

MY JOURNEY AS A PROFESSIONAL GOLFER



NATHAN WATTS
Golf Touring Professional

SPONSORSHIP PROPSAL

PROPOSED BY



NATHAN WATTS

PROPOSED TO



POTENTIAL SPONSOR

TOGETHER EVERYONE ACHIEVES MORE

INTRODUCTION

My name is Nathan Watts, I am a 23 year old professional golfer, born in coventry and now living in Cheltenham, Gloucestershire and based at Lilley Brook Golf Club . My professional career began in 2019. I'll be seeking what many others like me seek, to achieve successful career on tour. Before you read on, may I thank you for taking the time. Let me assure you that I have no misconceptions about life as a golf playing professional. I understand the commitment and sacrifice required to make a living in this sport. I've been preparing for this opportunity for the last five years, I feel ready and driven to face the challenges associated with this job and I'm greatly looking forward to achieve my dreams.

This document includes details about my background, goals and aspirations, recent achievements and a sponsorship proposal outlining costs and expenses of a touring golf professional. I am looking for an investment in the region of £10,000 of corporate sponsorship, which could potentially be split amongst a small number of separate companies for one year's worth of funding. These include entrance fees, travel costs and funds for subsistence. In exchange for sponsorship, the document below outlines all the different offers and potential benefits that are available when sponsoring myself a rising, touring golf professional.

MY BACKGROUND

I took up the game at the relatively late age of 13 years old but improved rapidly, reaching the top ranks of the amateur game. My amateur career has been spent largely at county level, but the last couple of years I've made big strides in my game which has helped me to achieve more and be able to play in a lot more events at national level. By the age of 21 I had a handicap of -1. Spent 4 years in Cheltenham studying at Gloucestershire University, where I captained the Men's Golf Team to many titles including West Conference Champions. I also represented my university in world and national competitions as a University of Gloucester golf sports scholar. I decided to turned professional January 2019. In 2019, 2020 I got nominated as male sporting excellence athlete.



07468518777



nathanthomaswatts@gmail.com

SPONSORSHIP

In order to raise this desired amount through sponsorship, there are many things that I can do as golf professional that may benefit, add value, enhance or entertain certain aspects of your business.

1. All tournaments are either televised or reported on national platforms with a lot of media attention both on social media and the Internet in general. Pictures are constantly revealed of players competing in clothing that is embroidered with company logos. This is a means of marketing and advertising and I have the agreement from Puma that I may embroider other logos on my apparel and golf bag. Sky sports and BT Sports Coverage.
2. I can compete or attend company golf days, giving clinics and advice to players who are less experienced as I am, giving tips and tricks to clients or staff who also attend. Golf is a social sport and large percentage of business is actually initiated and finalised on a golf course too. Become a main sponsor for my own golf day and have opportunity to bring a team to play on the day.
3. When media attention is involved, I would be sure to continually mention my sponsors through the medium of my social media, reaching all my large 10,000 followers and supporters as well.
4. Exclusivity and a permanent place on the footer of my website www.nathanwattsgolf.co.uk with links to your company site.
5. The possibility to attend some of the tournaments in which I compete. If scheduling works to the point at which clients or staff wish to attend a tournament in Europe while I'm competing, I will be at hand to socialise and entertain.
6. Provide sponsors with a regular update, keeping informed of my progress and tournament schedule.
7. Attending or managing a golf day for you.
8. Running a "Beat the Pro" challenge at your golf day.
9. Represent as a Brand Ambassador

Other Opportunities I have to offer: Social Media Support

I work with individuals and businesses to improve their marketing strategy and activities to enhance performance. Advising, training or managing your social media accounts and paid advertising campaigns, 7 days a week. My support may include but is not limited to the following areas;- Marketing strategy, Branding, Partnerships, Content creation, Videos and images, Social media, Social media campaigns and Advertising. Below are the available positions for embroidery. Please be aware that these spaces are subject to availability.

* Golf bag pocket middle - **Ascott Cabs**

* Right chest - **Ascott Cabs**

* Right sleeve- Available

* Left sleeve- Available

* Right collar- Available

* Left collar- Available



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Wellbeing and Fitness Support

Qualified NASM Level 4 Golf Fitness Specialist
Level 4 Strength and Conditioning coach.

My support may include but is not limited to the following areas;

- One to one fitness sessions
- Individual fitness and nutrition plan
- Online support 7 days a week

Mental and Motivational Support

- Support company with mental longevity
- Online Resources and videos

Available Discounts through Nathan Watts Golf

- Wilu Life Health and Life Insurance
- Wowhydrate Protein and Electrolyte Drinks
- YourGolfTravel Golf Trips and Golf Holidays
- GolfSouthWest Golf Trips and Golf Holidays

I intend to do plenty of travelling in my professional career which would result in great exposure and advertising for your company. As someone who takes great pride in appearance and professionalism, I can promise that you will be well represented.

These next few years are going to be great fun and I hope very successful at the same time. I hope that you will join me on this journey and share in my successes.

Golfing Achievements

Listed below are some of my more notable amateur and professional achievements and successes over the past few years.

- 4 times Club Champion, 2 times Junior Club Champion (Lowest round 66 -6)
- University of Gloucestershire 1st Team number 1 (unbeaten 2016,2017,2019)
- Western conference cup winner
- 2 career Regional victories (Myerscough)
- 2 Professional Top 10s
- 10 Professional Top 25s
- Winner of an Intercollegiate tour event while studying at Myerscough College. (2015)
- Part of the Myerscough College 1st team that won both regional intercollegiate order of merits in the same year (2015).
- Enaghy, Puma Golf and Wowhydrate Ambassador

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GOALS AS A PROFESSIONAL

My long-term goal is to achieve and maintain a tour card on the European Tour. In order to achieve such a lofty goal, the next two or three years are paramount and I will need to learn quickly and continue improving.

Year one

- * To earn a Full card for the Europro Tour.
- * To make a minimum of 50% of cuts on the Europro Tour.
- * To practice on every non-competitive day, working on all factors of my game.
- * To devise and execute a golf specific fitness and nutrition plan that will help to elevate my performance.
- * To achieve a scoring average of 72 or better.

Year Two

- * To retain a tour card for the Europro Tour.
- * To continue maintaining a regimented practice and workout routine.
- * To make a minimum of 70% of cuts on the Europro Tour.
- * To maintain yearly progression in statistical performance.
- * To win a Europro Tour Event.
- * To make it to the Europro Tour Championships.
- * To qualify for final stage of open qualifying

Year Three

- * To finish top 25 in order of merit on the Europro Tour.
- * To earn a Full card for the Challenge Tour
- * To make a minimum of 75% of cuts on the Europro Tour.
- * To maintain yearly progression in statistical performance.
- * To win 3 professional events
- * To make 5 top 25 finishes on the Europro Tour.

If you would like to get in touch, please don't hesitate to contact me and I look forward to meeting with you.



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