



JUNE 3-9, 2019  
HAMILTON GOLF & COUNTRY CLUB  
HAMILTON, ONTARIO



2019 RBC CANADIAN OPEN  
CITY OF HAMILTON – BIA  
TUESDAY DECEMBER 11<sup>TH</sup>



A Golf Canada  
Championship

## Sections

- History of the RBC Canadian Open
- History in Hamilton
- RBCCO Quick Facts
- New PGA TOUR Schedule
- Community Engagement
- Youth Initiative
- Event Week at a Glance
- Special Events and Activations
- Operations
- Opportunities





# HISTORY OF CANADIAN OPEN

- 110<sup>th</sup> Playing of the Canadian Open
- First contested in 1904
- Third oldest continuously running tournament on TOUR after the Open Championship & US Open
- RBC has been title sponsor since 2007
- Glen Abbey has held the most Canadian Opens at 30



## In Hamilton

- 100 year anniversary of first playing in Hamilton at HGCC
- 6 RBC Canadian Open's
  - 1919: Douglas Edgar
  - 1930: Tommy Armour
  - 2003: Bob Tway
  - 2006: Jim Furyk
  - 2012: Scott Piercy
- Will also host 2023 RBC Canadian Open





LEADERS AT -1					
326 JOHNSON D	E	0.10	724 O'HAIR	E	0.20
326 RADWIN	E	0.10	724 PALMER	E	0.20
724 JONES M	E	0.20	724 MITCHELL	E	0.20
724 THOMPSON M	E	0.20	724 SENIOR	E	0.20
724 PILLER	E	0.20	724 SADRATTIN	E	0.20

## The Players

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- **Field:** 2018 was one of the strongest fields in recent memory including 3 of the top 10 on the FedEx Cup standings
- **Champion:** Dustin Johnson, World #1
- **Major Championship Winners:** Brooks Kepka, Bubba Watson
- **Local golfers** – MacKenzie Hughes (Dundas) & David Hearn (Brantford)
- **Purse:** \$7.6 million





## Charity

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**\$1,140,000**

- Raised in support of charitable causes and golf in Canada in 2018



## Attendees

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# 75,000+

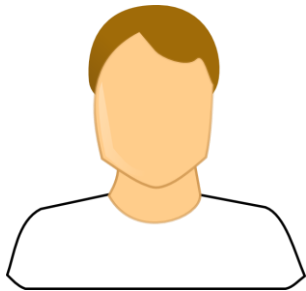
- Best attendance Monday to Friday in 5 years
- Best weekend gate sales in 5 years
- Total ticket sales up 16%





## Gender

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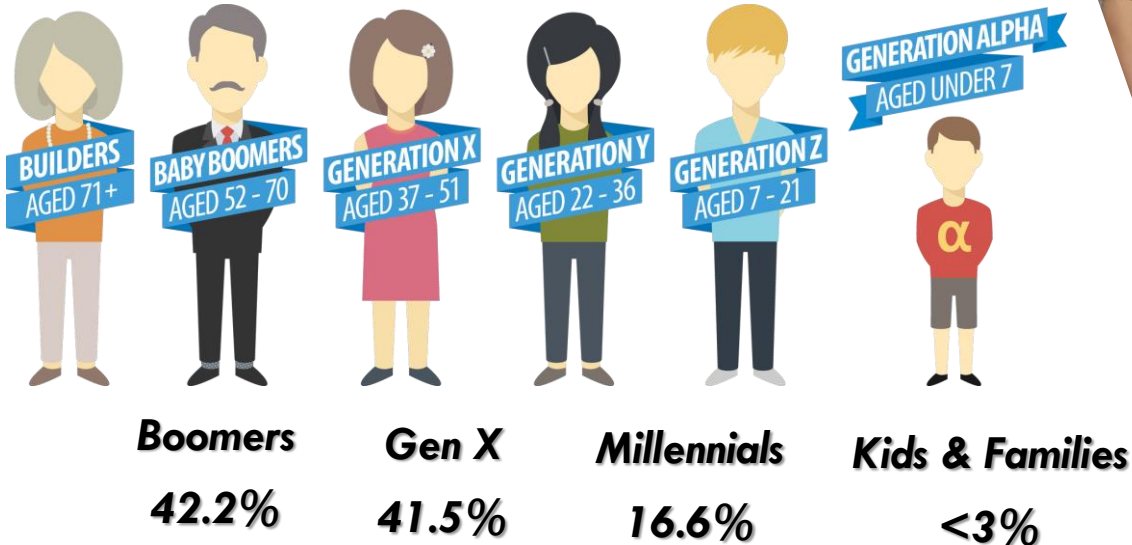
**72%**



**28%**



## Age Range





## Distance Travelled

**39%**

<40km



**20%**

40km-  
80km

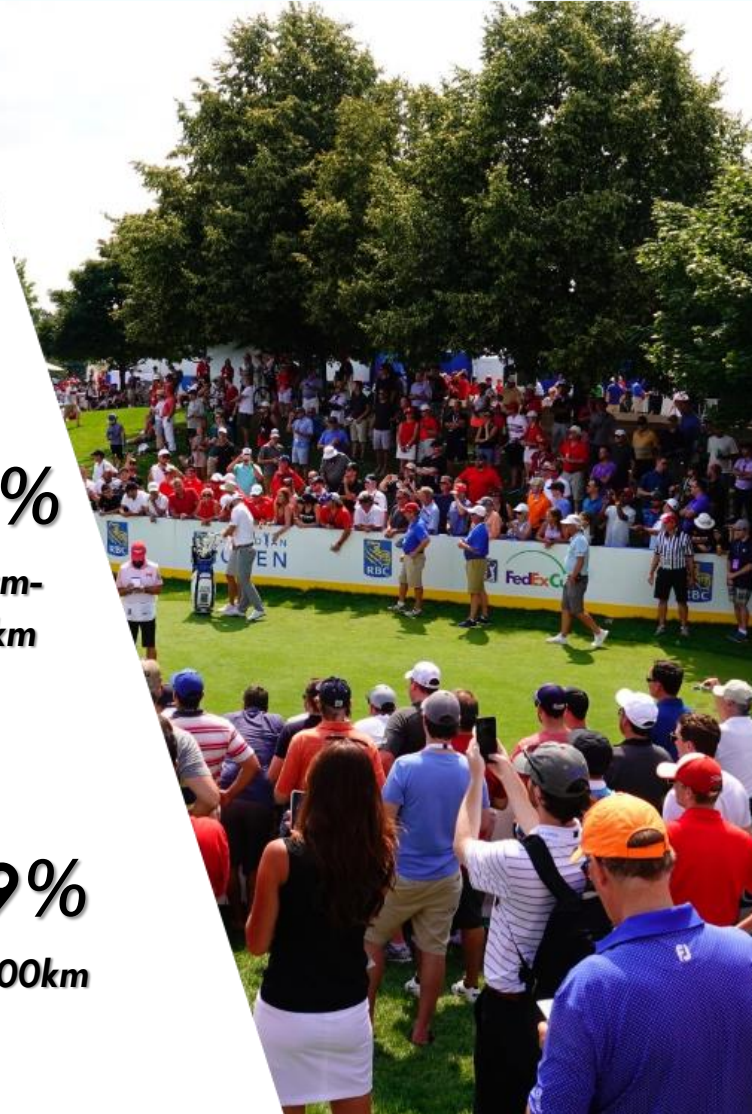
**11%**

80km-  
100km



**29%**

>100km



## Number of Times Attended

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**1**



**33%**

**2**



**19%**

**3+**

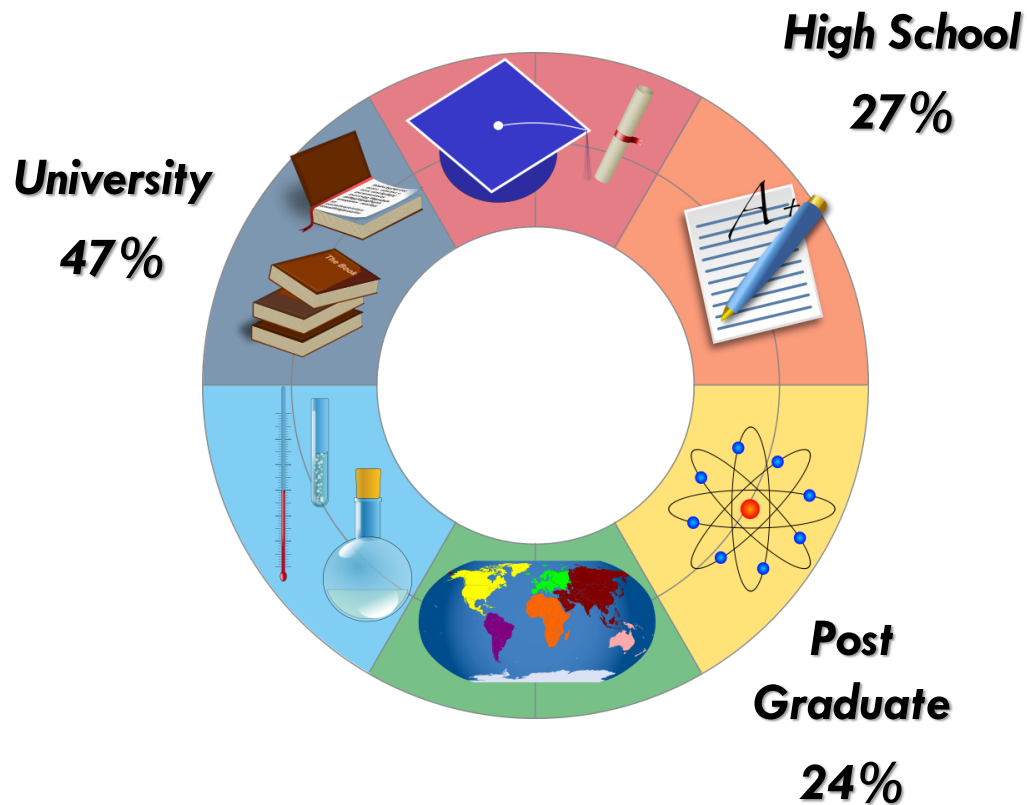


**48%**

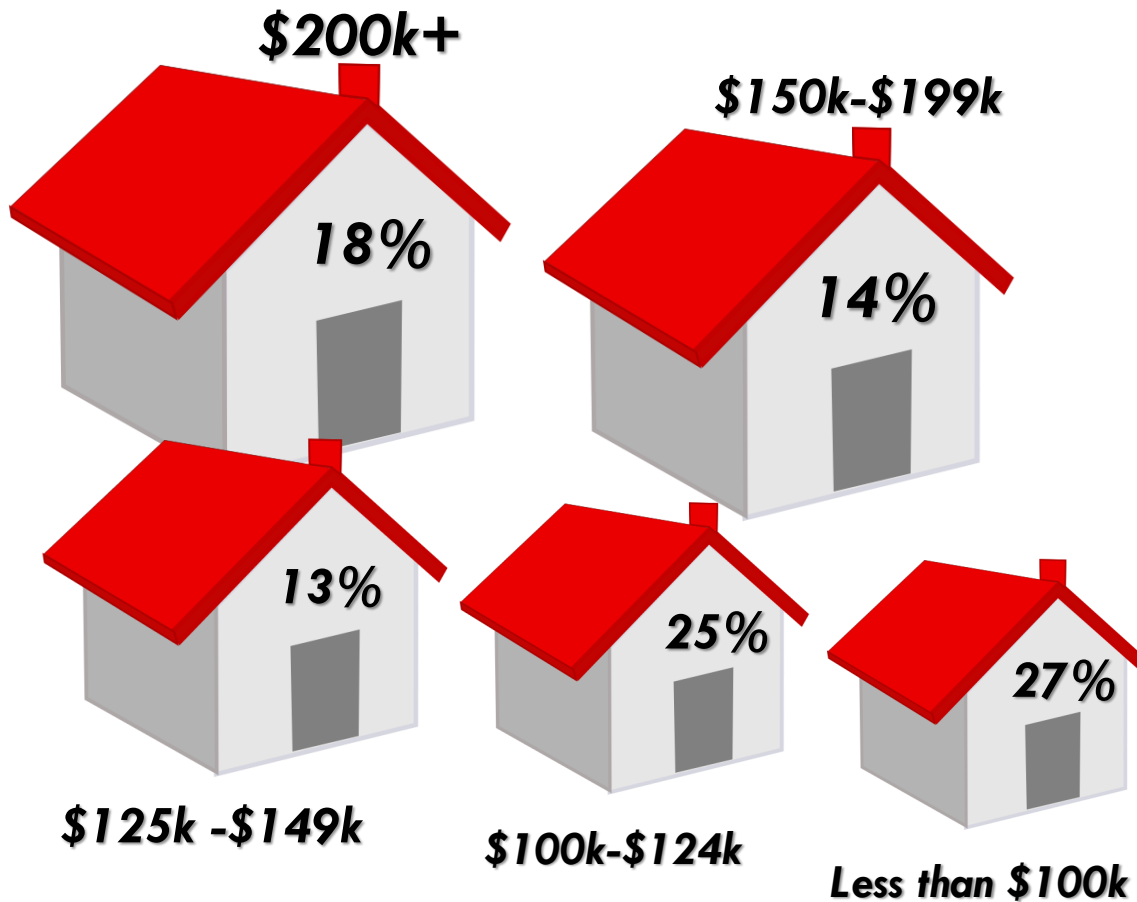




## Education



## Household Income



## Viewership



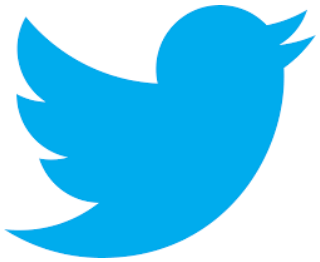
- Highest Saturday Ratings in 7 years
- Tied for highest Sunday ratings in 7 years
- 26 total broadcast hours (CBS Sports, Global, Golf Channel, TSN)





## Social

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2.3m twitter impressions (up 130%)



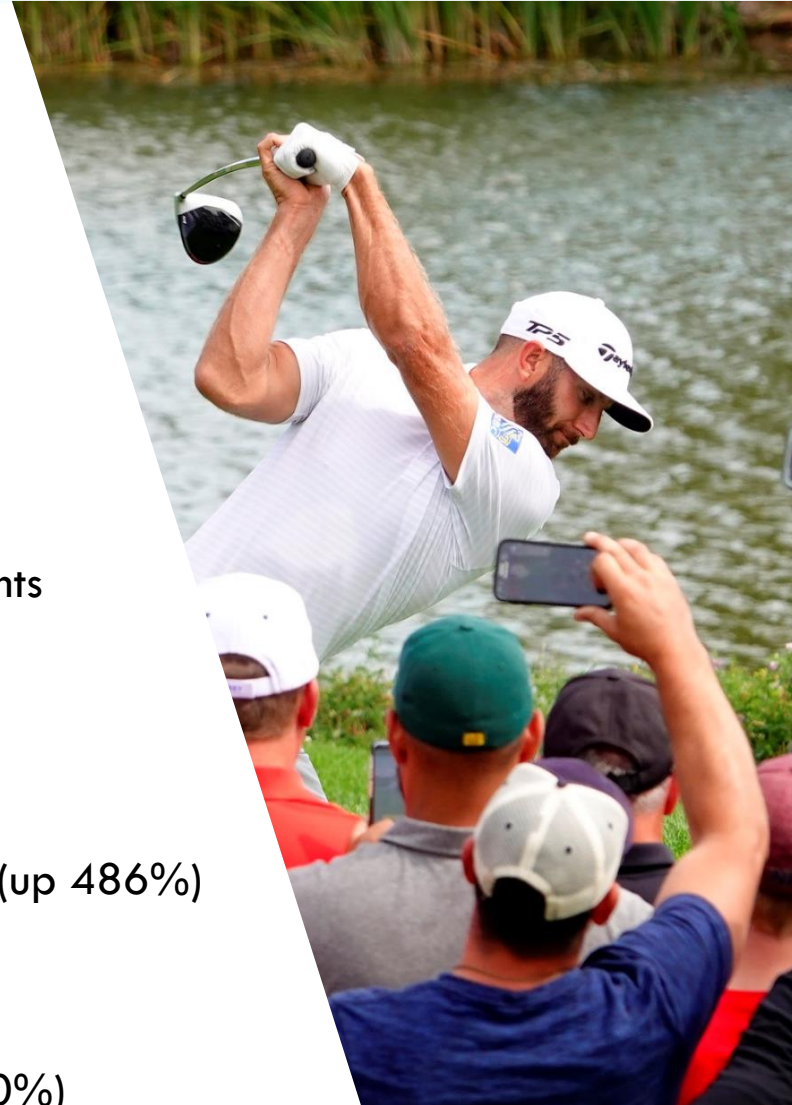
13,914 engagements  
on Facebook (up  
143%)



16,083 engagements on Instagram (up 486%)



220k Snapchat  
impressions (up 220%)



## Volunteers

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- 1,550+ volunteers
- 58 Chairs and Vice Chairs of 24 committees
- Still recruiting (800+ currently registered)
- Adopt a hole



## Economic Impact

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**\$41,310,000**

Industry Output / Total Impact - Ontario

**\$30,016,000**

Industry Output / Total Impact - Hamilton





## NEW SCHEDULE

- 2019 marks the start of a brand new PGA Tour schedule
- PLAYERS Championship moves from May to March
- PGA Championship moves from August to May
- RBC Canadian Open moves from July to June
- FedEx Cup in August



## JUNE 3-9

1. New narrative
2. Before a major championship (US Open)
3. Avoiding cottage and summer vacations
4. Start of festival season
5. School in session





## FALL EVENTS

- Super Crawl Booth
- Fieldcote Pumpkin Stroll
- Lister Block Holiday Window

## WINTER/SPRING EVENTS

- Community Branding
  - City Hall
  - Lamp post banners
- Additional Events





## 120 Schools 100,000+ Youth Hamilton-Wentworth

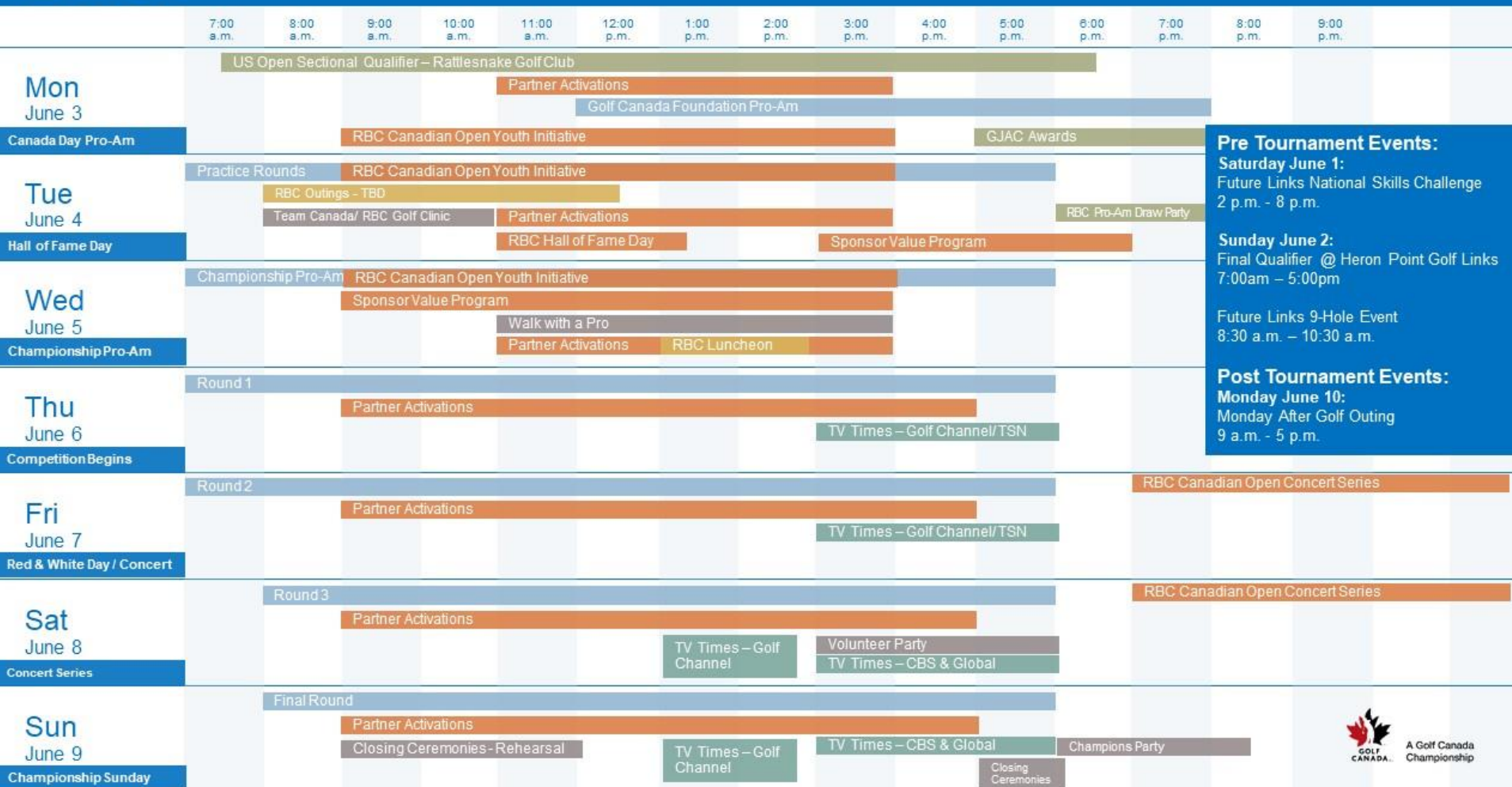
- ✓ Future Links Golf in Schools
- ✓ Community Coach Training
- ✓ School Day at the RBCCO



# WEEK AT A GLANCE

## CANADIAN OPEN 2019 Week at a Glance

● Playing Times 
 ● On-Site Events 
 ● Off-Site Events 
 ● RBC Initiatives 
 ● Golf Canada/Private Events



### Pre Tournament Events:

**Saturday June 1:**  
Future Links National Skills Challenge  
2 p.m. – 8 p.m.

**Sunday June 2:**  
Final Qualifier @ Heron Point Golf Links  
7:00am – 5:00pm

Future Links 9-Hole Event  
8:30 a.m. – 10:30 a.m.

### Post Tournament Events:

**Monday June 10:**  
Monday After Golf Outing  
9 a.m. – 5 p.m.

# SPECIAL EVENTS & ACTIVATIONS

## Returning

- ✓ RBC Hall of Fame Day
- ✓ The Rink
- ✓ RBC Someday Decks
- ✓ Celebrities Appearances
- ✓ Avion Lounge
- ✓ Steam Whistle Patio
- ✓ Golf Town Leaderboard Viewing Deck

## New

- ✓ *RBCCO Concert Series*
- ✓ *The Fare Way*
- ✓ *Family Zone*
- ✓ *Trolley*
- ✓ *School Day at the RBCCO*





# RBC HALL OF FAME DAY

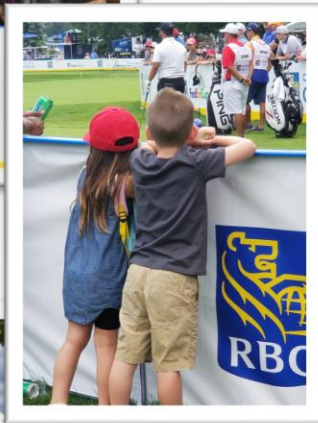
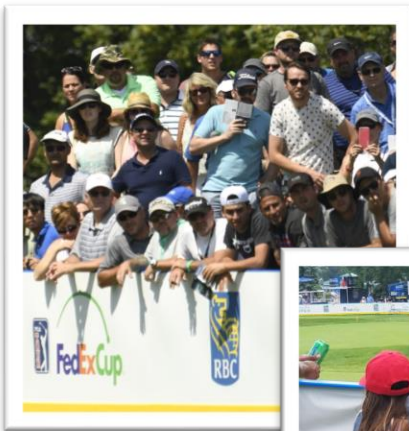


- Tuesday June 4<sup>th</sup>
- On Site at HGCC
- Ceremony Honouring Canadian Golf Hall of Fame Inductees
- Special Guest to be named (2018 Lee Trevino, 2017 Jack Nicklaus)



## 2018 PGA TOUR Awards *Best in Class Element Winner*

- 13<sup>th</sup> Hole
- RBC Someday Deck
- Lodges at the Tee and Green
- Golf Town Patio
- Week Long Programming







RBCX MUSIC

Presents

RBC CANADIAN  
OPEN  
CONCERT SERIES

RBCX MUSIC

Presents

RBC CANADIAN  
OPEN  
CONCERT SERIES

- Location: Hole #1 East Course
- Two nights – Rock & Country
- 10,000 per night
- International Artists
- Partnership with Live Nation & RBC MusicX
- Stage to be used for programming throughout week

RBCX MUSIC

Presents



CANADIAN  
OPEN

CONCERT SERIES

Supported by

AVION



Coca-Cola





# CONCERT SERIES



- RBC AVION Lounge
- Top of hill facing stage on the back of 17<sup>th</sup> Tee
- Will host 400+ RBC guests during concerts
- AVION Public Structure during golf

RBCX MUSIC  
Presents

 CANADIAN  
OPEN  
CONCERT SERIES

Supported by

AVION    



## - THE - FARE WAY

*Hamilton Food and Culture Experience*

- Location: Short course adjacent to hole #18
- Run in partnership with City of Hamilton
- Hamilton food experience and arts scene
- Programming throughout week



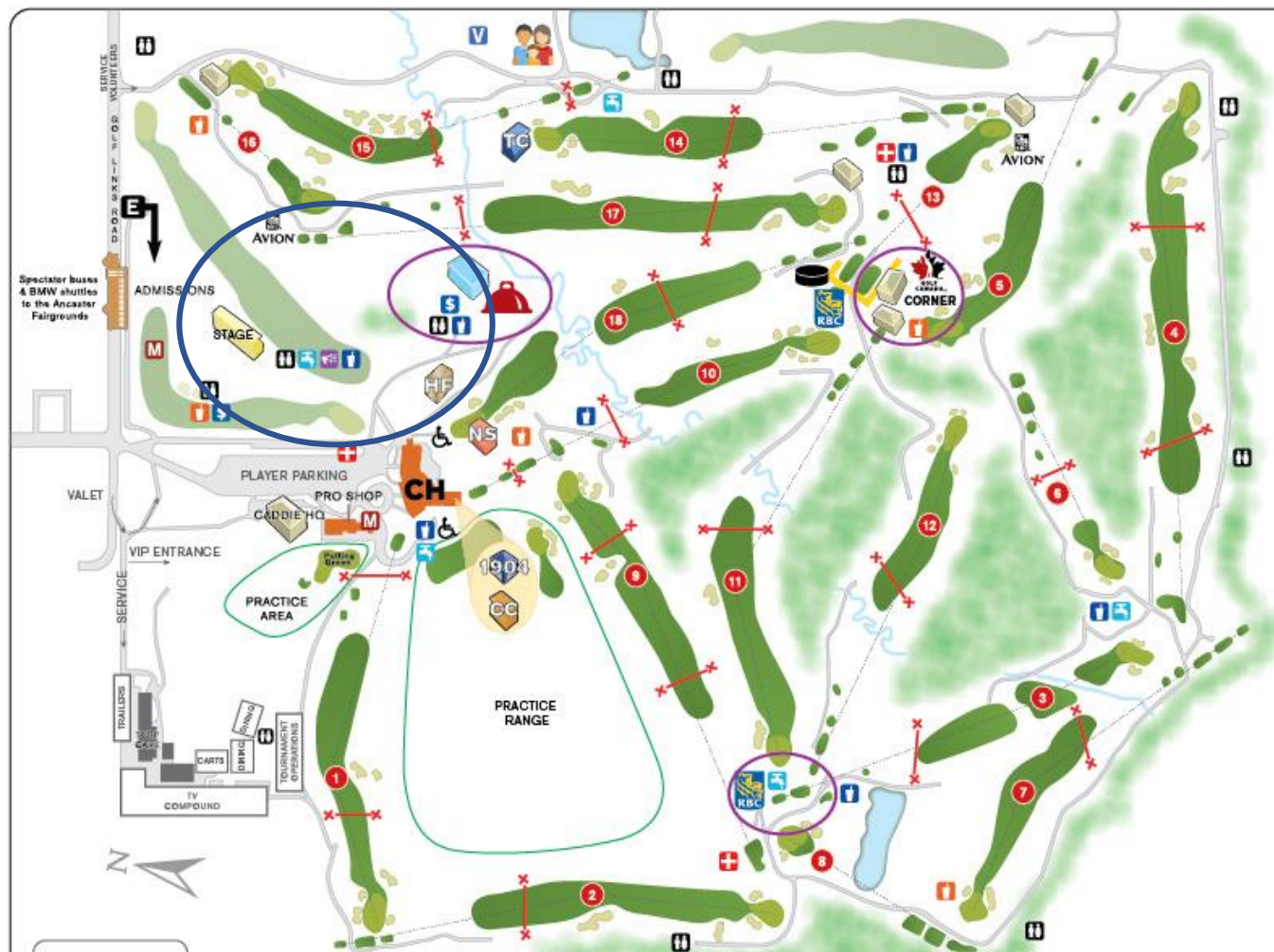


# FAMILY ZONE



- Location: Hole #6 East Course
- Week long programming for families
- Site of Family Day for RBC employees





## LEGEND

- CH** CLUBHOUSE
- W** WASHROOMS
- C** CONCESSIONS
- C** CONCESSIONS (Thu-Sun only)
- M** MERCHANDISE
- S** RBC ATM
- X-X** SPECTATOR CROSSWALKS
- +** FIRST AID
- SK** NICKLAUS SKYBOX
- HF** HALL OF FAME CLUB
- CC** CHAMPIONS CLUB
- 1904** 1904 CLUB
- TC** TROPHY CLUB
- L** LODGES
- W** DISABLED VIEWING DECK
- MC** MEDIA CENTRE
- W** RBC WATER STATION
- V** VOLUNTEER CENTRE
- E** MAIN ENTRANCE
  - Admissions
  - Will call
  - Check stand
  - Lost & Found
- SL** RBC SOMEDAY LOUNGE
- AL** AVIAN SKY LOUNGE  
(Two potential options)
- R** THE RINK
- FD** RBC FAMILY DAY
- CO** RBC CANADIAN OPEN TASTE OF HAMILTON

## YARDAGE & PAR

HOLE	1	2	3	4	5	6	7	8	9	OUT
PAR	4	4	4	5	4	3	4	3	4	35
YARDS	417	442	408	542	317	224	412	210	440	3412

HOLE	10	11	12	13	14	15	16	17	18	OUT	TOTAL
PAR	4	4	4	3	4	4	3	5	4	35	70
YARDS	392	481	388	236	450	423	188	550	446	3554	6966

## TOURNAMENT WEEK

- **Accommodations**
  - Host Hotel is the Sheraton
  - 6 other hotels have also been booked across the city for various groups
    - Downtown
    - Upper James
    - East Mountain
    - Centennial Parkway
    - Ancaster
  - Private Home Rentals





## TOURNAMENT WEEK

- **Parking**
  - Ancaster Fair Grounds
  - Hamilton Airport
  - St Johns Anglican Church
  - Tamahac Club
  - A few others around Ancaster



## TOURNAMENT WEEK

- **Transportation**
  - Shuttle buses from designated parking areas
  - Tournament vehicles
  - Taxis and ride shares
  - Mass Transit
- **Road Closures**
  - Golf Links Rd from the corner of Southcote and McNiven
  - Halson from the corner of Wilson





- Group Ticket Packages for BIA members
- VIP / Corporate Hospitality
- Contesting and promotions
- Local Partnerships
- Special Events throughout Hamilton
- Meals and Shopping



***THANK YOU***

