

# Australian Masters Golf featuring Tiger Woods



**Sydney Fan Sites  
11<sup>th</sup> – 14<sup>th</sup> November 2010**

# Media Release



## **Tiger Woods to return to Melbourne to defend Masters**

Tiger Woods will return to Melbourne in November to defend the Masters. This year's Masters will witness one of the greatest fields ever assembled for a tournament in Australia with the defending champion joining international stars Sergio Garcia (Spain) and Camilo Villegas (Colombia) along with the 2006 US Open Champion, Geoff Ogilvy. On his forthcoming trip to Australia, Tiger Woods is said to be very pleased to be able to return to Melbourne to defend the Masters and he looks forward to playing at The Victoria Golf Club in November.

As such, Nvisage Media will be setting up "fan sites" in Sydney, which will enable the crowds to follow all the action on giant video screens over the four days from 11th to 14th November. The sites will be free-of-charge, and will be located at Customs House and Fox Studios in Sydney, where there are two giant screens.

Each venue has immediate access to bars, restaurants, cafes and shops so refreshments during the course of the event will be easy to come by. Each of the LED Super Screens will broadcast all the live coverage of the event, and the venues will also play host to a number of live activities, such as kids' areas, mini-golf and live and interactive activities.

# Locations

## Customs House, Circular Quay, Sydney

The transport hub of the city, this is where the train, bus and Sydney ferry networks converge. Thousands of people pass through the area every day, which increases nearer the summer months. Major companies such as Audi and Singapore Airlines have used the Customs House venue for brand launches and publicity stunts in the recent past. It also recently played host to an Australian Open Tennis fan site.

The venue was used last year to host the live fan site with resounding success and has also been used for a number of other live sites, such as the Sydney New Year's Eve celebrations and, more recently, the Commonwealth Games. A huge entertainment and interactive zone was set up when Tiger Woods came to Melbourne to partake in the event for the first time in eleven years, attracting large crowds for the four-day duration. Activities included the Nintendo Wii/EA Sports Tiger Woods 2009 competition on the big screen, a putting green and mini-golf – there was even a person dressed in a tiger costume getting the crowds involved with the golf activities, as well as dancing along to the live bands in the evenings after the live coverage finished.

All in all, Customs House was an ideal venue for this event and, like Melbourne four years ago, will be expected to attract large crowds throughout the event.



# Locations

## Fox Studios, Entertainment Quarter Moore Park

The entertainment and sports centre of Sydney, EQ is a famous gathering place for sports fans as a result of the neighbouring Sydney Football Stadium and Sydney Cricket Ground. It also has markets several times a week, and an abundance of bars, restaurants, cinemas and retail outlets. More importantly, though, it is right next to the CBD's closest golf course, Moore Park!.



# Advertising Package



16 x 30 second TVCs per  
day per screen, over 4  
days

**Total airtime package:  
128 x \*30 second TVCs**

\*Advertisers running 15 second  
TVCs will receive 256 x 15 sec  
spots in total

