

Hi

I wanted to update you all on an exciting new partnership that the Club have undertaken. We have formed a corporate partnership agreement with local car dealership - Poole Audi. We have agreed to an initial two year sponsorship deal that includes the Club scorecards and diaries, it also see's them coming back on board as the future sponsor of the Club's Pro-am

The partnership agreement will also see Poole Audi sponsoring a few of the member's competitions which will lead to some exciting prizes. These will include such prizes as an Audi weekend experience, where the winner of the competition gets one of the latest spec top of the range cars for a weekend of fun!!

I'm sure that the partnership will also bring other forms of added value to our members in the future. Below are a few words from the Marketing Manager at Poole Audi - Chris Ryu

David Morgan  
General Manager

Poole Audi is extremely excited with the new association with Broadstone Golf Club. One of the easily identifiable benefits of the new relationship is that it will enable Poole Audi and Broadstone Golf Club to work jointly with the tremendous local charity - Julia's House. Poole Audi have been charity partners of Julia's House for some time now, the charity has held a number of golf days at the Club and we have always tried to play a strong role in the fundraising for these events.

The Audi brand, as I'm sure you are aware has a rich history of golfing heritage spanning two decades. This ranges from an amateur level with the Quattro cup, to headline sponsorships at some of the top international tournaments and sponsorship of some of the world's top golfers.

One of the main amateur golf events for Audi is as I've mentioned the Quattro cup which has just celebrated its 20<sup>th</sup> successful year and is by far the largest amateur golf tournament in the world. Over 90,000 golfers take part in 760 tournaments spanning 52 countries to reach the world finals in Hong Kong. We plan on holding one of the UK rounds at Broadstone Golf Club next year and as a part of our commitment to the club, there will be places reserved for club members.

Mark Baker has been a member of the Club for some time and will act as a contact at our dealership. One thing we want to make clear from day one is that we really value our newfound relationship with the golf club and members. With this in mind, we are working on a competitive package for Broadstone Golf Club members. Part of this is a "Poole Audi Card" that launches early in the New Year. The card entitles you to exclusive benefits from not just Poole Audi but also third party companies, including restaurants, health clubs and high street retailers.

Thank you to you all and we look forward to hopefully being a partner of the Club not just in the short term but for years to come!

Yours Sincerely

Chris Ryu  
Marketing Manager  
Poole Audi

