

T·21

GOLF®

TOM HAYWARD  
TOUR PROFESSIONAL

# Contents

PAGE 01	Contents Page
PAGE 02	Opening Statement Personal Introduction
PAGE 03	Investment Opportunity
PAGE 04	Investment Value Investment Benefits Incentives Competitive Structure
PAGE 05	Schedule Tournament Prize Funds Example Successes
PAGE 06	Conclusion Feature Image
PAGE 07	Career Achievements Results
PAGE 08	Curriculum Vitae
PAGE 09	Testimonials

# Investment Proposal

**Tom Hayward BSc**

**Director: Tom Hayward Ltd**

**T.21 Golf**

## Opening Statement

My name is Tom Hayward and I am offering bespoke sponsorship opportunities in return for a share in my golf business. This proposal presents the opportunity to support and join in the professional journey to the top level in world golf.

I am a young professional competing in the UK, who despite having played the game seriously for just three years have been heralded as showing significant potential. During this period I have displayed great commitment to developing my game and extending my limits. My aims are simple: To master the game and to become a success at the highest level.

## Personal Introduction - My Story

Three years ago I had only dreamt of playing professional golf. Finding the time to play had always been difficult, despite following the game passionately.

Fortunately this changed in October 2010 when a local professional presented a unique opportunity for me to have an assessment of my game, having spotted my potential when watching me practise at my local club. The evaluation transformed my ambitions and I knew from that point that I would do anything to become a professional golfer, welcoming the personal challenge and exciting opportunity. Since setting out on this journey I have applied myself diligently, working with leading industry experts and juggling part time work. I have made great progress, resulting in my first professional win on The JAMEGA Tour in November 2013.

My dedicated character has also allowed me to achieve away from the sports field, performing well academically, graduating as a Sports Physiologist from The University of Exeter, with a First Class BSc Honours degree.

Having competed for two seasons on development tours in the UK, competition is now my life and the process of improvement is what motivates me. I am determined to make my career and golf business a success and I am seeking investment to make this possible. An association with an emerging player in European golf presents a variety of business options, and I welcome the prospect of working with my associates.

In line with my competitive career I have developed the brand T.21 Golf. I am passionate about the potential of this brand and I aim to use it to set up performance academies across schools in the South of England, increasing golf accessibility at grass roots level.

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# Investment Proposal

I am presenting you with an opportunity to invest in a player with far reaching potential, with serious ambitions of becoming a prolific winner and leading player on tour. Not only would you be investing in a tour player, but you would also be investing in a business and commodity with a strong and realistic prospect of generating revenue in off course endorsement contracts.

Below are the annual packages for investment into the business:

-Single share value at **£450**. (Minimum shareholding: 10 shares valued at £4,500)

## Package 1 - Full Funding

**£45, 000/per annum** (Full business value)

This investment is complete financial backing of the business, covering all aspects of training, competition and living.

Proposed Return on Investment:

- For the first £45,000 in annual tournament earnings, 90% will be returned to the investor with 10% retained as a player incentive.
- For the second £45,000 won, 50% will be returned to the investor.
- For the third £45,000 won, 25 % will be returned to the investor.
- In excess of £135,000 annual winnings 2% will be returned to the investor

## Package 2 - Competitive Funding

**£22,500/per annum**

This investment is the minimum amount required to fund a full competitive tour season in the UK (30 Event Season)

Proposed Return on Investment:

- For the first £22,500 in annual tournament earnings, 80% will be returned to the investor with 20% retained as player incentive.
- For the second £22,500 won 50% will be returned to the investor.
- For the third £22,500 won 25% will be returned to the investor.
- In excess of £67,500 annual winnings 2% will be returned to the investor.

*-Contracts are planned to run from Nov-Nov. Investors have pre-emption rights to renew their investments when contracts expire.*

*-Required investment period is three years.*

*-The percentage return is defined by: The totality of golf related earnings.*

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My career opens increased marketing opportunities for businesses. An association with a professional sportsman can help transport a business into different markets exposing it to greater audiences, thus heightening revenue potential.

## Sponsorship Benefits:

1. Golf is in a growth period, with new territories taking up the sport and investing heavily into it. Golf is becoming increasingly popular in emergent markets such as the Middle East, South East Asia, Russia, India and China.
2. Golf is already a global sport and industry with an enormous audience, exposing sponsors to a market with large spectator attendances and huge TV viewing figures. In 2013 Sky Sports televised 5, 072 hours of live golf, second only to football. TV golf audiences peaked with over 3.5 million tuning in to watch the final two days of the Masters, live on the BBC.
3. There is a huge breadth to golf media, ranging from magazines, apps, websites, radio, and TV productions: All of these offer extensive marketing opportunities.
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## Investment Incentives

- 10-day representation allowance: Corporate days, charity golf days, social golfing events and other such occasions.
- Tuition to lead investors.
- Practice and playing companion to improve your game.
- Brand ambassador for your existing business.
- Pride and recognition associated with facilitating a professional sporting career.
- 14 Pro-am Team events: The opportunity to play alongside me at a professional tour event, offering a great chance to invite clients and business associates to fantastic venues across the UK.

## Competitive Structure

My structure will be focused towards qualification for The European Tour. Full investment of £45,000/per annum will provide 6 opportunities to qualify for a major tour. I will enter European Tour Qualifying each season until achieved, combined with an alternative option of either The PGA or Asian Tour.

I will begin on the Euro Pro Tour, complementing this with 2-day events on The JAMEGA TOUR. These events offer excellent preparation and stiff competition.

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## Planned 2014 Tournament Schedule:

- **Minimum 30 competitive events**
- 14 Euro Pro Tour events (3 day competition)
- 9 JAMEGA Tour events (2 day competition)
  - 6 TP Tour events (Single day)
- Q School- European Tour (3 stages, 14 rounds)

## Tournament Prize Funds

-The European Tour:  
£250,000 - £1,000,000

-European Challenge Tour:  
£25,000-£40,000 1st Prize (4 Day Event)

-Euro Pro Tour:  
£10,000 1st Prize (3 Day event)

-JAMEGA Tour:  
£2,500-£5000 1st Prize (2 Days event)

My first target is to compete for the Euro Pro Tour Order of Merit. 2013 winner Oliver Farr, won **£33, 495** in 11 events. The below presents the proven track record of the Euro Pro Tour:

Player	Official Word Ranking	Example Tournament Victories	European Tour Career Earnings
Louis Oosthuizen	27	The Open, Volvo Golf Championship, Maybank Malaysian Open.	<b>£10.458,849</b>
Ross Fisher	71	Irish Open, Volvo World Match Play, European Open, and KLM Open.	<b>£9.145,640</b>
Nicolas Colsaerts	68	Volvo World Matchplay and Volvo China Open.	<b>£4.958,830</b>
Charl Schwartzel	18	The Masters, Alfred Dunhill Championship, Joburg Open.	<b>£12.571,550</b>
Jamie Donaldson	25	Abu Dhabi HSBC and Irish Open.	<b>£7.532,264</b>
Tommy Fleetwood	89	Johnie Walker Championship.	<b>£1.549,298</b>
Branden Grace	42	Joburg Open, Volvo Golf Championship, Volvo China Open.	<b>£4.423,537</b>

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# Investment Proposal

## Conclusion

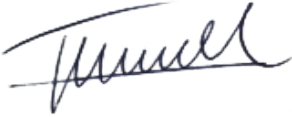
For me, investment will create a professional environment in which to train effectively with maximum efficiency in order to reach my full potential. I have an excellent group of people around me to aid my development and I have no doubts in my ability to succeed and reach The European Tour. I continuously strive for excellence and I have a great capacity to learn, to improve my performance and to be successful. I thoroughly enjoy the process of mastering my work and want to be able to dedicate all my efforts towards doing so.

You will find a detailed insight into my career on my website- [www.tomhaywardgolf.com](http://www.tomhaywardgolf.com). On my website you can see videos of my game, view my gallery and keep up to date with my career and blog.

If you have an interest in supporting my career and becoming a part of the journey I look forward to hearing from you..

Yours Sincerely

Tom Hayward BSc



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## Career Achievements

In October 2010 Carl Watts (PGA professional and former European Tour Player) offered to assess my golf game. This analysis instantly changed my career perspective and I decided that I wanted to become a tour professional. I began training under The Carl Watts Academy at the end of 2010 and spent the entirety of 2011 training at every opportunity. I steadily improved my handicap, training at Mannings Heath GC for 3 days a week and competing for their scratch team.

Since 2012 I have competed for two seasons on UK development tours, building my competitive experience and improving dramatically culminating in my first tournament victory in November 2013.

For the past 12 months European Tour Coach, Clive Tucker has mentored me and taught my swing mechanics. We have developed a great understanding and my knowledge is continually increasing under his guidance, working extensively on technique and my approach to tournament golf. Clive has great experience coaching at the highest level with elite players such as David Howell and Graham McDowell. He has accompanied these players to tour events all over the world, been apart of successful Ryder Cup campaigns and has helped guide these players to numerous tour successes, including Major and World Golf Championships.

### Tom Hayward 2013 Results

Position	Date	Tour	Format	Venue
1st	14/10/2013	Jamega Tour	Winter Series	Magnolia Park
4th	01/11/2013	Jamega Tour	Winter Series	Mentmore-Rosebery
4th	16/06/2013	Jamega Tour	Pro-am	MentmoreRothschild
7th	05/08/2013	Jamega Tour	2-day	Donnington Grove
9th	30/07/2013	TP Tour	1-day	Sundridge Park
12th	09/09/2013	Jamega Tour	2-day	Vale of Glamorgan
19th	21/08/2013	TP Tour	1-Day	Gatton Manor
20th	03/06/2013	Jamega Tour	2-day	Hever Castle
25th	19/08/2013	Jamega Tour	2-day	Magnolia Park

### Tom Hayward 2012 Results

Position	Tour	Format	Venue
3rd	TP Tour	1 Day	Denham Golf Club
3rd	TP Tour	1 Day	The Addington
5th	Jamega Tour	Winter Series	Aldwickbury Park
23rd	Jamega Tour	2 Day	Mentmore
25th	Regional Open Qualifying	1 Day	East Sussex National
25th	TP Tour	1 Day	The Berkshire



# Curriculum Vitae

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I am a highly motivated and ambitious professional and business owner, dedicated towards achieving success at the highest level in golf, and growing my brand T.21 Golf. I have played golf for 3 years displaying impressive development during this period. I have proved a unique diligent pursuit of academic and sporting success with a focused approach to achieving excellence.

## Academic Record

Higher Education - The University of Exeter (2007-2010)

**-First Class BSc Honors degree in Exercise & Sports Science.**

School-Brighton College (2002-2006)

**-A Level's: Psychology (A Grade), Physical Education (A Grade), Art (A Grade).**

## Employment & Qualifications

- Director of Tom Hayward Ltd
- Tournament Golf Professional: 1/1/12
- THD (Tom Hayward Decorating): 2010-Present Day
- 01 Property, Sales, Letting, Investment & Telecoms: 2007-2012

## Achievements

- Professional Golfing Status
- First Class Honors BSc Graduate
- University of Exeter Rugby Representation
- Commendation for excellent academic achievement, University of Exeter.
- Stockholm Tens Rugby Plate Winners
- 2 x Cronk Cunis Cup Winners
- 3 A Grades at A level
- Full Sports Scholarship to Brighton College
- William Harris Award for Excellent Sporting Ability (Brighton College)
- 1st team representation at Brighton College: Rugby football, and Cricket
- School Prefect
- Poynter Priz for Fine Art (Outstanding artistic achievement)
- Sussex County Representation: Football, rugby, cricket, athletics
- Brighton & Hove Albion football academy selection
- Club and Horsham District Representatives football captain (99-2005)

## Interests

I have thoroughly enjoyed time traveling and spend my free time pursuing my passion for Carp Fishing.

## Testimonials

*"I started working with Tom in November 2010. Over the past 12 months he has shown dedication and commitment to improving, which is a rare commodity amongst young players. Having coached many players similar to Toms age and ability, all with the aims of competing on the European Tour, I can with confidence confirm given the right opportunity, Tom has a strong chance to succeed"*

**Carl Watts, Exclusive Golf Coach, Mannings Heath Golf Club, European Tour Member 1994-2001.**

*"I've spent a little more than a year working with Tom and as far as technical improvements go he is well ahead of the curve. This is testament to sheer effort and his desire to reach his full potential as soon as he can. His results improved throughout the season, culminating in a Jamega Tour win against a strong field. Being able to predict future success is always difficult, but he goes about his business with the same professionalism as any Tour player I've worked with in the past 12 years, and if Tom does make the grade on Tour then I for one wouldn't be at all surprised."*

**Clive Tucker, European Tour Coach.**

*"I have known Tom personally and professionally for just over 10 years now. He is a credit to himself, extremely talented, hard working, and ambitious. Personally he is a very engaging guy, well liked, but also grounded. Professionally, he has set himself up for success, working day in day out on his game. The type to leave no stone unturned, there is no doubt that Tom has a bright future ahead of him."*

**Karl Stevenson, Sports Psychologist, University of Brighton.**



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*Tom has played on The Jamega Pro Golf Tour for a number of years now and indeed turned professional with us.*

*In that time Tom has proved to be a model professional golfer who works hard to improve his game and his efforts have been rewarded by his improved scoring and that he is now capable of winning prize money against quality opposition.*

*We have no reservations whatsoever about giving Tom this testimonial and we wish him continued success in the future.*

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## Business Cards

