

Event Services

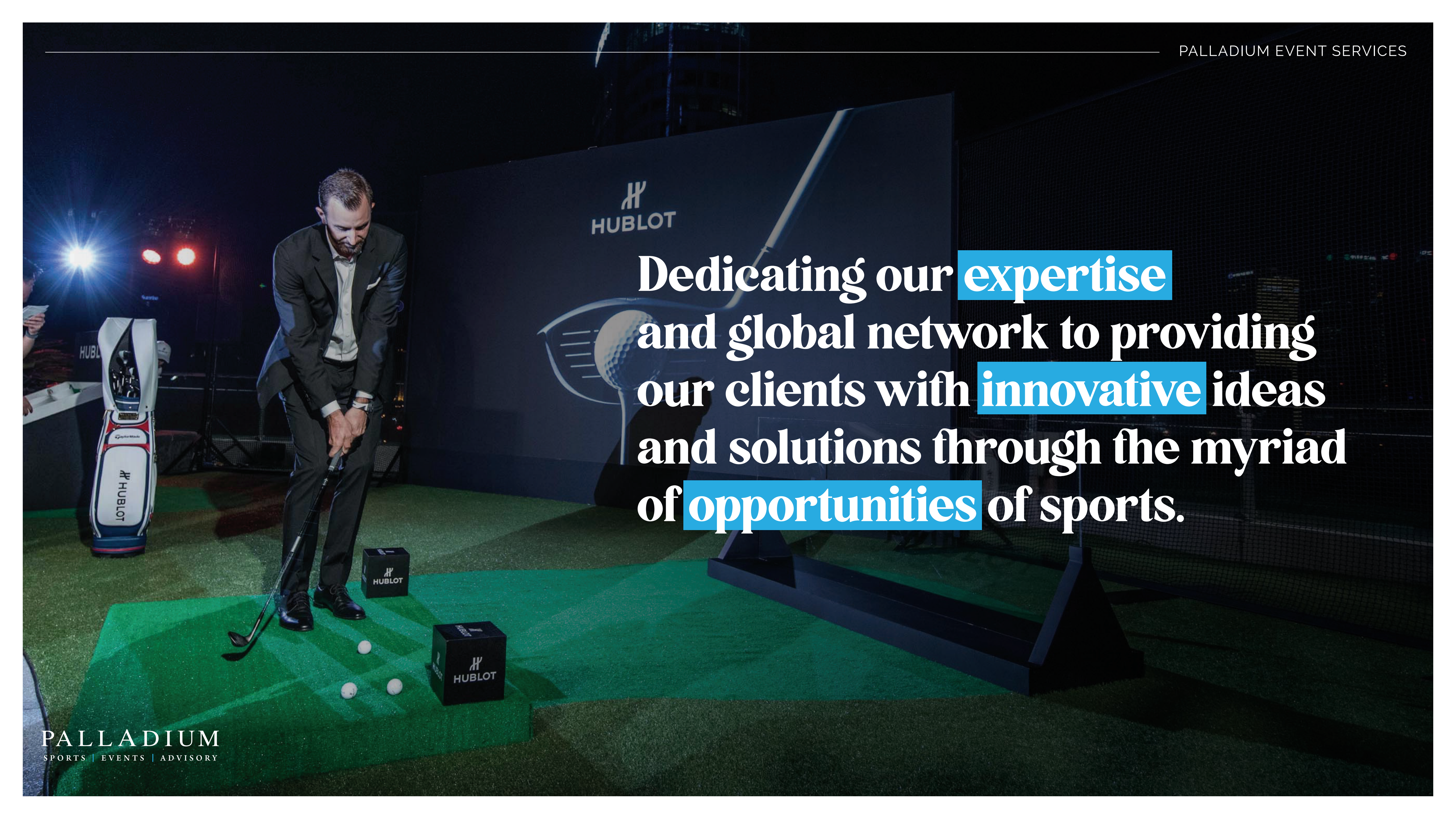
ASIA PACIFIC

PALLADIUM

SPORTS | EVENTS | ADVISORY



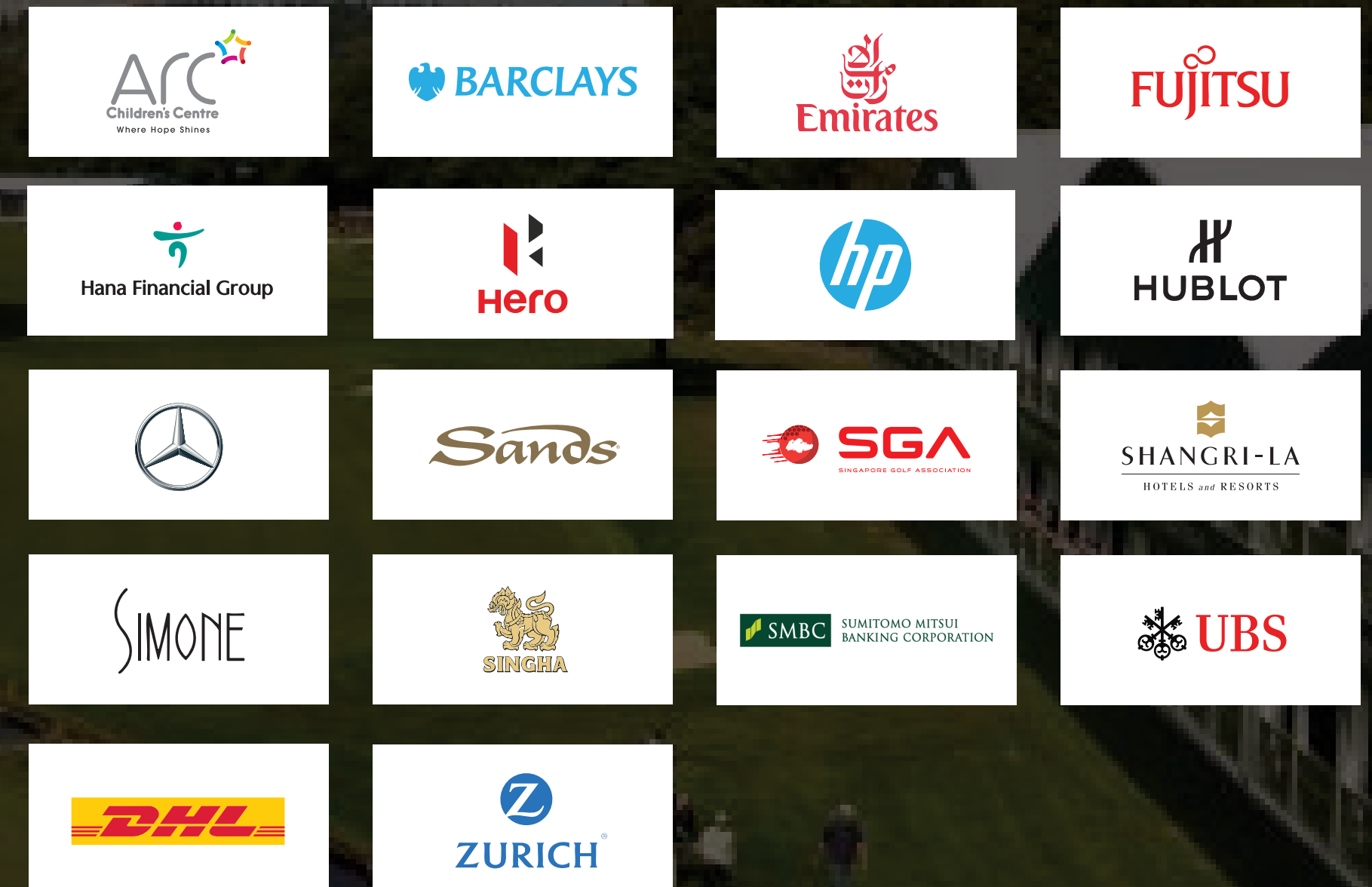
Building excitement
and growing value through
event experiences.



Dedicating our expertise
and global network to providing
our clients with innovative ideas
and solutions through the myriad
of opportunities of sports.

We are a sports advisory built around the strength of our global brand relationships

These are some of the world class brands we have worked with in delivering international professional events, Pro-Ams, corporate events, charity events, golf, tennis, football clinics and brand activations.



Our Services

Conceptualization and Planning

We work with clients to turn ideas into events. Our team creates original concepts to produce one-of-a-kind experiences for our clients. Whether at golf venues or establishments in the heart of a vibrant city, we can provide integrated solutions for any type of sporting event.

Event Logistics and Production

We know that high-calibre sporting events demand well thought out logistics and production management processes. To keep our clients' events running smoothly, we secure and manage venues, handling everything from setup to teardown to ensure seamless execution on the big day.

Event Delivery

With expert knowledge and best practices experience in event management, we ensure our clients' needs are surpassed and strive to achieve positive and lasting memories for our clients and their guests.

To complement your event, we can also provide the following additional capabilities



Digital platforms and
ad development



Social Strategy



Digital design and
development



Content strategy
and creation



PR & Communications



Athlete &
celebrity attendees



Sponsorship &
VIK opportunities



Content capture/
videography



Video production



Budget management

The following lists key services and deliverables we provide in bringing your events to life.

Event Services

- Overall Event Planning
- Administration And Secretariat
- Access To Players And Liaison
- Guest Relations Coordination
- Media & PR*
- Content Capture And Production (*photographer, videographer, designer*)
- Print Item Sourcing
- Barter Arrangements
- Budget Management

Operations & Logistics

- Event Execution and Delivery
- Event Operations
- Logistics and Delivery Management
- Service Teams Sourcing and Coordination
- Office and Room Setup

Venue

- Secure Golf Course or any other Venues
- Main Venue Liaison
- On-Course Setup
- Venue & Off-Course Setup
- Scoring Coordination and Results
- F&B Coordination

Branding

- On-Course/On-Field
 - Advertising Boards
 - Tee/Yardage Markers
 - Pin Flags
 - Flags
 - Floating Displays
- Venue
 - Welcome Board
 - Registration Backdrop/Banners
 - Photo/Prize Giving Backdrop
 - Dressing Signage (*directional signs, banners, buntings, flags*)
 - Buggy Stickers

Guest Experience

- Guest Entertainment
 - F&B Experience
 - Performances & Music
 - Host & Hostesses
 - Emcee
- Guest Gifting
 - Premium Gift Packs
 - Prizes & Trophies
 - Apparel
- Charity & CSR
 - Silent Auctions
 - Bidding Games

Digital Services

- Social Media Account Management (Facebook, Instagram, Twitter, TikTok, WeChat, Weibo, Toutiao, Douyin)
- Marketing, Digital and Social Strategy
- Creative Campaign Development
- Creative Content Creations for Social and Beyond (*includes in-house photography, video, visual design, copywriting, etc.*)
- Branded Content Development
- Content Seeding
- Paid Media Strategy, Planning and Management
- Influencer.KOL Strategy, Planning & Management
- Custom Social Playbook/Guide Development
- Digital Eco-System Consulting
- Reporting & Analysis

PALLADIUM has one of the strongest relationships with player agencies with access to ambassadors playing in virtually all top professional golf tours around the world.

PALLADIUM can assist to broker deals with almost any player. Additionally, our latest partnership includes access to some of the greatest legends in the world of football.

Our APAC Ambassadors



Nitithorn Thippong



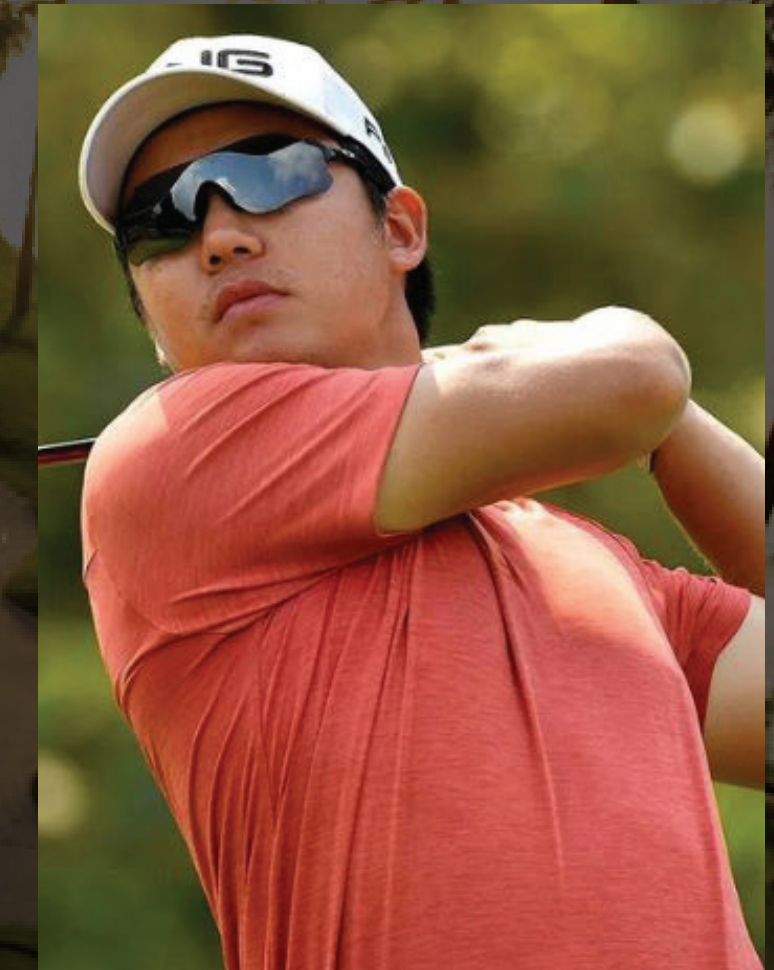
Gunn Charoenkul



Danny Chia



Daniel Chopra



Suteepat
Prateptienchai

Our Golf Event Concepts

In addition to major international professional events; whether it's a Pro-Am or corporate golf day, a community outreach or charity event, or a brand activation, golf has many different formats that can be customized to suit your needs and objectives. From team vs individual formats, to individual formats encapsulating a team element, to involving Pros or beating Pros, to golf clinics or appearances and Q&A's with Pros, there are endless possibilities for your event.

Golf Course



- Individual or Series of Events
- Individual or Team Play Formats
- Play with Pros
- Beat the Pros

Meet & Greet



- Q&A's with a Pro
- Host a dinner with a Pro
- Digital meets with a Pro

Golf Clinic



- On-course
- Practice Facilities
- Golf Studio or Simulator

Brand Activation



- Product Launches
 - Exhibition Events
 - Digital Concepts and Activations*
- PALLADIUM has an in-house digital agency that can generate ideas and create digital activations if required.*

Partner Brands

PALLADIUM has built an unparalleled network of partnerships with leading brands and are able to provide our clients privileged access to various industry partners. We can foster strategic partnerships for your events by sourcing products through barter deals or wholesale prices.

Accessories	Apparel/Footwear	Automobile	Electronics	F&B	Equipment	Timekeeper
						
						
						
						
						

Event Examples

PRO-AM



Hana Financial Group - Pro Am

Client	Hana Financial Group
Project Name	HFG Singapore Women's Open
Country	Singapore
Venue	Tanah Merah Country Club (Tampines Course)
Date	December 2022 & March 2024
No. of Pax	144



Event Examples



Simone - Pro Am

Client	Simone
Project Name	Simone Asia Pacific Cup
Country	Jakarta, Indonesia
Venue	Pondok Indah Golf Course
Date	2022 - 2023
No. of Pax	144



Event Examples

PRO-AM / CORPORATE DAY



Drive for Arc - Charity Golf Day

Client	Shangri-La's Rasa Sentosa Resort & Spa
Project Name	Drive for Arc Children's Centre Golf Day
Country	Singapore
Venue	Sentosa Golf Club (New Tanjong Course)
Date	December 2020 & October 2022
No. of Pax	144
Ambassadors	Choo Tze Huang, Koh Deng Shan



Event Examples

PRO-AM / CORPORATE DAY

Sands

SANDS - Pro-Am/Golf Day

Client	Las Vegas Sands Corp.
Project Name	Sands Pro-Am Invitational
Country	Macau
Venue	Macau Golf & Country Club
Date	October 2019
No. of Pax	48
Ambassadors	Phil Mickelson, Li Haotong

SANDS CARES - Junior Development & CSR Initiative

Project Name	Sands Cares Junior Golf Camp
Country	Macau
Venue	Caesars Golf Macau
Date	October 2019
No. of Pax	24 (Macau Junior Golf Association) 6 (Macau Special Olympics Team)
Ambassadors	Phil Mickelson, Li Haotong



Event Examples

CORPORATE DAY



HP - Corporate Golf Day / Leadership Forum

Client	Hewlett-Packard
Project Name	HP New Style of IT Series
Country	China, Philippines, Japan, Thailand, Malaysia, Singapore
Venue	Yalong Bay GC, Southwoods GCC, Dai Hakone GC, Thai Country Club, KLGCC, Sentosa Golf Club
Date	2014
No. of Pax	24 per event



Event Examples

CORPORATE DAY



SUMITOMO MITSUI
BANKING CORPORATION

SMBC - Corporate Golf Day

Client	Sumitomo Mitsui Banking Corporation
Project Name	SMBC Corporate Golf Day
Country	Indonesia & Singapore
Venue	Damai Indah GCC (BSD Course) Sentosa Golf Club (Serapong Course)
Date	September 2018 & November 2018
No. of Pax	24 & 72



Event Examples

PRO-AM



SINGHA - Pro-Am

Client	Singha Corporation
Project Name	Singha Corporation Thailand Open Pro-Am
Country	Chonburi, Thailand
Venue	Siam Country Club (Plantation Course)
Date	June 2015
No. of Pax	78



Event Examples

GOLF CLINIC / ACTIVATION



Discover Golf Carnival - Junior Golf Development and Community Activation with SGA

Client	Singapore Golf Association
Project Name	SMBC Singapore Open Discover Golf Carnival
Country	Singapore
Venue	Sentosa Golf Club
Date	2018 - 2020
No. of Pax	1,500 per event
Ambassador	Choo Tze Huang



Event Examples

ACTIVATION



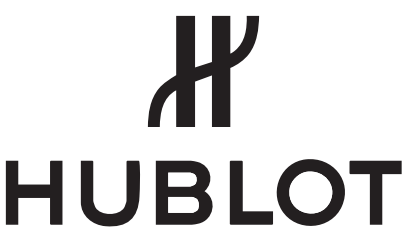
#AIASquadGoals

Client	AIA
Country	Singapore
Date	July - August 2019
Services Included	Fan Village Booth, Players and Fans Activation & Social Media Videos



Event Examples

ACTIVATION



HUBLOT - Consulting / Brand Activation

Client	Hublot
Project Name	Hublot Big Bang Unico Golf Watch Launch
Country	Shanghai, China
Venue	W Hotel Shanghai
Date	October 2017
No. of Pax	100
Ambassador	Dustin Johnson



Event Examples

ACTIVATION



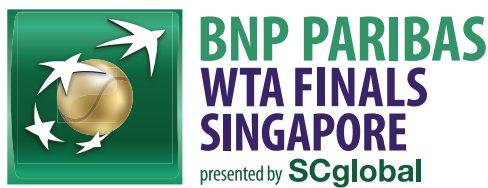
Badminton World Federation World Super Series Metlife Activation

Client	Metlife
Country	Singapore, Hong Kong, Indonesia, Japan, Korea, Malaysia, Australia
Date	March - November 2017
Services Included	Booth Activations, Branding Materials, Health Day Activities, Clinics



Event Examples

COMMUNITY ENGAGEMENT



BNP Paribas WTA Finals Singapore - Fan, Community and Stakeholders Engagement

Client	BNP Paribas, WTA, STB, Sport SG and Tournament Sponsors
Country	Singapore
Date	2014
Services Included	Content Programming, Merchandising, Sponsor Booths, Live Entertainment, Show Production, Player Meet & Greet, F&B Offerings, Workshops and Activations, Live Matches, Movie Screening, Gala Evening & more



Major International Events



Project Name	Hana Financial Group Singapore Women's Open
Country	Singapore
Venue	Tanah Merah Country Club (Tampines Course)
Date	2022 & 2024
Player Field	108



Project Name	Simone Asia Pacific Cup
Country	Jakarta, Indonesia
Venue	Pondok Indah Golf Course
Date	2022 & 2023
Player Field	64



Project Name	SMBC Singapore Open
Country	Singapore
Venue	Sentosa Golf Club (Serapong Course)
Date	2005 - 2022
Player Field	156

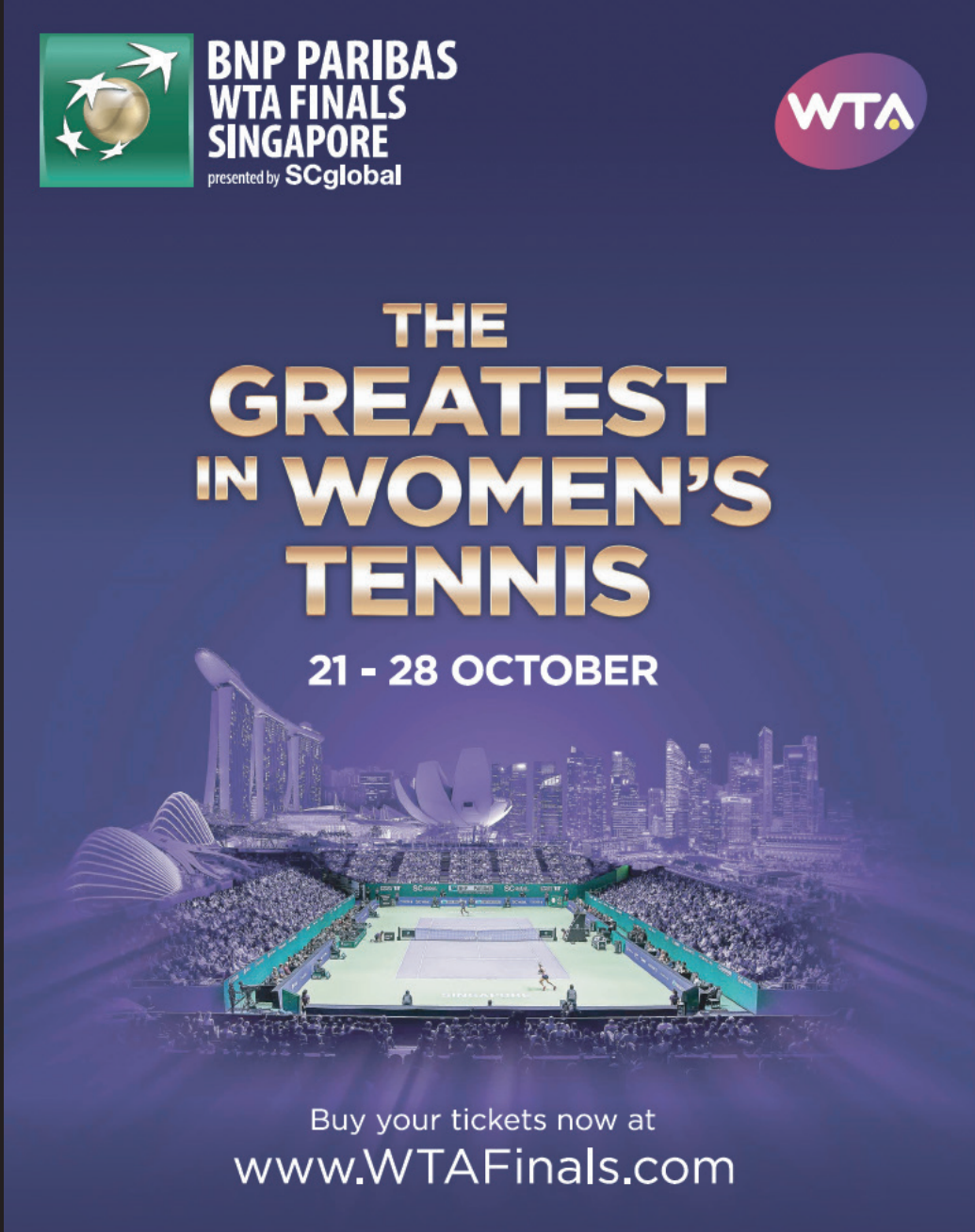


Project Name	World Amateur Team Championship
Country	Singapore
Venue	Tanah Merah Country Club (Tampines Course)
Date	Oct 2025
Player Field	216

Major International Events



Project Name	Indonesian Masters
Country	Jakarta, Indonesia
Venue	Royale Jakarta Golf Club
Date	2017 - 2022
Player Field	144



Project Name	WTA Finals
Country	Singapore
Venue	Singapore Indoor Stadium
Date	2014 - 2018



Project Name	Thailand Open
Country	Thailand
Venue	Laguna Phuket, Burapha GC, Suwan GC, Thana City GC, Siam CC Plantation
Date	2009 - 2015
Player Field	156



Project Name	Asean PGA Tour
Territory	Southeast Asia
Date	2007 - 2016

PALLADIUM's principals have helped deliver over 250 major international sports and client events

PALLADIUM

SPORTS | EVENTS | ADVISORY

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