**Marketing assets**

* Company logo (.png / ai) colour and white:

Provided.

* Company bio (up to 500 word):

**The DP World Tour is the main men’s professional golf Tour of the European Tour group, with a global schedule** featuring a minimum of 39 tournaments in 26 different countries across the 2023 season.

Formerly known as the European Tour, which was established in 1972, the 2023 DP World Tour schedule includes five Rolex Series events, along with four Major Championships, one World Golf Championship event, as well as tournaments staged around the world with a minimum prize of $2million for all events solely sanctioned by the DP World Tour. The season concludes with the final Rolex Series event, the DP World Tour Championship, Dubai, where the winner of the Tour’s season-long competition, the Race to Dubai Rankings in partnership with Rolex, will be crowned.

The Tour is committed to ‘Driving Golf Further’through our guiding principles of being innovative, inclusive and global. We are driving innovation through the creation of award-winning content, pioneering tournament formats and the use of the latest technology and inventive fan engagement. We are committed to include all who share a love for the game of golf and do this through a close collaboration with the women’s game via mixed gender tournaments, operating the G4D (Golf for the Disabled) Tour, and promoting the many physical and mental health benefits of playing golf. We are a global Tour, with players from 37 different countries having won our tournaments, while our live broadcast reaches more than 490 million homes in more than 150 countries every week.

* Company strapline:

Driving Golf Further

* Title for the bio (65 characters):

Is this if we have a speaker or will the above bio suffice?

* Header image – 3840px x 2160px & :

What will this be used for? We will need to prepare this.

* Company website (or preferred landing page URL):

[www.dpworldtour.com](https://nam10.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.dpworldtour.com%2F&data=05%7C01%7CAidan.Doran%40leadersinsport.com%7C29f992f9a6d54992e50008db165ee8a0%7C1fe6294574e64203848fb9b82929f9d4%7C0%7C0%7C638128369172329467%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ScNdkRx8nTRcix11NjIjQ7Ve3ng0LVu8sIyIY5Xi9gU%3D&reserved=0)

* Promo video – must be YouTube or Vimeo link:

[https://youtu.be/Wsy0LhqlqxA](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FWsy0LhqlqxA&data=05%7C01%7CAidan.Doran%40leadersinsport.com%7C29f992f9a6d54992e50008db165ee8a0%7C1fe6294574e64203848fb9b82929f9d4%7C0%7C0%7C638128369172329467%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=O98COxVup1GLthMxVo56l0oyqIWO%2BmgjKeN0oV3BQ4M%3D&reserved=0).