

# Genworth's Sponsorship of The European Tour Golf

2011 Season highlights



## Genworth's sponsorship of The European Tour

As one of the world's leading providers of Lifestyle Protection and Mortgage Insurance, Genworth works in partnership with some of the world's leading consumer brands to help them build deeper and more profitable relationships by protecting the financial lives and futures of their customers. Delivering on the promises we make to customers demands a continuous focus on performance and improvement.

Since 2007 our partnership with The European Tour has successfully supported our passion for performance improvement and giving back to the community whilst helping to build our brand with our customers.

## 2011 Season highlights

2011 has been a really successful year for European golf and Genworth's sponsorship of The European Tour Statistics.

**To celebrate these successes this pack and CD brings together and summarises all of the major stories and research generated by Genworth across its sponsorship programme during 2011.**

For further details on the programme please visit [www.genworth.co.uk](http://www.genworth.co.uk) or contact us on [golf@genworth.com](mailto:golf@genworth.com)

## Genworth Statistics

As the official sponsor of The European Tour Statistics since 2007, 'Genworth Statistics' has provided players, the media and the viewing public with an invaluable insight into the drivers of performance across all The European Tour 'Race to Dubai' tournaments. This has aided both a deeper understanding of the game and, importantly, the means by which players can improve their own performance.

Using the statistics, players can analyse how they match up with each other in terms of stroke average, driving accuracy, driving distance, greens in regulation, putts per green in regulation, putts per round, sand saves, scrambles and one putts. This passion for excellence, based on a deep understanding of the factors that influence performance, sits at the very heart of the approach Genworth takes to its own business.

To learn more about the Genworth Statistics visit [www.europeantour.com/europeantour/stats/genworthfs](http://www.europeantour.com/europeantour/stats/genworthfs)



**Genworth Statistics**

**RACE TO DUBAI RANKING**

Pos	Player Name	Nat	Prize Money
1	Luke DONALD	ENG	€3,858,394
2	Martin KAYLOR	GER	€2,890,264
3	Rory MCILROY	NIR	€2,724,882
4	Charl SCHWARTZEL	RSA	€2,295,525
5	Lee WESTWOOD	ENG	€2,051,482
6	Anders LINDBERG	DEN	€1,739,892
7	Borja GARCIA	ESP	€1,580,748
8	Thomas BLOOM	DEN	€1,517,392
9	Simon PETERSON	ENG	€1,444,558
10	Dimitri CLARKE	NIR	€1,379,498

**STROKE AVERAGE**

Defined as the average number of strokes taken per round.

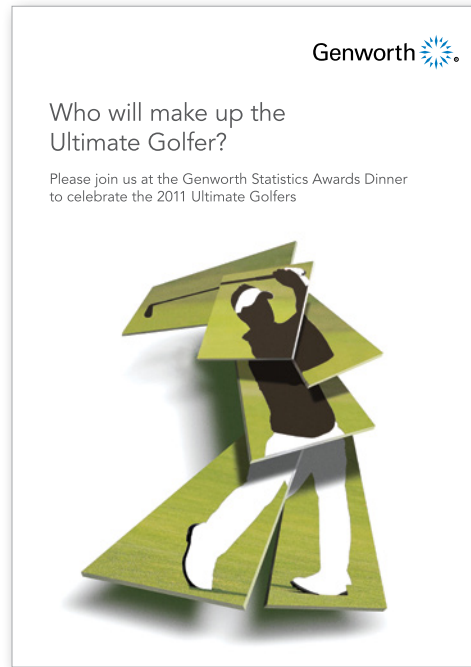
1st	2nd	3rd	4th	5th
Luke DONALD 69.24	Rory MCILROY 69.27	Charl SCHWARTZEL 69.48	Borja GARCIA 69.54	Lee WESTWOOD 69.89

Keep in touch with European Tour

## The Genworth Statistics Awards

Celebrating the Ultimate Golfers

The last event on the European Tour calendar, The Dubai World Championship will see the staging of the Genworth Statistics Awards on the 9th December. The Awards, which are attended by many of the Tour's leading golfers, celebrate the winners of each of the individual Genworth statistics categories as well as the media's nominated player of the year. For the 2011 Awards, Genworth has created a composite visual of the Ultimate Golfer and has explored what it takes to succeed in each of the individual categories and how these are put together to perform on the highest stage.



## Putts4Charity Champions Challenge

Our commitment to our customers extends to playing a much wider role in the communities in which we operate. Our Putts4Charity initiative, in partnership with the Tour Players Foundation, is a good example of this. Since 2007 the initiative has raised in excess of €800,000 for SOS Children's Villages and Barnardo's Children's charity in Ireland to help them support abandoned and orphaned children across Europe.

During 2011 the Putts4Charity Champions Challenge sought to raise even more money by testing the putting skills of the public and selected Genworth business partner teams against The European Tour's professionals, as they tried to hole four successive one putts on greens modelled on some of golf's most iconic moments. Making a voluntary contribution to charity in order to take part, members of the general public could win prizes ranging from a signed Ross Fisher golf bag to season tickets for topping the leader board.

Across the seven events on the European Tour calendar Putts4Charity Champions Challenge had its best year ever with many of the top Tour professionals taking part alongside thousands of spectators to help raise record amounts for charity.

## Putts4Charity Pro Putt Challenge

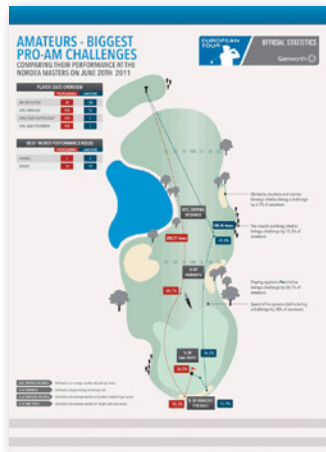
At the Portugal Masters on the 12th October eight of the top European Tour Pros including Martin Kaymer, Alex Noren and Genworth Brand Ambassador Ross Fisher participated in the Putts4Charity Pro Putt Challenge, a knockout tournament to find the best putter on the Putts4Charity course. After being seeded by Genworth employees, across the global network, a thrilling contest resulted in Alex Noren narrowly beating Martin Kaymer in the final to be crowned 2011 champion, winning €45,000 for SOS Children's Villages.



## Pro-am Statistics programme

Launched at the BMW Championship in Munich in June the Genworth Pro-am Statistics programme was created to gain a better insight into how amateurs across different geographies found the experience of playing with the Pros on a championship course. At each event that the programme ran an infographic and press release was issued to highlight the differences in performance around the course.

Post event the participants then received their own individual Statistics Pack which provided a comprehensive insight into how aspects of their round compared with some of the top Pros and the other amateurs assessing areas such as driving distance, putting performance and greens hit along with performance improvement tips for Genworth Brand Ambassador Ross Fisher.

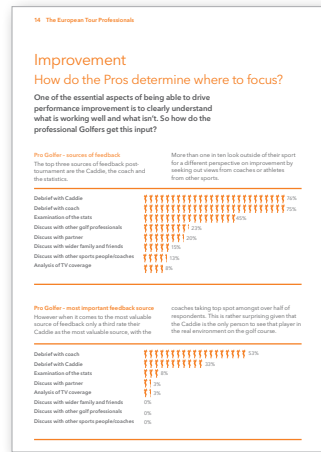


## Performance research – Making the cut

In our desire to understand better the performance habits of some of the worlds top golfers and Caddies Genworth undertook some research. The resulting report, 'Making the cut' was launched on October 13th at the Portugal Masters. Working with top Mind Coach Karl Morris, the findings have enabled us to shine a light on performance and how it can be improved at all levels of the game and also transferred into the world of business.

The report covers areas such as:

- How the Pros and Caddies view and measure success
- The top attributes needed for success
- Areas for improvement and how they gain feedback
- Playing through bad patches
- Their use of statistics to aid improvement



## Golf and business

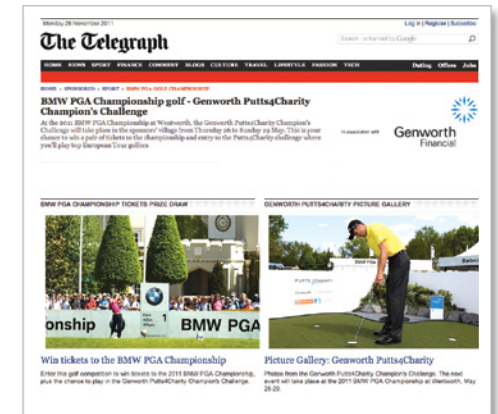
When one thinks of golf and its role in business it is often thought of as the sport that helps to cement deals and relationships. But is this the sole role of golf in the business world or does it offer broader lessons and applications? New research from Genworth amongst more than 400 Senior business executives across Europe indicates new insights into the role that golf can play in enhancing business performance from releasing stress to developing strategic skills.

A full copy of the research will be launched at the end of December. For further details visit [www.genworth.co.uk](http://www.genworth.co.uk)



## Customer engagement promotions

To coincide with The European Tour event in Wentworth, Madrid and Portugal Genworth ran a number of highly successful ticket promotions with national publications and websites in order to drive brand awareness and participation in the Putts4Charity Champions Challenge.



For all press releases, articles, imagery and video, please refer to the inserted CD.

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