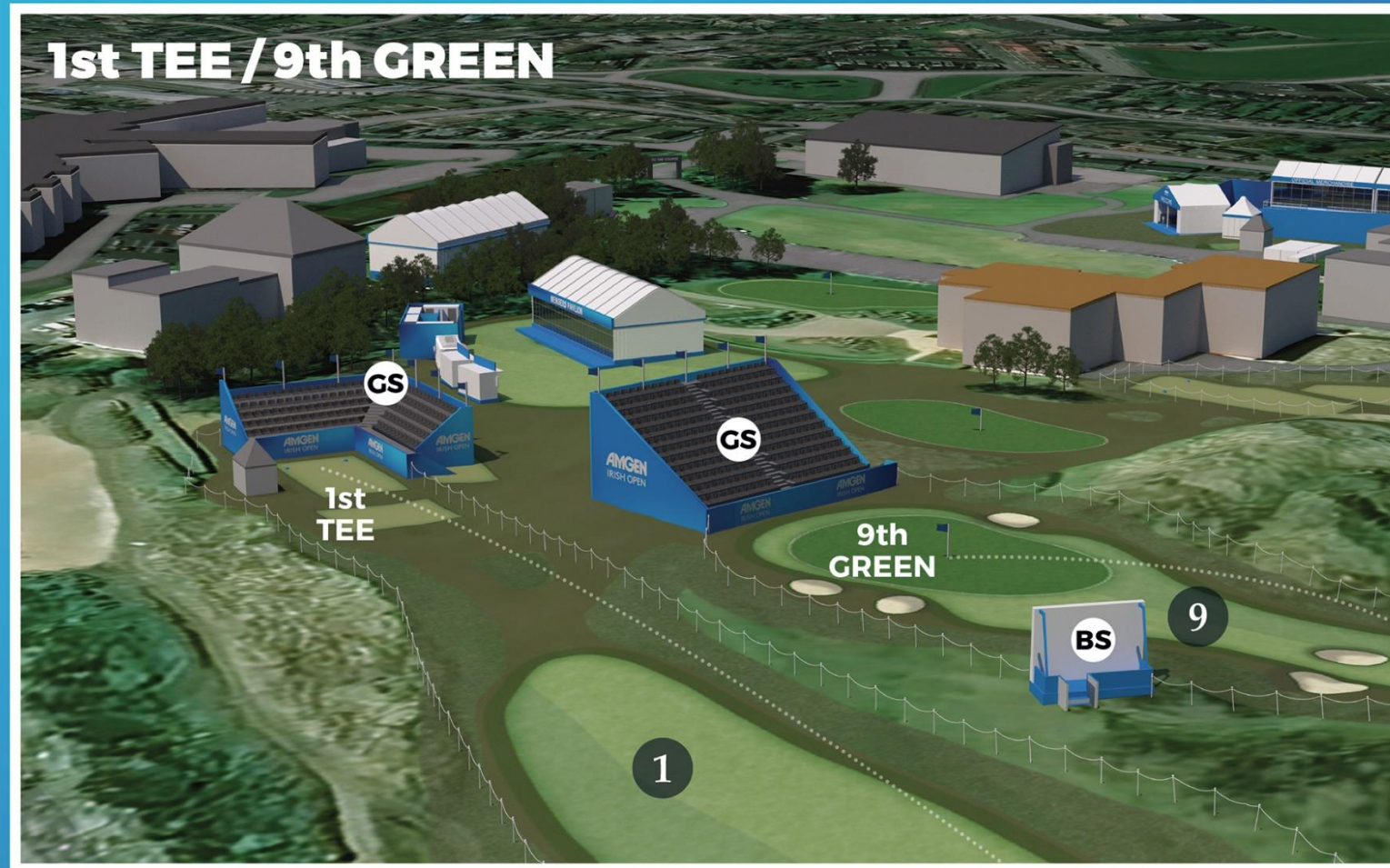
AMGEN IRISH OPEN

16 MARCH 24

LEGEND

- 1 SLIEVE DONARD HOTEL
- 2 THE BALLROOM
- 3 MOURNE GOLF CLUB
- 4 MEDIA CENTRE
- 5 MEDIA & STAFF DINING
- 6 PUTTING GREEN
- 7 RCD MEMBERS PAVILION
- 8 PLAYERS' LOUNGE & CADDIE'S LOUNGE
- 9 COURTESY CAR
- 10 TOURNAMENT OFFICE
- 11 CHAMPIONSHIP OFFICE
- 12 CHAMPIONSHIP HOSPITALITY
- 13 GREEN ON 18
- 14 SHORT GAME AREA
- 15 PRACTICE RANGE
- 16 VOLUNTEER HQ
- ACCESSIBLE TOILETS

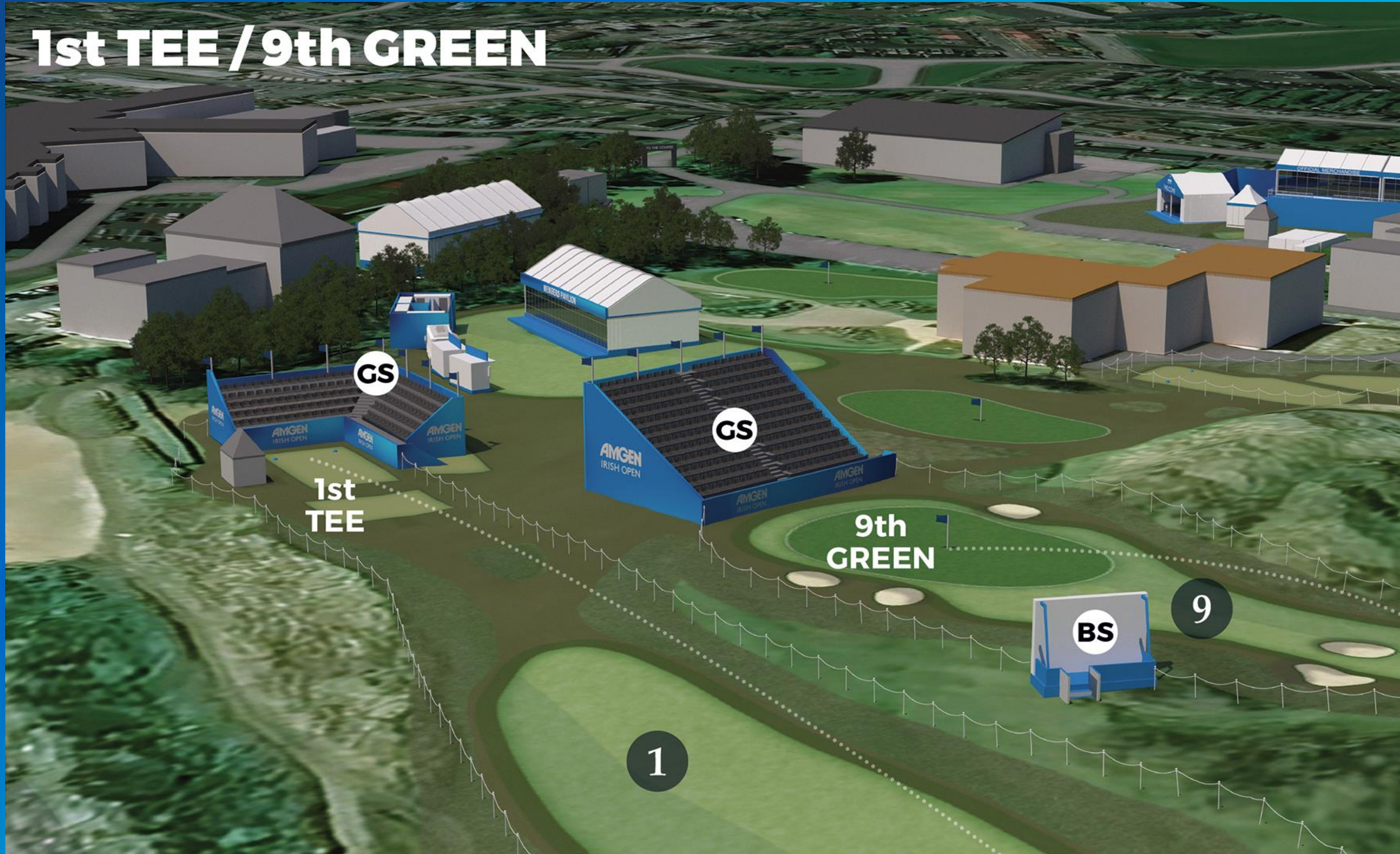
- BS BIG SCREEN
- CAR PARK
- CONTRACTORS COMPOUND
- FIRST AID
- GS GRANDSTAND
- HELIPAD
- INFORMATION
- LB LEADERBOARD
- LINKS MANAGEMENT
- MEDICAL HQ
- PARK & RIDE DROP OFF / PICK UP
- PARK & WALK ROUTE
- PUBLIC CATERING
- PUBLIC TOILETS
- SPECTATOR ROUTE
- Ticket+ @ 10th
- TV COMPOUND
- VIEWING PLATFORM
- WELCOME TENT



AMGEN
IRISH OPEN



1st TEE / 9th GREEN





1

10th GREEN / 18th GREEN

{Ticket +}

CHAMPIONSHIP PAVILION

THE KITCHEN

GS

BS

18th Green

10

BS

GREEN ON 18

10th Green

18

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Volunteer Programme



KEY PERSONNEL

- Chief Marshal – Tim Browne
- DPWT Head of Volunteers – Gareth Granville

RECRUITMENT

- The Irish Open historically attracts Volunteers from across Europe and the USA.
- Circa 500 Volunteers
- Admin Roles, Hole and Grandstand Volunteers, Scoring, Leader boards and Carry Boards.
- RCD & Mourne GC Members, Local Golf Clubs, Amgen co-hort.
- Social Media & DPWT Website

BENEFITS

- AIO branded uniforms
- Tickets

AMGEN VOLUNTEERS

- As part of Amgen's employee engagement programme - 50 volunteer positions are allocated for 2024.

TNI VOLUNTEERS

- In collaboration with TNI – looking to build out an “off course” welcoming volunteer program to act as friendly face of the event , directions and information for all spectators.

BLOOMERANG/INIT LIVE

- Bloomerang/InitLive is a volunteer management package that recruits and manages volunteers' prior to and during an event.
- Volunteers register via an online portal, the process of role allocation, scheduling and communications is managed from within the management system.
- Having been selected a volunteer can access their chosen role and schedule via the main management system and mobile application which opens prior to an event.
- It is linked to our accreditation portal so Volunteer accreditation can be processed through the management system.
- In 2024 the system will be used at 12 events on the schedule.
- The database currently has 15,500 volunteers registered within it, covering events in the UK, Europe, and UAE.



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Communication



GOLD (STRATEGIC OVERVIEW) GROUP

DPWT Chair (Paul Gillmon)

High level, likely to have one meeting closer to the event to ratify all emergency plans, processes and communication structures.

SILVER (TACTICAL PLANNING) GROUP

TNI Chair (Aine Kearney)

Ensure a coordinated approach by all stakeholders in the delivery and planning, and the development of all operational plans.

BRONZE (EVENT OPERATIONS SUB-GROUP)

Fairhurst Chair (Barry McEwan)

Operational planning group to co-ordinate delivery planning for the event across all agencies & service providers.

Working groups to feed into the Bronze Event Operations Group.

WORKING GROUPS

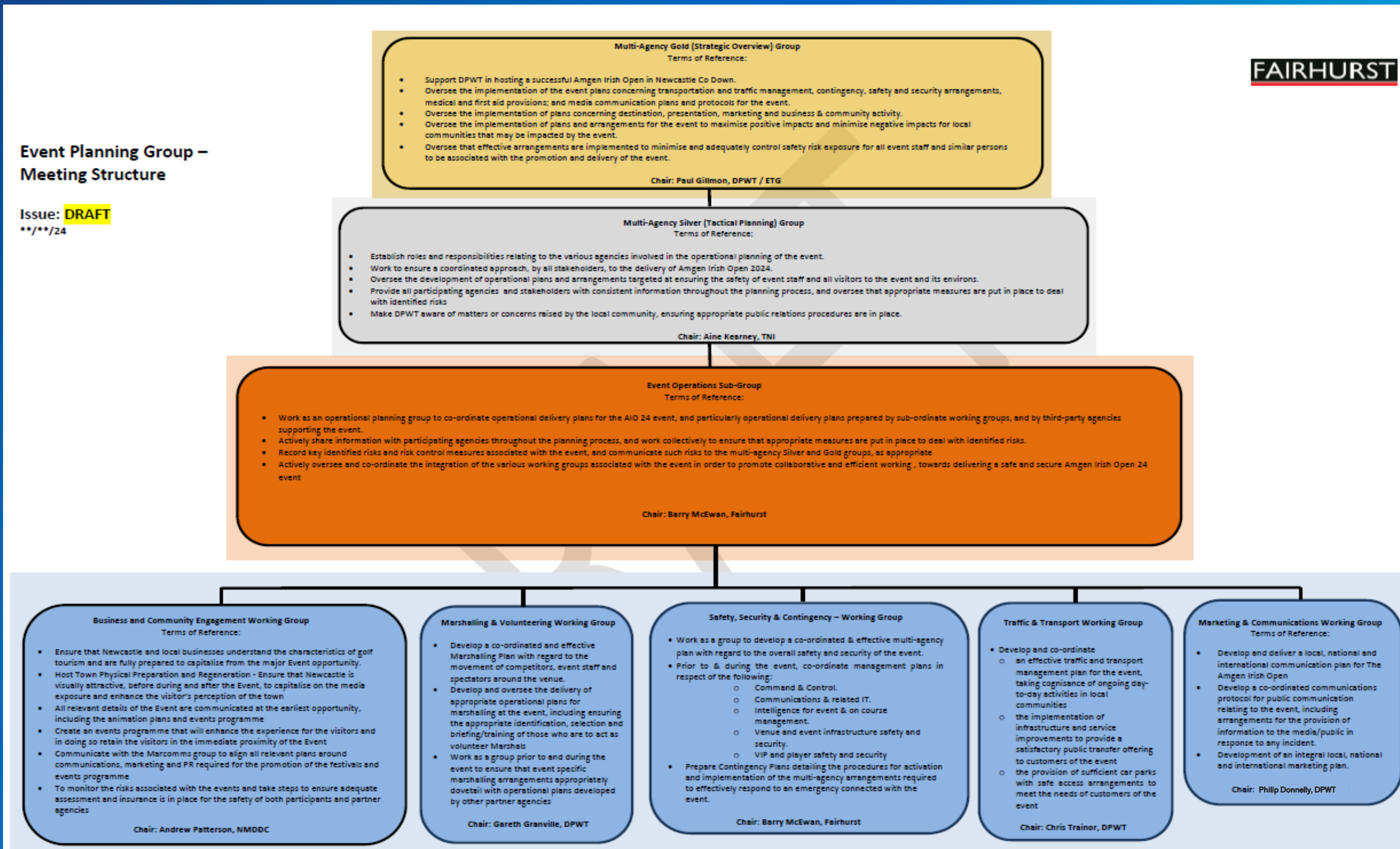
Business & Community Engagement – Andrew Patterson (NM&D)

Marshalling & Volunteers – Gareth Granville (DPWT)

Safety, Security & Contingency – Barry McEwan (Fairhurst)

Traffic & Transport – Chris Trainor (DPWT)

Marketing & Communications – Philip Donnelly



Any Questions?

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Thank You.

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