



# THE INTERNATIONAL LONG DRIVE CHAMPIONSHIPS

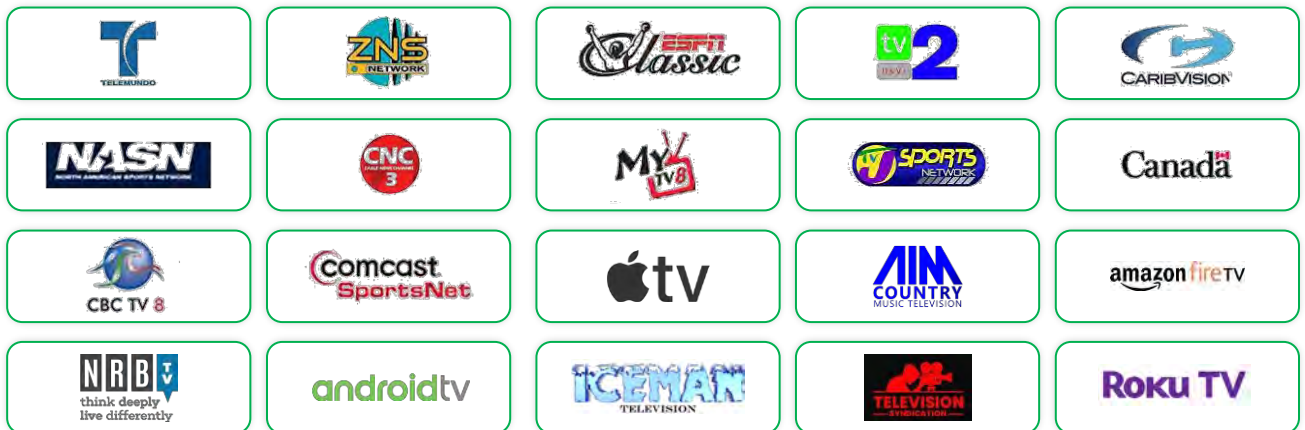
“Regularly Scheduled Prime Time  
Television Programming 26 Episodes  
Made for a Worldwide Audience”

## PRODUCTION & HOST VENUE OVERVIEW



The World Championship Finals – 15 countries go head-to-head for World Long Drive Supremacy

## IN BROADCAST ASSOCIATION WITH PARTIAL LIST



Roger J. Piggott  
Executive Producer | Director ICEMAN PRODUCTIONS

[Roger.J.Piggott@outlook.com](mailto:Roger.J.Piggott@outlook.com)

Direct: 615 415 4411 | © Iceman Television 2024

# 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 the Golf Long Drivers International sanctioned competition process 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 alongside a series of blue-chip corporate sponsors. The series has proven to deliver a strong national and international media campaign and exposure for the blue-chip sponsors and the host venue.
- Iceman Productions™ is the number one provider of Long Drive Golf Television programming in the world. We are the only firm globally to receive accolades from the governing bodies to the game of golf as our Long Drive competition format complies with the "Amateur Status - Rules of Golf". The sanctioned long drive competition process is "sanctioned" by Golf Long Drivers International. A 26-episode golf television series will be produced during the 4<sup>th</sup> quarter of 2025 and will be syndicated globally and on-line with network broadcast currently enjoyed in 40 countries worldwide. New for 2025 includes our new on-line streaming partners Apple TV, Amazon Fire and Roku. New technical elements include "Flight Tracker, Swing Speed Meter and Drone" coverage as showcased throughout the framework of the production process.



**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 and Fox Sports. All syndicated network partners worldwide receive the full "Ready-to-Air" 26-episode golf television series. We project that each episode garners more than 200+ million viewers when combined with current broadcast relations in 40 countries. This does not include the multiple re-airings by network partners as each network receives the series personalized with station I.D logo identification and complimentary voice over mentions are incorporated into each episode delivered. Our bottom line is delivering our sponsors and network partners a high-quality Golfer Targeted "Ready to Air" television series.



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

- The entire on-site production, coordination and execution is turnkey in nature and is fully serviced by Iceman Productions™. Filming days are scheduled for Thursday, Friday, and Saturday. Filming is on-going throughout the day with competitions scheduled morning, afternoons with the premier shows scheduled at night 'under the lights. Static displays creative sponsor and host venue segments, Turf painted logo identification, product placement and VIP Members Only Seating complement the on-site agenda and the spectators and armchair viewers experience.





Each of the 26 episodes produced is packaged as an 'International Television Program' containing representation of a minimum of 6 different countries in each program. The 2025 International Long Drive Championship Series is expected to include 12-15 different countries in attendance.



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



## ICEMAN'S SPONSOR COMMITMENT

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

A partnership with Iceman Productions™ is a continuing commitment, for sponsors to capitalize on one of the fastest growing disciplines associated with the game of golf. Iceman Golf™ has drawn unparalleled interest from the international golfing communities, governing bodies to the game of golf, network broadcasters and on-line streaming partners 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 drive consumer traffic and awareness while showcasing new brands, services and products while providing 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





# COMPETITION HOLE SELECTION & DISPLAY



Sponsor & Host Venue display is consistent throughout all aspects of the filming process

The backdrop to the filming process is constant throughout all 26 episodes. In the past we have found utilization of either the 1st hole, 9th, 10th or 18th hole (hitting backwards). Depending on the venue, a Turf Tee Area followed by 150 yards of obstruction, with a clear ball landing zone of 200+ yards is ideal. The obstruction could include water, fescue or bad lands providing we have a turf landing for the ball landing on a 225-yard piece of turf known as “The Extreme Zone Grid”. Numerous creative options can be had ensuring spectators and hitter traffic flow minimal inconvenience at the host venue.

When the wind is behind the hitters’ backs, as you can imagine, this results in incredibly long drives and better armchair viewer impact on television. Therefore, tee box and the 400 yards of turf required are key, in showcasing the host venue’s beauty and clubhouse and sports complex as a backdrop makes for a picturesque television presentation. The selection of hole is ideally suited to best service both production needs, along with consumer traffic flow at the host venue. The Competition Playing Field is critical to the host venue selection process and is what the global television viewer expects to see with Long Drive Television programming. Sponsor/Tourism signage, displays and turf graphics are then positioned accordingly.

We supply network and on-line streaming partners worldwide with “Ready-to-Air” regularly scheduled ‘Prime Time’ programming. Additional viewership is garnered on Apple TV, Roku, Android TV and on Amazon Fire under the Iceman Golf channel currently available on-line. Iceman Productions coordinates all components associated with staging and event operation including the servicing of sponsor(s) involvement within the event.

We simultaneously film and collect raw B-roll footage as required to complement the host venue, and sponsors alike adhering to the specific marketing needs, and requirements associated with a blue-chip client base. A designated film crew collects the various footage that will be inserted into 26 programs showcasing the region and host venue’s beauty and associated attractions as being a world class destination golf holiday hot spot. Segments include consortium highlights, services, corporate hospitality and a ‘Bring the Kids’ component if in line with the host venues mandates. Host venue’s that are tied to a consortium can showcase ‘several properties’ within the framework of the production process.

Segments are then packaged and inserted throughout each of the television episodes being produced to ensure non-duplication of footage. Viewers enjoy seeing a mix of business travel, holiday getaways, spas, host venue highlights, ecotourism, and historic/regional attractions within the host region. Each episode is packaged as an International Television Program containing representation of 6 different countries in each episode produced.



Static displays, Turf Paint Advertising makes for full time viewer impressions



# HOST VENUE NEEDS & REQUIREMENTS

- The enclosed summary list represents the basic needs and requirements pursuant to hosting the event. Many of the elements showcased below include in-kind services from the host venue, hotel partner(s) and/or tourism partner. This proposal does not specify billable services from the venue to the production company which require additional discussion..
  - Use of facility on a no-charge basis for event, practice range and 1 night use of banquet hall for a Charitable Gala.
  - Preparation and cutting of fairway as per Iceman requirements in advance of the event build process
  - Assistance with moving equipment around the facility use of golf cart/gators, as needed
  - Use of host venue logoed tents, signage and/or outdoor pavilion for hitters, VIP's, production etc.
  - Vouchers for international hitters for 1 complimentary round of golf at host venue
  - Use of meeting room at host venue as "Media Center" for hitters' meetings, with refreshments
  - Greeting Reception for international hitters could be a BBQ – Member 'meet & greet'
  - Key client and resort personnel for on-camera awards presentations- when needed
  - Venue Club Pro for TV segment "Tips from the Pro" club pro showcasing long drive techniques - optional
  - Host venue signage, displays and logo required for turf paint and graphic applications
  - Local assistance securing 5 bench grandstand seating, 3 banks of grandstands surrounding the tee box
  - Local assistance with athletes' hotel rooms (55, meals and ground transportation) 4 days
  - Local assistance with hotel rooms for Iceman Production Crew & Logistical Staff (10)
  - Local assistance with ground transportation from the airport and accommodations to the venue
  - Local assistance securing 15 laborers for on-site event build process at host venue
  - Local assistance securing rental equipment: 10 generator light systems to light up tee box/grid for night shows
  - Local assistance securing Scaffolding and cherry pickers for aerial shots and key Extreme Zone Grid positioning.
- This represents the bulk of our needs and requirements, all elements are up for discussion and are personalized to best suit the host venue. Both the on-site implementation and execution of the event, including the build process, filming, post-production, syndication, and all logistics associated with event sanctioning and international team travel is coordinated by Iceman Productions™. There are several components that would be best serviced through outside vendors; however, we can fine-tune our list after discussions and the official on-site inspection. Your success is our success! All elements within this proposal are up for discussion.





# JUST THE FACTS

**ICEMAN**  
G O L F.



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



**THE STARS FOUNDATION**  
Director, International Television Production,  
Syndicated Broadcast & Public Relations

- Roger J. Piggott founded Iceman Productions™ in 1982 and Iceman Television™ (International Corporate Event Marketing & Advertising Network), having carved out a successful niche in the field of special event television and philanthropic productions specializing in high profiled on-site agendas and worldwide syndicated broadcast.
- With his 25 years of programming, and blue-chip relations, Roger spearheaded 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 and campaigns, 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 aligned with mass consumer secondary market driven blue-chip corporate campaigns, promotions concerts and secondary market consumer programming.
- Piggott expanded his business into Golf, Ski, Powerboat television and Concert productions, which were hosted at world-class venues/resorts on the global stage. Roger was instrumental in the formulation of numerous global television campaigns over the years, such as the International Long Drive Golf Championship Series, Iceman World Alpine Tour (100 North American skiing/snowboard tour), 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 Productions™ and Iceman Golf™ companies have created over 250 television episodes for global distribution in 40 international markets.
- 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 and is currently holding position as the Senior Pastor and Executive Director of the HEARTS on Fire Ministries of The Stars Foundation™. Additional information available on-line:

[www.IcemanProductions.tv](http://www.IcemanProductions.tv) or [www.TheStarsFoundation.net](http://www.TheStarsFoundation.net)

## INTERNATIONAL CORPORATE EVENT MARKETING & ADVERTISING NETWORK





# TEE UP WITH ... ICEMAN GOLF



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



All Programming is produced to the International Broadcast Guidelines associated with ESPN & Fox Sports



Golf House • 1333 Dorval Drive, Oakville, ON L6J 4Z5  
Tel: 905 849-9700 Fax: 905 846-7040  
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,

James F. Fraser  
Managing Director Rules & Amateur Competitions

JFTF/cabc

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





**Turf Paint Advertising & Host Venue Showcase**



Roger.J.Piggott@outlook.com



Direct : 615 415 4411



Roger J. Piggott  
Iceman Television Productions  
Nashville, Tennessee, United States



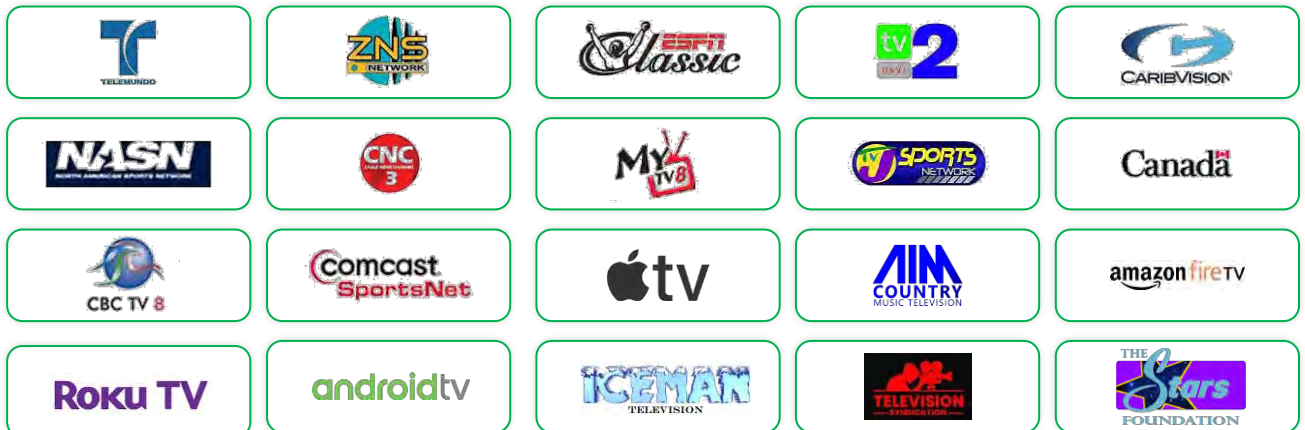


# THANK YOU TEE UP WITH ICEMAN

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