

MAZDA GOLF



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2017

The Proposition



The Mazda Cup, is a fully managed event that allows a dealership to host a corporate golf day at their local Golf Club. The total organisation, logistics and delivery is managed by a capable team of Rockfield Media's knowledgeable golfing professionals on their behalf.

Fully branded and supported by MMUK, these premium competition days are guaranteed to leave a lasting and positive impression upon a dealerships customers and prospective customers.





The Vision



2017 will see a pilot of The Mazda Cup taking upwards of six Mazda operations through local competitions at their preferred Golf Clubs over the summer to a final at a central location in August. The finalists will comprise of the top 8 finishers from each of the local rounds.



The Format



Open to male and female golfers over the age of 17. The format being individual Stapleford at the local rounds. The top eight players will qualify for the final, where they compete as a team representing their host Dealership.

The Final

As well as an overall team prize and trophy, individual prizes will be awarded for the top three best scores as well as prizes for the best drive, nearest to the pin. There will also be a chance to win a brand new Mazda for anyone lucky enough to score a hole in one.





The Details



Upon arrival, guests will be greeted by fully branded assets including a Mazda Cup reception in the Club House. Each player will be greeted at check in by the promotions team, given score cards and explained the format.

Following a warm welcome over coffee and a bacon roll, the four-ball groups will be called for their pre-arranged tee times, introduced, briefed and photographed before heading out on to the course.

Upon their return, a meal will be provided followed by thanks from the organising team & host Dealer Principal before the prize giving for the top 8 competitors together with the longest drive and nearest the pin winners.





The Details



The date of the final will have been communicated in good time and the event will follow a similar format with a dinner in the evening at the host Club. The cost of the final competition and dinner will be covered from a percentage of the fees from the local rounds.

From 2018 the ambition is to offer an option of the successful formula to all of the UK's Mazda dealerships. As the number of participants grows, regional finals would be introduced with The Mazda Cup final taking place at a prestigious venue hosting the winners of the regional competitions.





The Market



It's perhaps worth noting that the global Audi quattro Cup amateur golf competition is now in its 27th year.

Such is the proven CRM impact of the golfing competition with mandatory participation by the UK's Audi Centres' for the past three years. The Centre's can opt-out however need a significant reason for doing so.



The Promotion



The website mazdagolf.com will be created and shall be the reference point for the dealership staff and their guests. Invitees can visit the website and submit their details to participate at a specific round and their itinerary will be fully managed by the Mazda Golf team here at Rockfield Media.

Social Media channels shall be created and populated. These can be useful reference points for the dealership staff and guests alike. Each local competition will be featured on the social channels from the events building a fantastic archive of memories.

A dedicated member of the team shall work closely with a nominated person at each of the dealerships to support any enquiries or queries relating to The Mazda Cup competitions.

Participating dealerships will be given priority for subsequent years' competitions.



The Promotion



The Rockfield Media team will liaise with the dealership's local Golf Clubs. Their fee and menus will be agreed on the dealerships behalf within an agreed budget.

Branded gifts such as golf balls, microfibre towels, divot fixer and tee's will be provided within the event fee, as will the prize winners awards and trophies.

Participants email addresses will be collected and the Mazda Golf team shall send timely communications leading up to the day of competition and the final thereafter.

Participating dealerships will be given priority for subsequent years' competitions.





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