

Dear Sir/Madam

North West golf clubs are set to battle it out in an exciting new tournament run by M.E.N. Media.

It will become the region's biggest and most high profile golf event and we're inviting your club to take part, offering your members the opportunity to win prizes worth thousands of pounds.

Just by taking part in the M.E.N. Media Golf Club Challenge, you'll raise the profile of your club by receiving widespread media exposure.

The event will be covered extensively through the sports pages of the Manchester Evening News, our 22 weekly newspapers and online.

Your club will even have its own dedicated web page, complete with write-up, photograph, club logo and link to your club's home page!

This will appear on manchestereveningnews.co.uk, which attracts more than one million unique users a month. It is the most popular regional news website in the country with more than 10 million hits every month.

There'll also be regular updates and features on Channel M, the television station which covers the whole of Greater Manchester and beyond.

It's the perfect opportunity to raise awareness of your club with the kind of exposure only available through a major multi-media company.

By entering the M.E.N. Golf Club Challenge you can obtain all this publicity in newspapers, online and on TV for just £195 plus VAT.

It's the biggest thing to hit the North West golfing scene for some time. The format means it's open to golfers of all standards – and your club can win it!

For full details about how to enter please see the enclosed pack.

SO HOW DOES IT WORK?

Every golf club in Greater Manchester, Lancashire, Cheshire, Merseyside and Derbyshire can enter. It's a fourball betterball stableford event and is open to men's and women's teams. Usual betterball rules apply i.e. full handicap. The maximum handicap for men is 24 and 36 for women.

We've enclosed posters outlining all the details so please put them up in a prominent place at your club. It has all the details about the format of the competition as well as a phone number for enquiries.

Deadline for entries is January 31, 2010 and this is how it works :-

Every club that enters runs their own fourball betterball competition during this winter to find the pair that will represent them in a regional final.

The cost of entry to the men's event is **£195 plus VAT**. If you want to join the men's AND women's events entry is **£295 plus VAT**. Entry to the women's competition ONLY is **£195 plus VAT**.

If you want, you can piggy back an existing fourball competition at your club or stage a separate M.E.N. Golf Club Challenge to find the winning pair. We'll leave the choice up to you.

Indeed, you can even recoup the entry fee within your own club by charging a small amount for each pair that takes part. For instance, £2 a player for a field of 100 will cover the amount.

Another way of covering the entry fee – and even making a profit for your club – is to get sponsorship of your club page. So without delay please telephone **0844 8797140** or email **info@mengcc.co.uk** to arrange an informal chat about what is available.

YOUR CLUB LOGO	GOLF CLUB NAME Address & contact details			
PICTURE	Club Description Acin enis atetum et vercidunt aciduis nullan ex eugait nullamcon velit luptatin hent voleseq uismodo lorperc incipis ad magna alissi. Em del etue dolesse quissit adLis erilissi. Ro duiis in velessim dolore feu faci tem qui etum exer ipsum			
SPONSORS				
LOGO	LOGO	LOGO	LOGO	LOGO
LOGO	LOGO	LOGO	LOGO	LOGO

Webpage mock-up

SO WHAT'S THE NEXT STEP?

- Complete the entry form and submit by January 31, 2010
- Tell us the date of your qualifying event either by telephone at **0844 8797140** or email at **info@mengcc.co.uk** so your club can get maximum coverage via M.E.N. Media
- Compile all the information about your club to include on the web page. This includes logo, photographs and words about your club. We'll also need your club web link. Within 14 days, once you've approved all the information, your own dedicated web page will appear for one year at **www.mengcc.co.uk**. This is linked from the main Manchester Evening News website **www.manchestereveningnews.co.uk** and the websites of the weekly newspapers in the M.E.N. Media group.

Your own page will also contain a special link to your own official club web page.

Please telephone or email us at the contacts listed previously if you have any queries.

- We'll then want to know which pair will be representing your club so we can report it via our usual media outlets ensuring coverage in print, online and Channel M.
- By **April 30, 2010**, every club must have submitted the names of their winning pair – or pairs if there is also a ladies team - who will then go forward to regional finals to be played over the next couple of months. These will be located at venues spread across the region and the TV cameras will be there to film the event.
- The spotlight then turns to finals day in **June 2010** when the top 10 pairs who have qualified from each of the regional events compete for the honour of becoming the inaugural winners of the M.E.N. Golf Club Challenge. There'll also be special prizes for the winning pairs who steered their clubs to victory in the men's and women's tournaments.

It is important to remember the ladies competition is run entirely separately from the men's event so no mixed teams are allowed to enter.

In the event that the winning pair from a particular club cannot play in the regional final then the club may use substitutes to replace them. However, competition rules state that the substitutes must be the next available pair from the placings from their own designated club event. In other words, a random pair cannot be nominated. The reason this rule is applied is so a club cannot, for example, choose two of their best players, i.e. low handicappers, unless, of course, they have qualified by right from their own internal club competition.

M.E.N. Media wants to make the whole tournament accessible to every golfer in your club so players of all standards have a chance of winning.

SHOWCASE YOUR GOLF CLUB

M.E.N. Media are offering golf clubs the chance to act as hosts for one of the regional finals or the finals day itself.

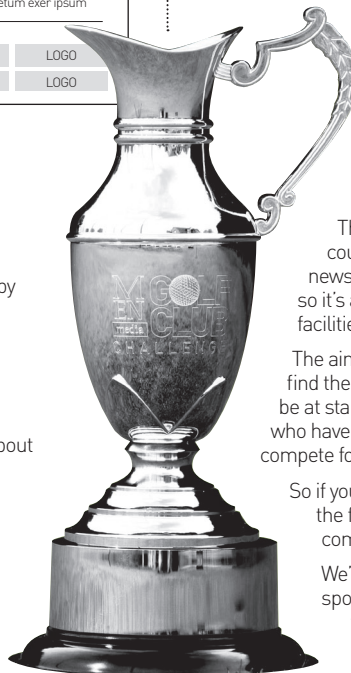
It's a chance to showcase your club on what will be one of the most prestigious days of the 2010 regional golfing calendar.

There will be plenty of publicity about your course, and the tournament itself, in the newspapers, online and on Channel M Television so it's a great way to promote your club and its facilities.

The aim of the M.E.N. Golf Club Challenge is to find the top golf club in the region. Club pride will be at stake on the greens and fairways as the pairs who have won the right to represent their members compete for a host of trophies and prizes.

So if your club want to stage a regional final or the finals day then please indicate so on the competition entry form.

We'll then contact you to discuss details and sponsorship opportunities but please be aware that only a limited number of clubs can be accepted so it could be that you are put on a waiting list for the following year.



COMPETITION ENTRY FORM

Please complete this form and post it back to **81a School Road, Sale, Cheshire, M33 7XA**
using the enclosed pre-addressed envelope.

Golf Club:

Address:

Postcode:

Telephone:

Email:

Website:

Contact Name (primary)

Direct Telephone No.

Contact Name (secondary)

Direct Telephone No.

Golf Club Professional

Direct Telephone No.

CATEGORY ENTERED:

Men's Pair **£195+VAT** Women's Pair **£195+VAT** Both Pairs **£295+VAT**

(Please enclose a cheque for the total amount and make them payable to CGEM Ltd)

Would you like to be considered to host a Regional Final or the Grand Final? Yes No

Would you like to discuss MENGCC Sponsorship Opportunities? Yes No

If yes, who would be the best person to speak to?

To maximise your M.E.N. Media coverage, do you know what date you have allocated for your own Club qualifier? Yes No

Date: