# Golf Digest Middle East



**GolfDigest ME.com** 

f x in ⊙ ® ▶ #GDMEOktoberfest

## POST - EVENT REPORT

















Motivate Media Group would like to extend our thanks and appreciation to our sponsors for what was a hugely successful one-of-a-kind golfing experience.

We hope you enjoyed the event, and we look forward to working with you in the near future.

Thanks again, Motivate Media Group Events Team

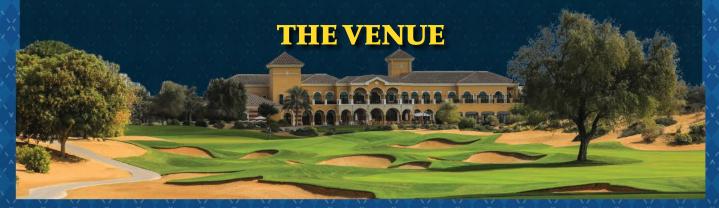






Renowned as one of the best golfing destinations in Dubai, The Els Club offers a unique experience that every golfer should have on their must-play list. Designed by the legendary Ernie Els, a former US Open and Open Championship winner, the course beautifully blends the essence of classic UK links courses with a stunning desert landscape.

The club has also recently been awarded the Best Luxury Golfing Destination in the Middle East at the Global 100 Awards 2024, and recognized as the Best Golf Course in the Middle East 2023 by the World Golf Awards.







































Sponsors' logos were placed on all event collateral, including but not limited to: itinerary, photo wall, welcome boards, and flags, etc.



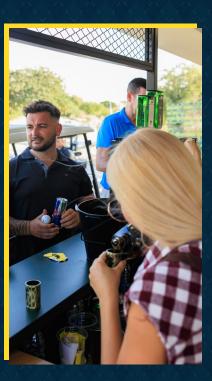












## **SPONSOR-AFRICAN+EASTERN**











## SPONSOR-BAKER'S KITCHEN















## **SPONSOR-LUXURY SUPERCARS**







Division A
Winner
Kevin Fearnley (40 points)

2x Hero Dubai Desert Classic Sunday Hospitality
+ 2x Emirates Dubai 7'S Season Passes



Division A
2nd Place
Chris Jones (36 points countback)
2x Emirates Dubai 7'S Season Passes



Division B
Winner
Alex Augusti (42 points)
2x Hero Dubai Desert Classic Saturday Hospitality
+ 2x Emirates Dubai 7'S Season Passes



Division B
2nd Place
James Dean (41 points)
2x Emirates Dubai 7'S Season Passes







Nearest Pin (Hole 2)
Winner
Justin Miller
African & Eastern Prizes



Longest Drive (Hole 18)
Winner
Elizabeth Pieneer
Luxury Supercars Prizes



Best Gross Score
Winner
Prize: Dubai Desert ClassicPro-Am
(1 Player)





## GOLF DIGEST MIDDLE EAST MAGAZINE — EDITORIAL COVERAGE OCTOER 2024 (READERSHIP 45,000)





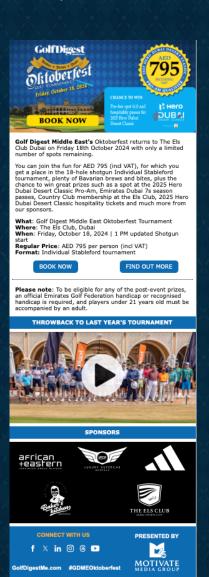


#### **EDM**

## EDMS WERE SENT OUT TO THE GOLF DIGEST, WHAT'S ON, GULF BUSINESS, CAMPAIGN DATABASES OF 128,000 SUBSCRIBERS











### **EMAIL SIGNATURE**



#### **ARTICLE**



#### **DIGITAL BANNERS**

DIGITAL BANNERS WERE PLACED ON GOLF DIGEST, WHAT'S ON, GULF BUSINESS, CAMPAIGN 700,000 IMPRESSIONS WERE SERVED









#### **NEWSLETTER BANNERS**



We value your privacy. You have received this emailer because you have subscribed to Newsletter at GolfDigestme.com or other partner mailing lists. Need more information? You can contact us at: Motivate Media Group, PO Box 2331, Dubai Media City, United Arab Emirates. You can always unsubscribe from our mailing list, by clicking on <u>unsubscribe</u>







#### **PRINT AD**



#### **SOCIAL MEDIA**









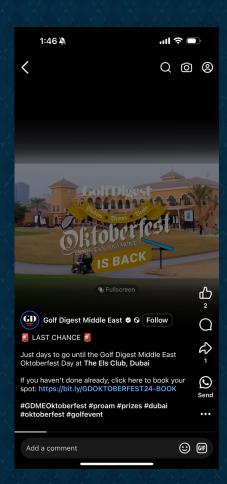


#### PROMOTIONAL VIDEO

THE ELEVATOR PITCH VIDEO WAS SHARED ACROSS GOLF DIGEST MIDDLE EAST'S SOCIAL MEDIA PLATFORMS AND RECEIVED MORE THAN 1,400 VIEWS.











#### **GOLF DIGEST MIDDLE EAST MAGAZINE - EDITORIAL COVERAGE NOVEMBER 2024 (READERSHIP 45,000)**





Middle East Oktoberfest once again took place at The Els Club. Due to Incoher, but the few for the Middle East Oktoberfest once again took place at The Els Club. Due to Incoher, for the few forms and the Middle East Oktoberfest once again took place at The Els Club. The competitors were split into three divisions (Dr. Ao J. Her, Dr. No. 13-24 Her, and Best Gross Score) and were in with a chance of winning some amazing prizes such as a spot in the upcoming Hero Dubas Classic hospitality (cledes, Emirates Dubas) 7s, passes, Country Club membership at The Els Club, Due portize of the Hero Dubas Desert Classic hospitality (cledes, Emirates Dubas) 7s, passes, Country Club membership at The Els Club, Place Promas not only will have the privilege of playing alongside some of the best DP world Tour players, but the also takes home The Els Club Country Club membership A was Xevis secree of 70. Thomas not only will have the privilege of playing alongside some of the best DP world Tour players, but the also takes home The Els Club Country Club membership A was Xevis secree of 70. Thomas not only will have the privilege of playing alongside some of the best DP world Tour players, but the also takes home The Els Club Country Club membership A was Xevis secree of 70. Thomas not only will have the privilege of playing alongside some of the best DP world Tour players, but the also takes home The Els Club Country Club membership A was Xevis secree of 70. Thomas not only will have the privilege of playing alongside some of the best DP world Tour players, but the also takes home The Els Club Country Club membership A was Xevis secrees and Propertions. So, a bit thumbs up to the greenkeeping team!

Topping Division A was Xevis Fearling and Start Northury and all of his event team for the properties of the Properties of the Northur A was Xevis Research and the Properties of the Northur A was Xevis Research and the Properties of the Northur A was Xevis Research and the Northur A was Xevis Research and the Properties A was Xevis and

**GolfDigest** Oktoberfest

WINNERS

NEAREST PIN - HOLE 4

arrican assistan MOTIVATE

POST-EVENT EDITORIAL COVERAGE LEGICA CONTRACTOR



#### **ARTICLE**



PLAY THE GULF CLUB

## "The best day of the year" 2024 Golf Digest Middle **East Oktoberfest**

By Harry Grimshaw | October 24, 2024









The ever-popular Golf Digest Middle East Oktoberfest once again took place at The Els Club, Dubai in October, for the fourth edition of the sellout German-themed day in what many labelled as "The best day of the year".

The competitors were split into three divisions (Div. A 0-12 HCP, Div. B 13-24 HCP and Best Gross Score) and were in with a chance of winning some amazing prizes such as a spot in the upcoming Hero Dubai Desert Classic Pro-Am, Hero Dubai Desert Classic hospitality tickets, Emirates Dubai 7s passes, Country Club membership at The Els Club, plus plenty of other goodies from our amazing sponsors.

Taking the top prize of the Hero Dubai Desert Classic Pro-Am spot was Swiss National, Thomas Buchard with a Gross score of 70. Thomas not only will have the privilege of playing alongside some of the best DP World Tour players, but he also takes home The Els Club Country Club

















(USED ACROSS EVENT COLLATERAL)



