



Tom Gandy

Sponsorship Proposal

Tom Gandy

Isle of Man Professional Golfer

Born and bred on the Isle of Man, 2017 Champion Tom Gandy is one of the most exciting golfing talents to emerge from the Island in years.

Tom was born in Douglas, Isle of Man, in 1992 and grew up playing pitch and putt with his mum at Port Erin, before graduating to junior golf at Rowany Golf Club with his dad and two brothers. He first announced his presence on the Isle of Man golfing scene as a 16-year-old in 2008, shooting a junior course record 66 in the second round of the Men's Isle of Man Golf Championships.



Tom gained a First-Class Honours Degree in Business Management from the Isle of Man International Business School in 2013 before spending 3 years in the England 'A' set-up, representing his country in a number of international fixtures. During his time with the England team, he scored victories in the 2014 Lagonda Trophy (tying the all-time scoring record) and the 2015 Lancashire Links Trophy, as well as reaching the Quarter Final of the 2016 English Amateur Championships.

After winning the Isle of Man Championship in 2017, Tom turned professional at the end of the year. In keeping with a number of household names in the sport, Tom started his career primarily on the EuroPro Tour, playing in both 2018 and 2019 seasons and qualifying for the end of season Tour Championship event in Spain in both seasons as one of the Top 60 players on the Order of Merit. Tom's maiden win as a professional came on the Jamega Tour in May 2019 at the Royal Ascot Cup, before a fantastic run of form saw him notch up seven consecutive Top 10 finishes, which carried him through to the final Stage of European Tour Qualifying School (Q School). Here Tom left some famous names in his wake as he achieved his 2019 objective of securing a full Challenge Tour card, only narrowly missing a full European Tour card by a single shot after 6 rounds of competition. However, this strong Q School result has seen him invited to play a number of full European Tour events in 2020.

Brand Ambassador

Especially suited to companies with strong Manx links and immense local pride in their island, association with Tom offers a number of unique benefits.

Reaching into the Community - Supporting a local athlete as he attempts to replicate his success on the Island on a wider stage offers Isle of Man based and headquartered companies the chance to celebrate their Island roots and engage with the community that they call home. Tom's popularity on the Island is reflected in his press coverage and social media following where he is a role model to young athletes across all sports on the Island, as well as a talisman to golfers of all ages as he carries the Manx flag to the mainland in his quest to put the Island firmly on the world golfing map. Tom's contribution to sport on the Island was recognised in January 2020 when he was crowned Isle of Man Sports Ambassador of the year.

Local Brand Exposure - As the only Isle of Man golfer currently competing on a professional tour, Tom has generated huge interest in the local media; this will only increase as he moves up to the next level of the sport. Tom's efforts see regular updates in the local press as he competes with the very best of the next generation of golfing talent from the UK mainland, across Europe, and beyond and has the opportunity to compete with the best players in the world in any European Tour events.



National / International Brand Exposure - With a captive audience of potential customers already on the Island, perhaps the best opportunity to benefit from Tom's exposure and success this year is through advertising beyond the Isle of Man, reaching out to potential visitors to the Island from the UK and beyond. Regular exposure for all Challenge Tour and European Tour events on Sky TV reaches a truly global audience, offering the potential to project your brand into homes around the globe. In addition to his narrative, as the golfer who sails nearly two hundred miles each week to see his family in between tournaments, there is the opportunity for visible branding, which will be seen by live spectators, in the sporting press, and by TV viewers via the Sky TV coverage.

2020

Tom earned full playing privileges in all of the Challenge Tour events for 2020. although the changes to the season calendar have seen him compete more regularly on the full European Tour. To date, this has included 8 events, including events in England, Scotland, Wales, Italy, Spain, and South Africa with his highest finish being a Tie for 36th place in The Portugal Masters in mid-September.

The Tour have confirmed that all 2020 places will be retained for 2021, so Tom is again guaranteed to a starting berth in each Challenge Tour event. However, his Q School finish means Tom is the third ranked player below full European Tour status (Category 22), leaving him well-placed to once again receive a number of invitations for full European Tour events throughout the 2021 season.

The combination of these two Tours will make the coming season's campaign a truly global endeavour, giving Tom the opportunity to carry the Manx flag on a worldwide adventure in 2020.



Gallery



Packages

Platinum Package

- Prime golf shirt chest position for company logo.
- Two exclusive golf day support packages (one on Isle of Man, one on mainland if required).
- Four fourball entries to the Tom Gandy Annual Golf Day.
- Use of Tom's image as a Brand Ambassador.
- Eight sponsored Social Media posts per month.
- Hospitality event at European Tour/Challenge Tour event
- Private Golf Day with Tom on the Isle of Man

Gold Package

- Company logo on sleeve of golf shirt.
- One exclusive golf day support.
- Three fourball entries to the Tom Gandy Annual Golf Day.
- Use of Tom's image as a Brand Ambassador.
- Six sponsored Social Media posts per month.

Silver Package

- Company logo on golf bag panel.
- Two fourball entries to the Tom Gandy Annual Golf Day.
- Use of Tom's image as a Brand Ambassador.
- Four sponsored Social Media posts per month.

Bronze Package

- Company logo on neck/collar of golf shirt.
- One fourball entry to the Tom Gandy Annual Golf Day.
- Use of Tom's image as a Brand Ambassador.
- Two sponsored Social Media posts per month.

Tournament Entry / Travel Sponsorship

- Personal update social media message from Tom each day of the Tournament.
- Your company logo on Tom's playing shirt for the event.
- Tom Gandy KJUS golf shirt
- Signed Tom Gandy KJUS baseball cap.
- Personal report from Tom at the end of the event.