

HALIFAX

S | E | A

SPORTS | ENTERTAINMENT | ATLANTIC



ADAM HADWIN

PGA TOUR WINNER
MACKENZIE TOUR ALUM

HALIFAX REGIONAL MUNICIPALITY + MACKENZIE TOUR

Powered by Sports & Entertainment Atlantic
July 15-21, 2019



MACKENZIE
TOUR



CANADA

SPORTS & ENTERTAINMENT ATLANTIC + MACKENZIE TOUR

HALIFAX

S|E|A will serve as the Host Organization for the Halifax based Mackenzie Tour event.

S|E|A blends over 50 years of event experience with in-depth planning and partnership expertise. S|E|A creates exceptional events and delivers memorable fan, athlete, participant, sponsor and volunteer experiences within Atlantic Canada. It has propelled the company to grow into a reputable business and form ongoing relationships within the community.



EVENT EXPERIENCE:

- 2015-21 U SPORTS Championships
- HFX Summer Classic
- FIBA Basketball World Cup
- FIVB World Championships
- Sandjam Halifax
- Wanderers Grounds Events
 - Rugby Canada vs USA
 - HFX Wanderers Atlantic Selects vs Fortuna Dusseldorf U21
 - U20 Women's Rugby - Tri Nation Cup
 - Turkey Bowl 2018
 - Varsity Showdown - Dal v SMU

HFX CELEBRITY PRO-AM

Leveraging the PGA TOUR platform to bring Halifax the first ever Celebrity Pro-Am to be held on the Mackenzie Tour.



Celebrities play alongside Mackenzie Tour players on Thursday and Friday of the tournament

Two celebrities and two Mackenzie Tour players per group

MACKENZIE TOUR + HALIFAX

OUR MISSION

HALIFAX

To create a week-long celebration of golf and community in the Halifax Regional Municipality that:

- Builds profile for Halifax provincially, nationally and internationally
- Generates economic activity
- Drives charitable awareness and contributions
- Delivers substantial value back to HRM and all event partners
- Provides a memorable experiences for all stakeholders



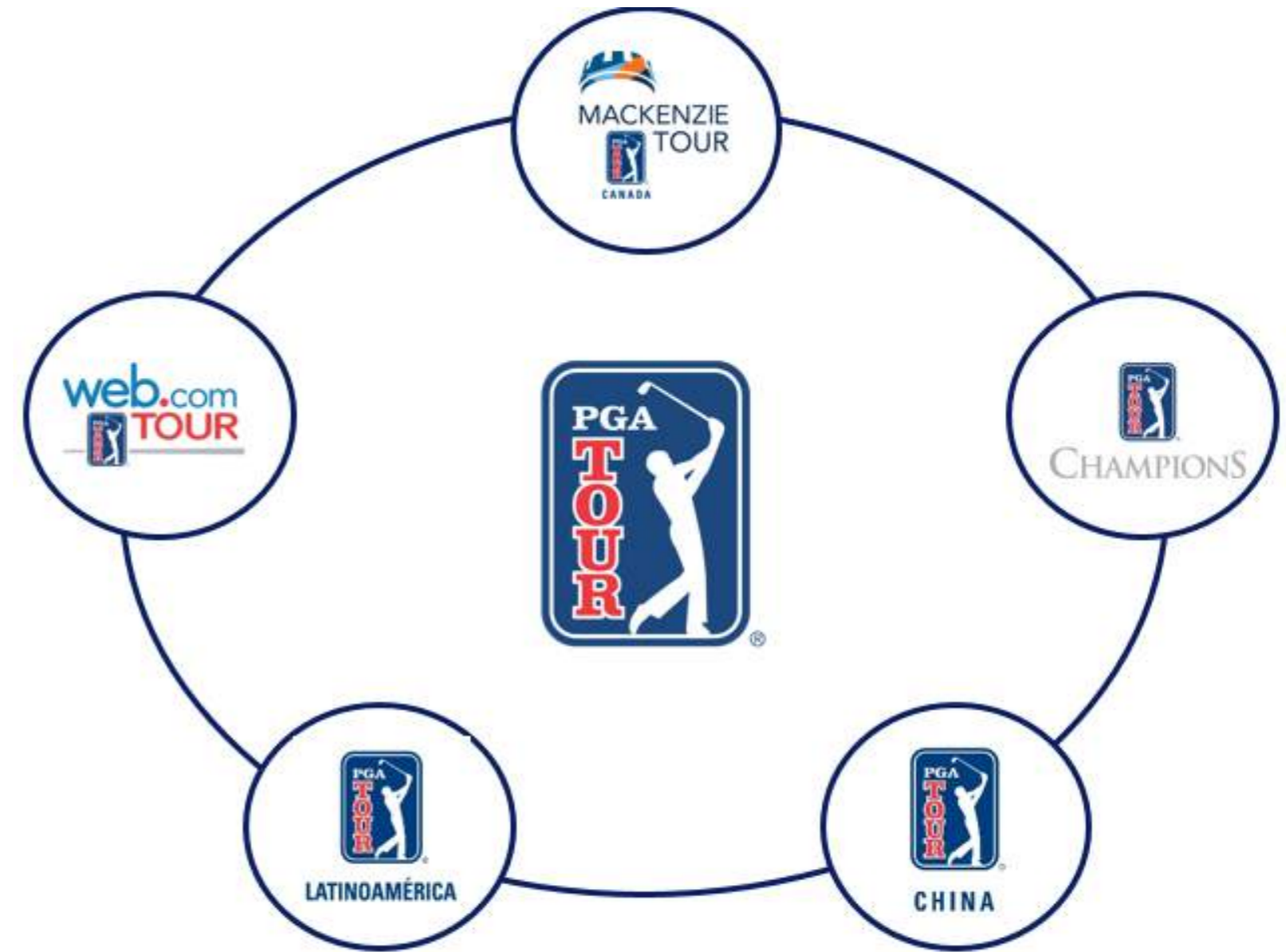
MACKENZIE TOUR + HALIFAX

PGA TOUR PLATFORM

HALIFAX

The mission of the Mackenzie Tour is to:

- Provide a forum for our members to grow and advance
- Become part of the fabric of the communities in which we play and positively impact lives through economic activity and charitable initiatives, replicating a PGA TOUR experience for players, fans, sponsors and volunteers.



MACKENZIE TOUR + HALIFAX

THE PLAYERS

HALIFAX

Part of the PGA TOUR family since 2013, the Mackenzie Tour:

- Is the first step on the path to the PGA TOUR
- Awards Web.com Tour status to the Top-5 leading money winners, the only path to the PGA TOUR

31 Alumni on the PGA TOUR

5 Wins

1 Ryder Cup Player

1 Rookie of the Year

NOTABLE ALUMS

- Adam Hadwin
- Tony Finau
- Aaron Wise
- Mackenzie Hughes
- Nick Taylor
- Corey Connors
- Adam Svensson
- C.T. Pan
- J.J. Spaun



ECONOMIC IMPACT



AVERAGE OF \$2.8 MILLION

(CSTA Steam-Pro)

HOTEL ROOM NIGHTS

	WEEK PRIOR	MON	TUES	WED	THUR	FRI	SAT	SUN
Players		122*	122*	122*	122*	122*	55**	55**
Player Support		98***	98***	98***	98***	98***	98***	98***
TOUR Staff	10	12	12	12	12	12	12	12
Tournament Staff	8	8	8	8	8	8	8	8
Media		5	5	5	5	5	5	5
TOTAL = 1,599	18	245	245	245	245	245	178	178

LOCAL BUSINESSES

- Builds a profile of Halifax as the host destination for a PGA TOUR sanctioned event
- The host organization may leverage local suppliers for tournament infrastructure and support
- The host organization may employ additional workers during the tournament week
- Players enjoy local culinary, cultural and exploratory experiences
- Ancillary events (i.e. Pro-Am Pairings Party, “Half-Way’ Party, etc.) are held at local restaurants and/or venues

MEDIA

HIGHLIGHT SHOW

- 30-minute highlight show called *This Is The Mackenzie Tour - PGA TOUR Canada*
- Airing on TSN & RDS in Canada and available on GOLFTV (multi-platform destination for golf owned by Discovery)
- 1.5 million viewers in 2018
- Distributed to 90 countries and territories across +90 million potential households
- Integration of local tourism drivers
- Event highlights, charity and community profile

PGA TOUR BROADCAST

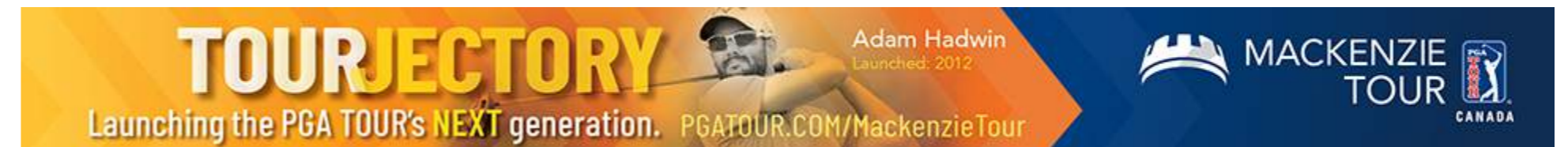
- 10.6 million gross viewer impressions in 2018
- Tournament mention during PGA TOUR coverage on Golf Channel (Thursday/Friday) and CBS or NBC (Saturday/Sunday)



MACKENZIE TOUR + HALIFAX MEDIA

HALIFAX

DIGITAL + SOCIAL



170M Worldwide Online News Reach (Meltwater)	\$1.6M Worldwide Online News Ad Value (Meltwater)	1.2M Social Media Impressions
41K PGATOUR.com and Mobile App Page Visits	1M PGA TOUR SiriusXM Radio Listeners	

Average per event

jordan niebrugge @jniebs5
Follow

I had an awesome time in Lethbridge this past week! Thank you to my hosts, the Hancock's, and everyone else I met throughout the week. Including these studs after Sunday's round! Brock and Briggs were both pumped and even got them to sign something for me as well.



mark scheifele @markscheifele55 · Aug 17
Amazing two days on tour with @mackenzietour pros. I have great respect for their skill, mental toughness, and ability. Thank you #Winnipeg fans for your support, time to get ready for a huge year
#nike #nikeathlete #nikegolf #golf #winnipeg #winnipegjets



MACKENZIE TOUR + HALIFAX
COMMUNITY

HALIFAX



Together, anything's possible.®

Over \$4 million raised for charities
across Canada since 2013.

\$3.84 billion raised by the PGA TOUR and
its tournaments around the world.



MACKENZIE TOUR + HALIFAX

SCHEDULE OF EVENTS

HALIFAX



DATE	EVENT	LOCATION
Monday, July 15	Open Qualifier (8 spots)	Ashburn Golf Club – New
	Mackenzie Tour Professional Practice Rounds	Oakfield Golf & Country Club
Tuesday, July 16	Junior Showcase & Clinic	Oakfield Golf & Country Club
	Sponsor Pro-Am	Oakfield Golf & Country Club
Wednesday, July 17	Mackenzie Tour Professional & Amateur Practice Rounds	Oakfield Golf & Country Club
	Sponsor Clinics	Oakfield Golf & Country Club
	Tournament Kick-Off Event	Halifax Venue TBD
Thursday, July 18	HFX Celebrity Pro-Am – Round 1	Oakfield Golf & Country Club
Friday, July 19	HFX Celebrity Pro-Am – Round 2	Oakfield Golf & Country Club
	Celebrity Pro-Am Awards and Party	Halifax Venue TBD
Saturday, July 20	HFX Celebrity Pro-Am – Round 3	Oakfield Golf & Country Club
	Family Day	Oakfield Golf & Country Club
	After Hours Concert & BBQ	Halifax Venue TBD
Sunday, July 21	HFX Celebrity Pro-Am – Round 4	Oakfield Golf & Country Club
	Trophy Presentation & Awards Ceremony	Oakfield Golf & Country Club



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TONY FINAU

PGA TOUR WINNER
MACKENZIE TOUR ALUM

QUESTIONS



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