



Asian Tour Partnership Report

February to December 2018



“It’s the kind of thing that I want to be involved in. It gives me an opportunity to help people in need in the region. Being a professional golfer, coming to Asia has been an awesome opportunity for me. It is about getting chances to give back.”

- Berry Henson, Asian Tour golfer ranked eleventh on the 2018 Habitat for Humanity Standings.



“It has been a meaningful year for the Asian Tour in 2018. As we celebrate another season of success, we are happy to see that many stakeholders within the Asian Tour family made an effort to give back to society through our partnership with Habitat for Humanity.”

- Cho Minn Thant, Chief Operating Officer of the Asian Tour.



“They’ve (Asian Tour volunteers) travelled far to help a widow like me. I want my house to be filled with laughter and happiness.”

- Munna Devi, from Begumpur, New Delhi, mother of three and Habitat homeowner.



About the Partnership



**Habitat
for Humanity®**



**ASIAN
TOUR**

For the first time, Habitat for Humanity has teamed up with the Asian Tour as the golf tour's 2018 Sustainable Development Partner, to bring the need for decent housing closer to the hearts of the golfing community in the region and the rest of the world.

In line with the partnership, the Asian Tour's season-long "Order of Merit" rankings was renamed the "Habitat for Humanity Standings." This branded leaderboard led to massive visibility for Habitat across multiple broadcast channels in over 14 countries in Asia, the Pacific and beyond.

The one-year partnership opened many doors. Several professional golfers became Habitat ambassadors and wore our logo on their golf apparel or bag when they

played in Asian Tour golf tournaments. There were many activation events organized on the golf course and off the course in India, Indonesia, Malaysia, New Zealand, South Korea and Thailand. Together, Habitat and Asian Tour collaborated to create avenues for the golfing community to support meaningful housing and shelter projects across Asia through the raising of resources, awareness and volunteers.

Since 2004, the Asian Tour has developed the sport of golf by providing a path to success and is now the third largest Tour in the world. It has a diverse and committed membership rooted in Asia and a global voice with an estimated reach of more than 466 million households because of its worldwide television reach, digital media platforms, and traditional press coverage.



AT Players Who Qualified for the CIMB CLASSIC through the

HABITAT FOR HUMANITY Standings



www.asiantour.com



Engagement Highlights

Maybank Championship, Malaysia

Partnership announcement



Golfers recorded video soundbites.



Golfers struck a Habitat pose.

Hero Indian Open



First Golfers Build with Asian Tour players Shiv Kapur and his wife, Chirag Kumar and his wife, and Casey O'Toole.

Homeowner: Munna Dewi
Location: Begumpur, New Delhi

Shinhan Donghae Open, Korea



On-site activation at the tournament: The set-up of a Habitat booth to grow awareness and fundraise through the sale of branded merchandise in support of Habitat Korea's campaign - **“Love in Action, Action in Love.”**

Thailand Open

Asian Tour and the Thai Country Club donated 250,000 THB to build one house.



Habitat Thailand CEO addressed an audience of about 150 people during a tournament lunch.



Habitat booth: On-site activation at the tournament to grow awareness and raise funds through the sale of branded merchandise.

Golfers Build with players Itthipat Buranatanyarat, Nitithorn Thippong, and management and staff of Thai Country Club and Asian Tour Media.

Homeowner: Roungrat
Location: Rayong

TAKE Solutions Masters, India



Pro-Am tournament in support of Habitat India's campaign for farmers' widows in India.

Live and silent auction of golf-related memorabilia and unique experiences.

Habitat booth: On-site activation at the tournament for visibility and the fundraising campaign "Brick by Brick."

Golf clinic for youth, conducted by golfer Khalin Joshi, champion of the tournament.



On-site activation at the tournament: Habitat booth for visibility and the fundraising campaign "Brick by Brick."

Golfers Build with Udayan Mane, Koh Deng Shan, and management and staff of Asian Tour.

Homeowners: Sheela Devi and Shabnam Khaled
Location: Begumpur, New Delhi



Pro-Am tournament and dinner.
Live and silent auction of golf-related memorabilia and unique experiences.

Indonesian Masters



Golfers Build: Players George Gandranata, Berry Henson, Elki Kow, Wolmer Murillo, Fajar Win Nuryanto and Mitchell Slorach, joined by management and staff of Asian Tour and Asian Tour Media.

Homeowners: Enoh, Bai and Aben
Location: Sentul village, Bojong Koneng in Bogor

Screening of a Habitat Indonesia video to appeal for disaster response support for Sulawesi and Lombok at the tournament's opening dinner.

Habitat booth: On-site activation at the tournament to grow awareness and raise funds through the sale of branded merchandise.

Habitat's Asia-Pacific Vice-President spoke at Asian Tour's gala dinner to mark the end of the season.

A video summarizing the highlights of the year-long partnership was produced by Asian Tour Media and screened at the dinner.

Friends of Habitat

Some Asian Tour golfers have become supporters and advocates of Habitat for Humanity, giving their time and making efforts to serve as Habitat ambassadors and volunteers. As ambassadors, they wear the Habitat logo on their golf apparel or bag. They promote the work of Habitat on their social media channels and when speaking to the media.

Their voices, voluntarism and generosity contribute to the cause of helping families in need of decent housing and Habitat's vision of a world where everyone has a decent place to live.

We are grateful for the support



Berry Henson



Casey O'Toole



Danny Masrin



George Gandranata



Michael Tran



Mitchell Slorach



Wolmer Murillo

Volunteers and supporters

Chikkarangappa
Chiragh Kumar
Elki Kow
Fajar Win Nuryanto
Gaganjeet Bhullar
Gavin Green
Henrik Stenson
Itthipat Buranatanyarat
Jeev Milka Singh
John Catlin
Justin Rose
Khalin Joshi
Koh Deng Shan
Nitithorn Thippong
Panuphol Pittayarat
Paul Harris
Prom Meesawat
Rory Hie
Shiv Kapur
Siddikur Rahman
Udayan Mane



Total funds raised
US\$ 164,895



A new set of connections with individuals, corporations and celebrities
- **36 key leads** - has been built through the Asian Tour partnership and will be nurtured over time to create a new cohort of strong Habitat supporters.



At the upcoming 2019 New Zealand Open, Habitat hopes to raise NZ\$10,000 and kicks off a **NZ\$50,000** appeal to support families in Indonesia with their housing needs.

Extent of Habitat's Visibility

Through the partnership, the Habitat for Humanity name received top billing when the Asian Tour's 2018 season-long Order of Merit rankings was renamed "Habitat for Humanity Standings."

The return on investment stands at
US\$ 58,587,833
(100 percent media evaluation)

Exposure on Habitat-owned social media channels
total reach
20,432 impressions

Global exposure on Asian Tour's TV platform
286 million+
households reached through 13 LIVE programs and 18 Highlights programs of 23 tournaments



Exposure in Asian Tour's digital, on-ground and print platforms
400 million
individuals potentially reached from 483 articles generated, with 1,250+ mentions of Habitat for Humanity

Exposure of Habitat for Humanity's name in media mentions
25+ articles with a print circulation of
21 million+
Coverage in Pakistan, India, Thailand, United States, Philippines and China

Driving Greater Engagement

The Habitat for Humanity – Asian Tour partnership has extended and deepened the level of engagement on many fronts.



In the middle of the season, **top LPGA golfer Ariya Jutanugarn and her sister Moriya Jutanugarn** made a significant donation to Habitat Thailand to build three decent and affordable houses for future Habitat homeowners in the country. On November 28, 2018, the sisters and other volunteers worked alongside Chalouey to build a home for his family in Suphanburi, Thailand.

Ahead of the Indonesian Masters in December 2018, English professional golfer, 2013 US Open Champion and 2016 Olympic gold medalist Justin Rose donated US\$ 50,000 to Habitat Indonesia's **disaster response program in Sulawesi and Lombok.**



Asian Tour golfer and Habitat for Humanity ambassador, Berry Henson and his family volunteered for the home maintenance project **“A Brush with Kindness”** in Coachella Valley, California on April 7, 2018.

Online and on-air calls-to-action for donations were made in support of disaster response projects for Cyclone Gita in Tonga in the Pacific and the Kerala floods in India.





After an overwhelming response to the Pro-Am events at two Asian Tour competitions in Bengaluru and Delhi, Habitat held their first - **Habitat for Humanity Charity Golf tournament** - in Mumbai. Two-time Asian Tour number one, Jeev Milkha Singh and his fellow golfers Shiv Kapur, and Chirag Kumar played in this inaugural tournament, to support the widows of farmers across the country build strength, stability and independence through shelter.

Habitat ambassadors Danny Masrin and Berry Henson raised funds together with their peers and supporters through the **#BirdiesforHabitat challenge** at the Indonesian Masters.

Habitat has also reached out to **Asian Tour's family of sponsors** such as Rolex, Panasonic, ECCO Golf, R&A, Titleist and Footjoy to share insights on the great need for adequate housing in the region and to engage them in the future for the cause.

After playing in a Pro-Am tournament, R. Gopal, managing director of Goodrich Maritime made a personal donation to Habitat for Humanity India and contributed to the **Kerala Floods Response Program**. The total donation was INR 20,00,000 (US\$ 28,000).





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