

The 2011 Solheim Cup

Customer Charter Meeting
19.04.2011 Killeen Castle



The Solheim Cup

Passion.. Excitement.. Emotion

Paula Creamer



The Solheim Cup Fact Sheet

- **Event:** The event was founded by Karsten Solheim, the creator of Ping, in 1990 and is played biennially. It is the most prestigious team event in Women's Professional Golf
- **Dates in 2011:** September 23 -25, 2009. Killeen Castle, Dunsany, Co. Meath, Ireland.
- **Prize Money:** None.
- **Trophy:** Perpetual Trophy made exclusively for the event and presented by Waterford Wedgwood
- **Teams:** The 12 leading Lady Professionals for USA and Europe
- **Spectators:** Over 100,000 fans have attended the last four Solheim Cup events



Anna Nordqvist



PING Junior Solheim Cup



- Top 12 U.S. Junior Girls vs. Top 12 European Junior Girls Age 13-18
- Series 3-2 after USA's success at Rich Harvest Farms in 2009, inaugural event in 2002
- Competition Tuesday 20th and Wednesday 21st of The Solheim Cup Week
- 2011 Venue – Knightsbrook Hotel and Golf Club, Co. Meath, Ireland.

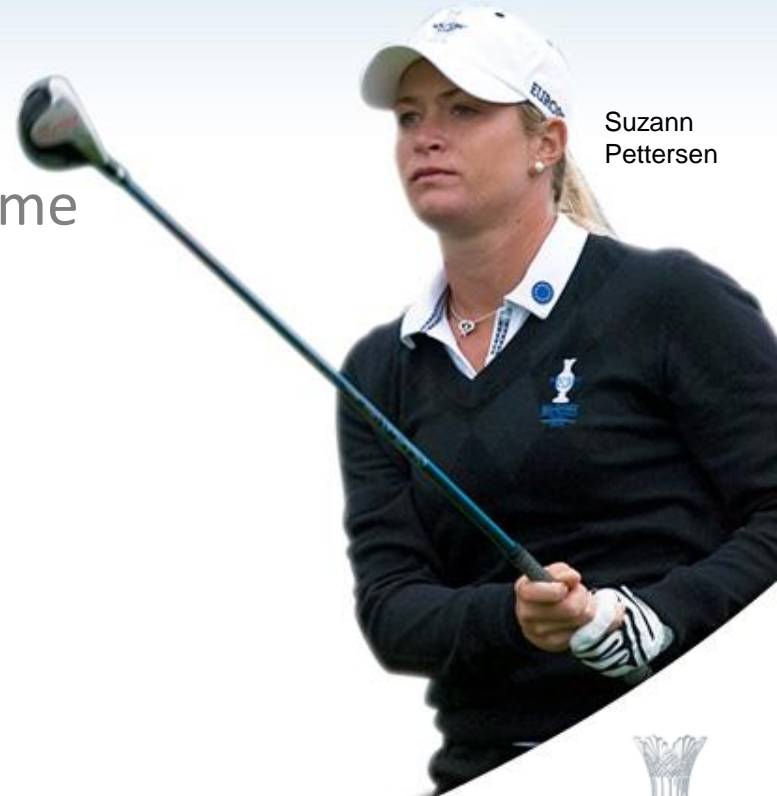


The 2011 Ladies Irish Open



The 2011 Solheim Cup Activation March - April

- The Solheim Cup Ambassador Programme
- The 2011 Solheim Cup Club Challenge
- Promotional Campaign
- Volunteer Programme
- Junior Golf Ireland

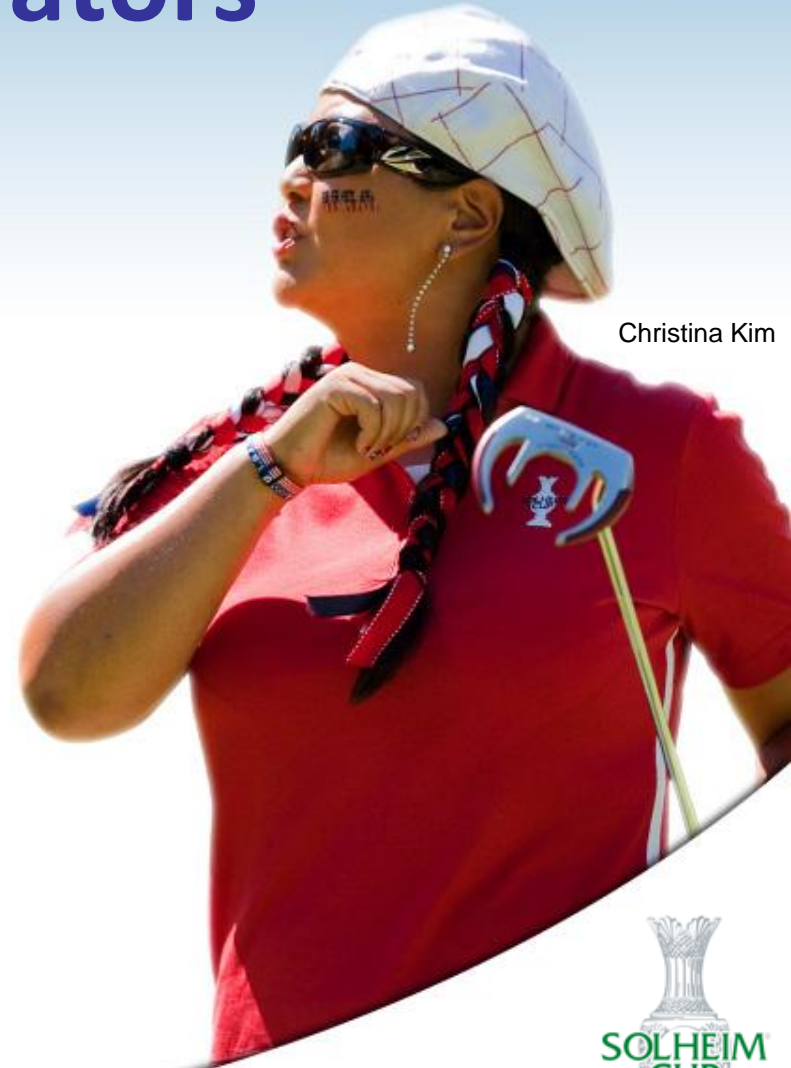


Suzann
Pettersen



Affiliated Tour Operators

- Irish Links Tours & Travel
- JD Golf Tours
- Celtic Golf
- Wide World of Golf
- Carr Golf Travel
- Sullivan Golf & Travel Links Golf
- Ireland Celtic Fairways
- TUI
- Weltentdecker golfundgalopp Golf Travel etc
- Club Choice Ireland
- Escape Travel AS
- Golf Vacations Ireland
- Cork & Tee
- Britannia Golf
- Absolutely Golf & Travel
- Golf Travel etc
- Hayes Golfreisen
- SponsorLink Golf
- ExpertReiser



Christina Kim



Michelle Wie

Official Party and Affiliate Hotels

- Dunboyne Castle Hotel
- Knightsbrook Hotel and Golf Club
- Crowne Plaza Hotel
- Burlington Hotel

Affiliated Hotels:

- The D Hotel



Tickets

- Ticketmaster
- Affiliated Partner
 - No booking Fee
 - Booking forms



The 2011 Solheim Cup Logistical Plan



What will happen at Killeen Castle the week of The Solheim Cup?

Monday 19th Sep

Teams arrive.

Staff and Volunteers Training days

Tuesday 20th Sep– Thursday 22nd Sep

Gates open to public

Practice Days

Friday 23rd Sep – Sunday 25th Sep

Match Days



Who will be making their way to Killeen Castle for The Solheim Cup?

Officials:

Teams

Tournament Staff

Members

Media & TV

Volunteers

Sponsors



Getting to Killeen Castle for The Solheim Cup:

- By Car
- Rail and Ride
- Private Coach
 - How to sign up for a bus pass



At the Event

- Excitement of the thrilling golf
- The Village
 - Opening and Closing ceremony
 - Eating and Bar Areas
 - Merchandise Pavilion
 - Exhibition Area
 - Interactive zones
 - Entertainment
- On Course Facilities
 - Grandstands
 - Food outlets
 - Big Screen TVs



Questions?

