



# THE INTERNATIONAL LONG DRIVE CHAMPIONSHIPS

Regularly Scheduled Prime-Time Television Programming

"26 Episodes Made for a North American and a Worldwide Audience"

## PRODUCTION SPONSOR OVERVIEW



The World Championship "Regularly Scheduled" Long Drive Golf Television Programming – 2024 American Filming Process

IN BROADCAST ASSOCIATION WITH:



Nashville, Tennessee, United States 37160

Roger J. Piggott

Tel: 615 415 4411

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## Overview – It's Not Just an Event ... It's a Sanctioned and Approved World Championship Golf Competition!

*Iceman Golf's* proven track record with successfully producing this exciting golf television series in 7 different countries is your guarantee of a high-quality television campaign made for millions of arm-chair viewers and golf enthusiasts worldwide. The backdrop to the international filming process is a *Class A* destination golf resort and corresponding tourism partner who hosts the world's most powerful long ball hitters. The series has proven to deliver international media values and worldwide exposure for the blue-chip corporate sponsors, venues, and tourism partners alike.

*Iceman Productions™* is the number one provider of *Long Drive Golf Television* programming in the world. As a footnote, we are the only firm globally to receive accolades from the governing bodies to the game of golf worldwide exclusively as the competition format complies with the "Rules of Golf". The sanctioned long drive competition process utilized globally is "sanctioned" by *Golf Long Drivers International™*. The 26-episode *series* is syndicated globally with broadcast currently enjoyed in 40 countries. Our new on-line streaming partners **Apple TV, Roku and Amazon Fire TV** with **Television Syndication** allows for "**Live to Air Broadcast**" of our **Championship Title Events** as a 'night show' spectacular under the lights on Friday and Saturday nights.



Blue Chip Corporate Campaigns are Non-Conflicting – Above Senior Men's World Championship Finals

*Iceman Productions™* structures the filming process in accordance with the *International Broadcast Guidelines* associated with **ESPN, Comcast** and **Fox Sports**. Syndication includes network partners worldwide who receive a "*Ready-to-Air*" fully packaged prime time sports 26-episode golf television series. Sponsors realize extended broadcast media value as the series garners numerous re-airings by network partners as deliveries include personalized station logos and network I.D mentions are housed within each episode delivered.



Turf-Paint Advertising and Product Placement provide Full Time Television Visibility & Exposure for the Sponsors

The entire on-site coordination and execution is turnkey in nature and is fully serviced by *Iceman Golf Television Productions™*. Filming days are scheduled for *Thursday, Friday, and Saturday*. Filming is on-going with competitions scheduled morning, afternoon with the **Championship Title Events** scheduled at night 'under the lights *Live to Air on-line*. Static displays and sponsor logo identification, product placement and VIP seating complement the agenda.



Iceman Golf augments PGA and European Tour programming with our Day & Nighttime Television Production

Each episode produced is packaged as an **'International Television Program'** containing representation of a minimum of 5 different countries. *The 2023 International Long Drive Championship Series* is expected to include 15 countries in attendance.



**Iceman's - Sponsor Commitment**

**The partnership objective is a commitment to increase corporate visibility through the television production and syndicated worldwide broadcast process.**

A partnership with *Iceman Productions™* is a continuing commitment, for sponsors to capitalize on one of the fastest growing sports associated with the game of golf. *Iceman Golf™* has drawn unparalleled interest from the international golfing communities, governing bodies to the game of golf and network broadcasters globally. *Iceman Productions™* is currently the largest producer of sanctioned *Long Drive* programming in the world. This relationship allows event partners to become actively involved in an international event that can showcase new brands and products, dealer/trade components while providing corporate visibility and exposure in a clean, healthy, and positive environment.

**A Partial List of Some of Our Valued Past & Present Sponsors**



*In Association with Hitters From*



# JUST the FACTS



**Roger J. Piggott**  
**ICEMAN PRODUCTIONS**  
**CEO**



**THE STARS FOUNDATION**

Senior, Director, International Television Production &  
Syndicated Broadcast & Public Relations

Roger J. Piggott founded *Iceman Productions*™ in 1982 and *Iceman Television*™ (*International Corporate Event Marketing and Advertising Network*), having carved out a successful niche in the field of special event television and philanthropic productions specializes in high profiled on-site agendas and worldwide syndicated broadcast.

With his 25 years of programming, Roger headed the sports marketing and sponsor procurement "Agency of Record" associated with *Sports Canada*, a branch of the *Canadian Government*. His cutting-edge technical abilities coupled with blue chip corporate sponsorship relations, proved positive to a worldwide television audience. He was able to gain valuable expertise in all aspects of event management, television production, blue-chip sponsorship procurement, creation of high impact on-site agendas tied to syndicated broadcast. *Sports Canada* Achievements included: *Canadian Commonwealth Games, Summer, and Winter Olympics* and numerous profiled "live and tape delayed" broadcast of national and international sporting events coupled with mass consumer secondary market driven blue-chip corporate campaigns, promotions, and concerts.

Piggott expanded his business into Golf, Ski, Powerboat television and Concert productions, which were hosted at world-class venues/resorts on the global stage. In addition to the *International Long Drive Championship Series*, Roger was instrumental in the formulation of numerous global television productions over the years, such as the *International Long Drive Golf Championship Series, Iceman World Alpine Tour* (100 North American skiing/snowboard events), a televised 13-episode production, titled *Patriot Nation*, and the *Caribbean Offshore Powerboat Championship Series* (globally syndicated), *Nashville, Tennessee's World Orphans Day Global Summit*, and many others.

To date, the *Iceman Television Productions*™ and *Iceman Golf*™ companies have created over 250 television episodes currently in global distribution in 40 international markets. New for 2024, is the *Iceman Golf Channel* and App available on Apple TV, Roku, and Amazon Fire TV. On-line broadcast commences upon completion of the network airing schedules.

Roger is the husband of Cheryl Piggott, Founder and CEO of *The Stars Foundation*™ the initiating organization behind *World Orphans Day*™. Roger is an *Ordained Marketplace Minister* with *HEARTS on Fire Ministries - Rapid Response Team* and is currently holding position as the *Senior Pastor and Executive Director* of the *HEARTS on Fire Ministries of The Stars Foundation*™.

**INTERNATIONAL CORPORATE EVENT MARKETING**

**&**

**ADVERTISING NETWORK**

**"Blue Chip Corporate Campaigns"**

**TEE UP WITH ... ICEMAN GOLF**

## ***WHAT THE INDUSTRY IS SAYING:***

**"The staff of the USGA are pleased to advise the format of the event as submitted, conforms to the Rules of Golf"**

Tony Zirpoli, USGA Managing Director, Rules, and Amateur Competitions



**"The RCGA has approved these Championships with the exception of the final as conforming to the rules of amateur status"**

James F.T. Fraser, RCGA Managing Director, Rules, and Amateur Competitions



**"The Jamaican Golf Association is pleased to host the International Long Drive World Championships and advise a National team from Jamaica will participate in the World Championship Finals"**

Mr. David Mais, Vice President, Caribbean Golf Association



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web: www.rcga.org e-mail: golfhouse@rcga.org

April 17, 2000

Mr. Roger Jay  
President  
Iceman Promotions Inc.  
Coulsons Hill Road West  
RR #2  
Bradford, Ontario  
L3Z 2A5.

Dear Mr. Jay,

### **Re: The Canadian Long Drive Championships**

The Amateur Status Committee of the Royal Canadian Golf Association has reviewed your proposal, dated April 4, for The Canadian Long Drive Championships. We are pleased that you intend to run your championships in conformity with the Rules of Amateur Status, with the exception of the North American Championship final.

The Committee has approved The Canadian Long Drive Championships as you have proposed. You may use the following statement on any printed material you produce:

"The RCGA has approved these championships, with the exception of the final, as conforming to the Rules of Amateur Status."

We ask that you send, to my attention, copies of all printed materials which you produce.

I have sent a copy of this letter to all of the Provincial Golf Associations and to the Canadian Ladies Golf Association. We thank you for promoting the Rule book and the Rules of Amateur Status.

Please do not hesitate to call if you have further questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "James F.T. Fraser".

James F.T. Fraser  
Managing Director Rules & Amateur Competitions

JFTF/cabc

cc: RCGA Amateur Status Committee  
Provincial Golf Associations  
Canadian Ladies Golf Association  
Canadian Professional Golfers Association



United States Golf Association  
Golf House, PO Box 708, Far Hills, NJ 07931-0708  
T 908 234-2300 F 908 234 9687  
www.usga.org

January 27, 2003

Mr. Roger Jay, President  
Iceman Promotions Inc.  
Coulsons Hill Road West  
RR #2  
Bradford, Ontario L3Z 2A5

Dear Mr. Jay,

The staff of the USGA has reviewed your proposal of the United States Long Drive Championship.

We are pleased to advise that the format, as submitted, conforms to the USGA Rules of Amateur Status.

Please be advised that in your promotional material you can state that the format of the event conforms to the USGA Rules of Amateur Status.

Finally, I strongly suggest you contact Romaney Berson, Director of Legal Services at the USGA, in order to make sure there is no trademark issue with the name of your event.

Sincerely,

Anthony J. Zirpoli, Jr.  
Senior Director Regional Affairs, Amateur Status



**Roger J. Piggott**  
**Executive Producer/Director**  
**Nashville, Tennessee, United States**  
**Direct: 615 415 4411**