

Maha Haddioui

...the First Moroccan and Arab Ladies Golf Professional

on the Ladies European Tour





GOLF

Golf is a precision club and ball sport, in which competing players (or golfers) use many types of clubs to hit balls into a series of holes on a golf course using the fewest number of strokes. Golf is defined, in the rules of golf, as „playing a ball with a club from the teeing ground into the hole by a stroke or successive strokes in accordance with the Rules“.

It is one of the few ball games that does not require a standardized playing area. Instead, the game is played on a „course“, generally consisting of an arranged progression of either 9 or 18 „holes“. Each hole on the course must contain a „tee box“ and a „putting green“ with the actual hole, and there are various other standardized forms of terrain in between such as the fairway, rough, and hazards, but each hole on a course and indeed among virtually all courses is unique in its specific layout and arrangement.

Golf competition is generally played for the lowest number of strokes by an individual, known simply as stroke play, or the lowest score on the most individual holes during a complete round by an individual or team, known as match play. Stroke play is the most commonly seen format at virtually all levels of play, although variations of match play such as „skins“ games are also seen in televised events.



PROFESSIONAL GOLF

The majority of professional golfers work as club or teaching professionals („pros“), and only compete in local competitions. A small elite of professional golfers are „tournament pros“ who compete full-time on international „tours“.

Many club and teaching professionals working in the golf industry start as caddies or with a general interest in the game, finding employment at golf courses and eventually moving on to certifications in their chosen profession. These programs include independent institutions and universities, and those that eventually lead to a Class A golf professional certification.

Touring professionals typically start as amateur players, who attain their „pro“ status after success in major tournaments that win them either prize money and/or notice from corporate sponsors. Jack Nicklaus, for example, gained widespread notice by finishing second in the 1960 U.S. Open to champion Arnold Palmer, with a 72-hole score of 282 (the best score to date in that tournament by an amateur). He played one more amateur year in 1961, winning that year's U.S. Amateur Championship, before turning pro in 1962.

INTERNATIONAL SPORTS SPONSORSHIP

- Sponsoring allows you to reach specific target markets with a lower financial investment than a traditional advertising campaign, activating a process of automatic communication.
- Sports sponsorship has one clear advantage over TV advertising in as much as the consumer is actively choosing to watch sports and the sponsorship within them. It is a personal choice that involves emotions which are automatically transferred to the partner / brand sponsor of the event. The companies sponsoring a team, a professional or a tournament, will be perceived in a positive way because the values of the sport are transferred onto the brand/product.
- Its effective – audience figures of major sports events are much higher than most prime time programs. The value is greater in as much as you are penetrating a much broader target specific group - enhancing awareness of the brand and or product.
- Sponsorship can be used as a platform to create a lot of other marketing activities. Each partnership can be defined into various sub-activities that will increase the brand awareness and will involve the target market more directly.
- Golf is an internationally high profile game and historically one of the most affluent sports. Both participants and spectators have access to a lifestyle and financial capacity that goes hand in hand with the image of the game. Moreover, in recent years Golf has started to appeal to a “cooler” generation of sportsman; this has in part been due to the success of Tiger Woods and his partnership with Nike. This legendary sponsorship deal has created a hype of publicity which has projected the game into a new dimension.



LADIES EUROPEAN TOUR

The Ladies European Tour is a professional golf tour for women which was founded in 1979. It is based in England.

Like many UK-based sports organisations it is a company limited by guarantee, a legal structure which enables it to focus on maximising returns to its members through prize money, rather than on making profits for investors. The tour is run by a Board of Directors and a Players' Council.

Most of the players on the tour are European, and the largest non-European contingent by far comes from Australia.





PERSONAL INFORMATION OF MAHA

Hometown : Agadir, Morocco

College Golf: Lynn University (2006 – 2010)

Hobbies: Reading, Horse-Riding, Travelling, History, Dogs

Languages Spoken: English, French, Spanish, Arabic

SHORT TERM OBJECTIVES

Rank in the top 10 of the European Tour Order of Merit in the next two years.

PROFESSIONAL RESULTS: TURNED PROFESSIONAL IN NOVEMBER 2010

25th at the Lalla Meriem Cup, Ladies European Tour 2011

43rd at the UniCredit Ladies German Open, Ladies European Tour 2011

19th at the La Manga Ladies Open, LETAS Tour, Spain 2011

Winner of the Ladies Moroccan Professional Championship 2012

3rd at the Mens Moroccan Professional Championship 2012

20th at the Women's Bank Open, LETAS Tour, Finland 2012

14th at the Samso Ladies Open, LETAS Tour, Denmark 2012

17th at the Crete Ladies Open, LETAS Tour, Crete 2012

Winner of the Pre Qualifying stage (B) of the Ladies European Tour Qualifying School at -16 2012

20th of the Ladies European Tour Final Qualifying at -8 2012

*First Moroccan Player to hold a European Tour Card

AMATEUR ACHIEVEMENTS

Winner of the Arab Championship, Tunisia 2010

Winner of the Spring Lake Invite, Sebring, FL 2009

Winner of the Mens Morocco Championship 2007

Winner of the Lady Falcon Invite, Daytona Beach, FL 2007

Winner of the Flagler Slam Championship, St. Augustine, FL 2007

Winner of the Mens Morocco Championship 2005

*First time it is ever won by a woman

Winner of the French PACA Championship, Avignon 2005

Winner of the Arab Championship, Egypt 2005

Finalist of Biarritz Cup, International of France, Belgium, and Spain 2004

Winner of the Womens Arab Championship, Egypt 2004

5th at the Mediterranean Games in Almeria 2005

Winner of Junior Internationals of Belgium 2003

U.S.A ACHIEVEMENTS

All SSC Florida Championship Award 2006 - 2010

Sunshine State Conference All Tournament Honors 2006 - 2010

All American Scholars 2007 – 2010

All Sunshine State Conference Women's Golf Team 2007 - 2010

GOLFER OF THE YEAR Award for the State of Florida 2008

Ranked Number 1 of the U.S Collegiate Order of Merit Fall 2008

Named ATHLETE OF THE YEAR for Lynn University 2009

EDUCATIONAL HISTORY

Graduated from Lynn University with Honors 2010

Graduated from Agadir French Highschool 2006

LADIES EUROPEAN TOUR SCHEDULE 2013

Mar 7th - 10th

Mission Hills World Ladies Championship
Mission Hills Haikou - Blackstone Course
Haikou, Hainan, China
Contracted Prizefund: \$800,000 individual, \$200,00 team
EURO Prizefund: €781,250

Mar 28th - 31st

Lalla Meryem Cup
Golf de l'Océan
Agadir, Morocco
Contracted Prizefund: EUR 325,000
EURO Prizefund: €325,000

Apr 19th - 21st

South African Women's Open
Southbroom Golf Club
Hibiscus Coast, South Africa
Contracted Prizefund: EUR 290,000
EURO Prizefund: €290,000

May 9th - 12th

Turkish Airlines Ladies Open
National Golf Club
Belek, Antalya, Turkey
Contracted Prizefund: EUR 250,000
EURO Prizefund: €250,000

May 24th - 26th

Deloitte Ladies Open
The International
Amsterdam, Netherlands
Contracted Prizefund: EUR 250,000
EURO Prizefund: €250,000

May 30th - Jun 2nd

UniCredit Ladies German Open presented by Audi
Golfpark Gut Häusern
Nr. Munich, Germany
Contracted Prizefund: EUR 350,000
EURO Prizefund: €350,000

Jun 13th - 16th

Open de España Femenino
TBC
TBC, Spain
Contracted Prizefund: EUR 350,000
EURO Prizefund: €350,000

Jun 20th - 23rd

Allianz Ladies Slovak Open
Golf Resort Tale
Brezno, Tále, Slovakia
Contracted Prizefund: EUR 250,000
EURO Prizefund: €250,000

July

TBC
Potential Event
TBC
TBC, United Kingdom
Contracted Prizefund:
EURO Prizefund: €

Aug 1st - 4th

RICOH WOMEN'S BRITISH OPEN*
St. Andrews old course
St Andrews, Scotland, United Kingdom
Contracted Prizefund: US \$2,500,000
EURO Prizefund: €1,920,130

Aug 9th - 11th

Pilsen Golf Masters
Golf Park Pízeň – Dýšina
Prague, Czech Republic
Contracted Prizefund: EUR 250,000
EURO Prizefund: €250,000

Aug 16th - 18th

The 2013 Solheim Cup
Colorado Golf Club
Parker, Colorado, United States of America
Contracted Prizefund:
EURO Prizefund: €

Aug 30th - Sep 1st

Aberdeen Asset Management Ladies Scottish Open presented by
EventScotland
Archerfield Links
East Lothian, Scotland, United Kingdom
Contracted Prizefund: £ 183, 000
EURO Prizefund: €220,000

Sep 5th - 8th

The Helsinborg Open
Vasatorp Golf Club
Helsingborg, Skane, Sweden
Contracted Prizefund: EUR 250,000
EURO Prizefund: €250,000

Sep 12th - 15th

EVIAN MASTERS presented by Societe Generale*
Evian Masters GC
Evian-Les-Bains, France
Contracted Prizefund: US \$3,250,000
EURO Prizefund: €2,496,170

Sep 26th - 29th

Lacoste Ladies Open de France
Chantaco Golf Club
Saint-Jean-de-Luz, Aquitaine, France
Contracted Prizefund: EUR 250,000
EURO Prizefund: €250,000

Oktober

TBC
Ladies Italian Open
TBC
TBC, Italy
Contracted Prizefund: TBC
EURO Prizefund: €TBC

TBC

Sanya Ladies Open*
Yalong Bay Golf Club
Sanya, China
Contracted Prizefund: EUR 300,000
EURO Prizefund: €300,000

November

TBC
China Suzhou Taihu Open *
Suzhou Taihu International Golf Club
Suzhou, China
Contracted Prizefund: EUR 400,000
EURO Prizefund: €400,000

Nov 28th - 30th

Hero Women's Indian Open *
DLF Golf and Country Club
New Delhi, India
Contracted Prizefund: US \$300,000
EURO Prizefund: €230,415

Dec 4th - 7th

Omega Dubai Ladies Masters
Emirates Golf Course
Dubai, United Arab Emirates
Contracted Prizefund: EUR 500,000
EURO Prizefund: €500,000
Rights Available

THE BRANDING OPPORTUNITIES & RIGHTS AVAILABLE

- Logo placement on cap and clothing as well as golf bag
- Brand visibility at the events
- Exposure in national & international press, TV, Online and Speciality sports magazines
- Brand association with golf and the related image
- Additional advantage of brand association with other main sponsors
- Benefits of being associated with young, dynamic sporty image
- Using Maha for photo shoots, brand endorsement, publicity and special events
- Exposure through Maha's website
- Hospitality at Golf events (additional to budget, organised on case by case basis)



Polo-Shirt



Cap



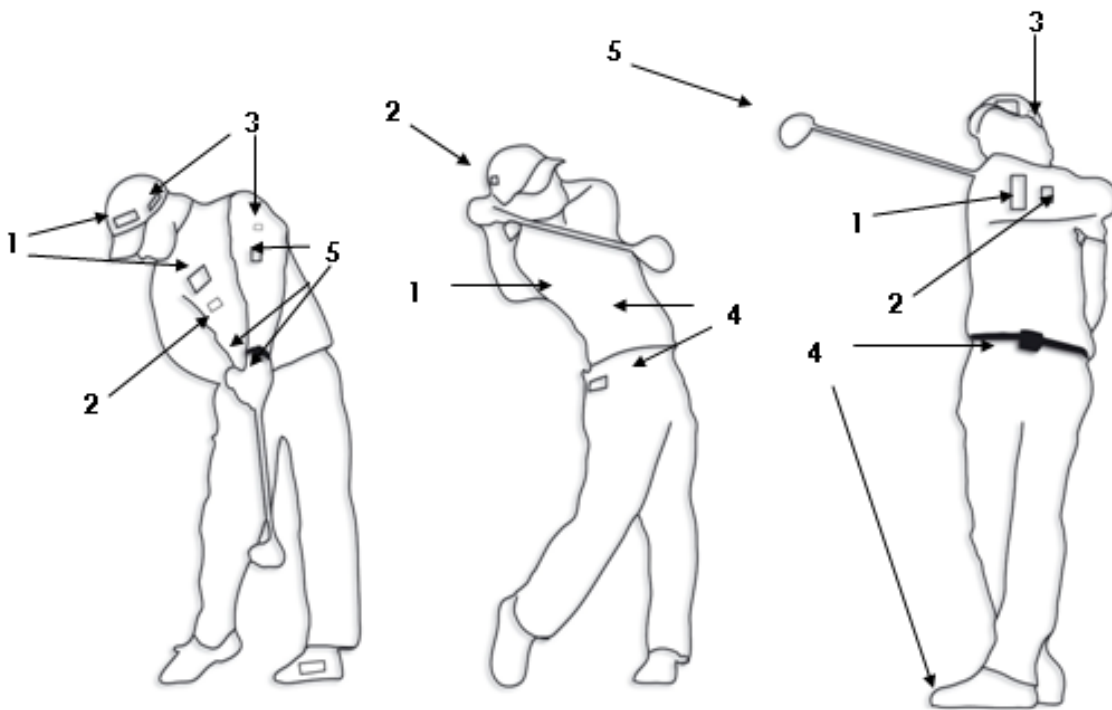
Golf Bag



Website

www.maha-haddioui.com





- 1. Premium Partner
- 2. 2nd Premium Partner
- 3. 3rd Premium Partner
- 4. CO-Sponsors
- 5. Equipment-Sponsors

MAHA HADDIOUI

Ladies European Tour Professional

Hotel Pyramides
Bensergao Agadir
80100
Maroc

Phone: +212 661 197 269
Email: mahahaddioui@yahoo.fr
www.maha-haddioui.com

