RYDER CUP
ROME
MMXXII

INFORMATION PACK

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The Context

First contested in 1927, The Ryder Cup has become one of the world's greatest sporting contests. Every two years, 24 of the best players from Europe and the United States compete head-to-head in match play competition.

Drama, incredible golf, camaraderie and sportsmanship are served in equal measure, captivating an audience of millions around the world. Organised alternatively in the United States and Europe, The Ryder Cup enjoys prestige, exceeding that of even the sport's Majors.

The Ryder Cup is named after the English businessman Samuel Ryder who donated the trophy. The event is jointly administered by the PGA of America and Ryder Cup Europe, the latter a joint venture of the European Tour, the PGA of Great Britain and Ireland, and the PGA of Europe. Ryder Cup Limited, which controls the hosting rights of The Ryder Cup when the event is played in Europe, will receive the Italy 2022 bid to host The Ryder Cup.

The 2018 Ryder Cup will be played on Continental Europe for only the second time in the event's history, when the event is hosted at Le Golf National outside Paris. Along with Italy, the following countries are bidding for the chance to host The 2022 Ryder Cup: Austria, Germany and Spain, indicating that the 2022 edition of this historic event will again be hosted on the Continent.

All of the candidates are required to submit their bid before 30th April 2015.

English businessman Samuel Ryder and the British Ryder Cup golf team stand in front of a train, May 1927, in preparation for their trip to America.

1969, Tony Jacklin of Great Britain and Jack Nicklaus of the USA, at Royal Birkdale, Southport, after Nicklaus conceded a missable putt to end The Ryder Cup in a draw. "The Concession" remains one of the most famous gestures of sportsmanship.

Paul McGinley of Europe flies the flag for Ireland after being thrown into the lake after holing the winning putt in the final day singles of the 34th Ryder Cup matches at the De Vere Belfry in Sutton Coldfield, England, 2002.

Sam Torrance of the European team celebrates on the 18th after sinking the putt to secure the first victory for team Europe in The Ryder Cup; at the Belfry in Sutton Coldfield, England, 1985.

US Ryder Cup team member Justin Leonard celebrates his putt against Jose Maria Olazabal of Spain on the 17th hole that clinched the victory for the US in the 33rd Ryder Cup at The Country Club in Brookline, Massachusetts, 1999.

Darren Clarke from Northern Ireland gets an emotional reception as he arrives at the first tee for the opening fourball session of the first day of the 2006 Ryder Cup, at the K Club in Straffan, Co Kildare, in the Republic of Ireland, 2006.

Martin Kaymer of Europe celebrates after making the putt that retained The Ryder Cup on the 18th green in the 39th Ryder Cup at Medinah Country Club, 2012. This putt completed a comeback affectionately known as "The Miracle of Medinah".

The Competition and History

The first official Ryder Cup took place in 1927 at Worcester Country Club, in Massachusetts, US, as a golf match contested between Great Britain and the United States. The home team won the first five contests, and when the competition resumed after the Second World War, American dominance continued until the Great Britain and Ireland team was extended to include continental Europe from 1979.

Since 1979, Europe has won ten times outright and retained the Cup once in a tied match, with seven American wins over this period. In addition to players from Great Britain and Ireland, the European team has included players from Belgium, Denmark, France, Germany, Italy, Spain and Sweden.

On all sides, some of the game's greatest of all time have played in The Ryder Cup, including: Jack Nicklaus, Arnold Palmer, Seve Ballesteros, Nick Faldo, Phil Mickelson, Tiger Woods, and many more.

To date, three Italian players have represented Europe in The Ryder Cup: Costantino Rocca, Edoardo Molinari, and Francesco Molinari, whose half point against Tiger Woods helped the historic comeback in 2012, known as "Miracle at Medinah".

Future Competition Venues

The Ryder Cup is set to be held at the following venues:

- 2016: Hazeltine National Golf – Minnesota, USA
- 2018: Le Golf National – Paris, France
- 2020: Whistling Straits Golf – Wisconsin, USA
- 2022: TBC

The Economic Impact of The Ryder Cup

The Ryder Cup delivers significant economic returns to the host region both through direct and indirect revenue sources. In 2014, over 250,000 fans from 96 countries visited Gleneagles for The Ryder Cup delivering economic return in a variety of ways. Direct revenues stem from various inevitabilities, including: foreign capital of visitors, job creation, event hospitality, hotel bookings, airline tickets, event specific contracts. Additionally, the lasting benefits which The Ryder Cup can deliver are often categorised as indirect revenue, namely: promotion of the host region, lasting and repeat tourism, improvements to infrastructure, transformative effect on the golf industry, investment from global companies and sponsors.

While the 2014 Ryder Cup at Gleneagles delivered approximately £100m in revenue to Gleneagles and Scotland, FIG and the Italian stakeholders are looking to the 2012 event at Medinah Country Club, in Chicago, to better gauge success. The 2012 Ryder Cup delivered and estimated £130m in revenue to the local economy of urban and suburban Chicago. Similar to Medinah Country Club, Marco Simone Golf & Country Club sits on the edges of one of the world's great metropolitan areas, Rome, a true European capital.

The Media Impact of The Ryder Cup

The 2014 Ryder Cup was the most widely disseminated Ryder Cup ever. Coverage was provided by more than 53 television broadcasters, delivering the event to people in over 192 countries. All told, the broadcast coverage of The Ryder Cup was available to more than half a billion sports fans around the world.

The fans on-site and those watching at home took to Twitter more than ever during a Ryder Cup, mentioning the phrase #RyderCup over 822,000 times on Twitter during the three days of the event.

This live coverage, and social media reach was supplemented by traditional media coverage of the event. In total, 946 accredited journalists were sent to the event by 376 different media outlets, all delivering countless inches of column space to this great golf event.

"The Ryder Cup has done so much to foster that great spirit of international rivalry that makes the present-day sport the great thing that it is."

Golf Illustrated, June 1927

IMPACT

250,000
fans at Gleneagles, with 96 countries represented

822,204
mentions on Twitter during The 2012 Ryder Cup at Medinah

BACKGROUND

20
of the top 30 golfers played in The 2014 Ryder Cup

40
times The Ryder Cup has been contested since 1927

25-13-2
the lead the USA holds over Europe in The Ryder Cup series

MEDIA REACH

946
accredited media

372
different media outlets

The 2010 Ryder Cup was broadcast to

615,766,744

homes worldwide

192
countries receiving the broadcast

53
broadcasters worldwide

MOTIVATION TO BID

Italy's desire to host The Ryder Cup stems from a rich history of welcoming the world to its cities and shores. Italy possesses a desire to implement world class events such as The Ryder Cup to promote everything that is great about Italy. Italy will showcase innovation and forward thinking in a nation that is often referred to through historical context.

The motivation for the FIG bid, supported by Comitato Olimpico Nazionale Italiano (CONI), to host The Ryder Cup is led by the Four Cornerstones of Success. To maximise the potential success of the 2022 Ryder Cup, FIG has set objectives related to each of the Four Cornerstones of Success.

Golf Tourism Growth

Europe is awakening to the great opportunities to play golf in Italy. This awareness was enhanced in 2014, when the International Golf Travel Market was hosted in Italy. Hosting The Ryder Cup would elevate the country to a new level, enabling the country to showcase its varied, yet relatively unknown, golf offering.

A Sports Marketing Surveys report, conducted in 2014, revealed a healthy appetite for golf travel to Italy, with 31% of respondents from Great Britain & Ireland, 56% from France, 71% from Sweden and 76% from Germany declaring they would consider the country as a golf holiday destination in the next five years.

Additionally, Italy would be able to demonstrate the strong support and drive the Italian Golf Federation, Tourism Board and numerous government bodies are committing to help develop the country's potential as a worthy European golf destination. This will create revenue and jobs for Italy, especially in the south.

Brand Italy Positioning

FIG is delighted for the opportunity to bid for this truly incredible event. The opportunity to host The 2022 Ryder Cup is a truly unique and potentially transformative prospect for Italy. The Ryder Cup provides a world class event to showcase Italy and its event organisation skills to the world.

It is Italy's ambition for the 2022 Ryder Cup to serve as the first of a famous triumvirate of great sporting events. Italy aims to host the 2023 Rugby World Cup, and have the backing of the Italian National Olympic Committee (CONI) to bid to bring the 2024 Summer Olympics to Rome as well. Importantly The Ryder Cup will showcase to the world everything that is great about Italy.

Italy 2022: "Four Cornerstones of Success"

MOTIVATION TO BID

Italy is home to more golf "fans" (7.8 million) than Germany (6.7 million), France (6.0 million) and Spain (5.9million)

Source: SportsDNA, Repucom, 2013

Golf Participation Growth

Italy 2022 will transform golf participation in Italy by inspiring tens of thousands of people to be the next generation of great talent. Golf is a sport played by all ages and abilities; individuals continue to participate for decades.

FIG is committed to a phased approach to growing the game in Italy. The first phase will start from school year 2016/2017 onwards, till the opening of The Ryder Cup and the main objective will be communication and preparation of the students to encourage golf practice, and simulate interest in the event. The second phase will continue the educational programme after The Ryder Cup and will be a meaningful legacy of the event to be passed down by many generations.

Italy 2022 believes that golf is effectively managed within Italy by FIG, but there is scope to improve further and certainly increase numbers across all levels of the participation. This starts with grassroots golf initiatives, promoting golf to young people and creating a vibrant golfing culture for generations to come. Collective support of golf in Italy will ultimately help the country achieve success at the highest level.

Golf Performance and Play

In recent years FIG has developed a programme to find talented young athletes and create positive conditions for the players. Hosting the Ryder Cup would allow Italy to reinvigorate the country's Talent Identification Programme which has already proven success.

FIG, aware of having good golf technicians, invested time and effort toward the next generation of up-and-coming golfers. Given the positive results that were achieved following the first five years of operation, the structure of the Talent Identification Programme was bolstered, giving a new definition of "talent". This definition includes technical sporting skill, but also takes into account personal attributes such as the ability to see a long term athletic path and other physical and mental characteristics.

In 2009 an Order of Merit was created to monitor results of athletes and to push competition. Matteo Manassero and now Renato Paratore are the results of the hard work and initiatives – illustrating focussed Talent ID programming does work. The project shows how the golf market of Italy can benefit from initiatives dedicated to young players. This initiative will continue and be reinforced all along the path leading to The Ryder Cup.

Honour Committee

Italy 2022 has created an Honour Committee, with one if its principle aims of developing political and commercial opportunities to support Italy 2022. This group is made up of some of the most powerful and influential individuals in Italy that have an affinity for golf and supporting their nation. Their collective support and input has shaped each element of Italy 2022's bid.

Nerio Alessandri
President and founder of Technogym, leader in wellness and fitness equipment.

Piero Antinori
President of Antinori, winemakers for over 600 years.

Flavia Barca
Former Culture Councillor of the Comune of Rome. Professor in the Department of Communication Science at the University of Teramo.

Guido Barilla
President of Barilla, corporation operating in the food sector since 1877.

Laura Biagiotti
Italian designer considered the ambassador of Italian fashion around the world. President of Marco Simone Golf & Country Club.

Diana Bracco
President and CEO of the Bracco Group. President of Expo 2015 S.p.A.

Alessandro Castellano
CEO of the SACE insurance/financial group.

Franco Chimenti
President of CONI Servizi and the Italian Golf Federation.

Luca Cordero Di Montezemolo
President of the Promoting Committee for the 2024 Olympic Games of Rome. President of Alitalia. Former Chairman of Ferrari.

Marta Dassù
Member of the Board of the International Business Institute, the Scientific Committee of Confindustria Italy-USA Foundation.

Francesco Di Nitto
Diplomatic adviser to the President of the Italian Republic.

Leonardo Ferragamo
Board Member of Salvatore Ferragamo S.p.A., leading brand in the fashion industry. Honorary President of the Altagamma.

THE ITALIAN BID

Rocco Forte
CEO of the Forte Group, leading company in luxury tourist accommodation.

Luigi Gubitosi
RAI General Director (Italian Public Television). Country Manager, Bank of America.

Giuseppe Lavazza
Board member and strategic marketing director of the Lavazza Group.

Giovanni Malagò
President of the Italian Olympic Committee (CONI).

Giovanna Melandri
Former Minister of Sport and Culture. President of Maxxi Museum.

Edoardo Molinari
Professional golf player and European Tour Winner. Winner of the World Cup in 2009, The Ryder Cup in 2010.

Francesco Molinari
Professional golf player and European Tour Winner. Winner of the World Cup in 2009, WGC-HSBC Champions 2010, The Ryder Cup in 2010 and 2012.

Marzio Perrelli
CEO of HSBC Italy.

Nicola Pietrangeli
Winner of Roland Garros for two consecutive years (1959 and 1960). First Italian tennis player to win a Grand Slam tournament. Only Italian tennis player in the International Tennis Hall of Fame.

Costantino Rocca
First Italian Ryder Cup player (1993, 1995, 1997). Winner of 5 European Tour tournaments. President of Italian PGA.

Lorenzo Silva
President of the Turin Golf Club, site of the last two editions of the Italian Open.

Luisa Todini
President of "Todini costruzioni S.p.A." Member of the Board of RAI. President of Poste Italiane. President of Leonardo Italian Quality Committee.

Andrea Zappia
CEO of Sky Italy.

Gianfranco Zola
Football Manager and former professional football player in Italy and England. World Cup Runner Up with the Italian National Football Team (USA '94).

Reminder of the Bid Requirements

Each bid Nation must demonstrate the following:

- Government, Political, Institutional and Golfing Community support.
- Commitment to the development of a world-class golf facility to host The 2022 Ryder Cup Match.
- Provision of ancillary facilities, suitable access and infrastructure commensurate with the staging of an international sporting event, including proximity to a major international city.
- Commercial opportunities delivered to The Ryder Cup.
- Contribution of the Host Nation to the development of golf, for example:
  - Legacy.
  - Contribution of golf within tourism and business communities.
  - Development of levels of golf participation.
  - Professional tournament golf at all levels.
  - Contribution to The Ryder Cup: e.g. player eligibility and participation.
- Unique Characteristics of Bid/Bid Nation.

Italy's Vision for Ryder Cup Success

The Ryder Cup is one of the great sporting events in the world and Italy is a proud and passionate nation that loves sport. By combining these two elements both will become stronger, develop, and grow.

The Italian bid outlines a series of commitments to deliver a spectacular event that showcases both a great event and nation.

These focus areas are critical to understanding what Italy will deliver for The Ryder Cup 2022. The commitments come from a country in which keeping promises is an essential part of success.

Complete Institutional Support

- Italy 2022 will demonstrate how completely a central government and its ancillary institutions can engage and integrate with a major sporting event.
- Italy will provide support on all levels to make the delivery of this event successful and enjoyable for all those involved.
- Italy seeks to engage with the EU at the highest level, and all the countries of Europe. In doing so it will create a model for RCE engagement with the EU for years to come.
- FIG and The Ryder Cup will deliver a legacy of success enhancing political relations, tourism, the environment, financial returns, and golf in Italy.

THE ITALIAN BID

A World Class Facility

- Italy is committed to delivering a golf course that provides an inspiring canvas for golfers, organisers and spectators to paint their own history.
- While the existing facility has already proved to be a good golf course for professional tournaments such as the Italian Open, Italy 2022 will invest millions of Euros in the redevelopment of Marco Simone Golf & Country Club, (MSGCC); both the course and clubhouse before hosting The Ryder Cup. This will also support and save money for the 2024 Olympic bid, as MSGCC has also been designated by CONI and FIG as the official venue for Rome's 2024 Olympic Games candidature.
- Italy aims to deliver the most environmentally sustainable Ryder Cup ever.
- Italy 2022 has the ambition to be the most innovative Ryder Cup in its history, in order to assist in delivering this sustainability, and maximising fan experience whilst showcasing a forward thinking nation.

A Spectacularly Suitable Host

- The 2022 Ryder Cup will feel the benefits of Rome and its surrounding regions through the event's relationship with the City and Local Province.
- From decades of experience in hosting some of the world's great events, Italy will provide organisational support that is fully equipped to showcase and make The Ryder Cup a truly unforgettable event.
- Rome will harness all of the unique aspects of the City and its people to the benefit of The Ryder Cup, and will showcase how sport can benefit the city and country as a whole.
- Italy 2022 will also harness "Brand Italy" and all the great elements of Italy's art, culture, commerce, history and hospitality to deliver this world class event.

THE ITALIAN BID

A Commercially Viable Event

- The 2022 Ryder Cup will benefit from financial security, and allow for the staging of an event in Italy that creates mutually beneficial returns for all stakeholders.
- Italy will engage its corporate and manufacturing industries to support The Ryder Cup in a way that has not been seen in previous events.
- Italy 2022 will work with Ryder Cup Europe to benefit the media reach of The Ryder Cup, without in any way inhibiting the commercial framework of the event.
- Italian Tourism will position The Ryder Cup front of mind around the world as it promotes its country through sport, commerce and tourism.
- A Ryder Cup in Italy will connect and engage with people of Italian descent from around the world to the benefit of The Ryder Cup, and encourage investment back into Italy.

A Lasting Contribution to Golf

- Everyone across the Italian golf industry will work to ensure that The 2022 Ryder Cup is used as a catalyst for growth.
- Hosting The Ryder Cup will connect the entire sporting framework of the country to showcase a unified benefit to The Ryder Cup.
- Importantly, as part of this bid, Italy 2022 promises to stage first class events before and after The Ryder Cup, including a revitalised Italian Open and both Senior and Challenge Tour events.
- FIG has worked tirelessly to make sure its youth development and talent development programmes are supported strongly. FIG will continue to invest in young talent under The Ryder Cup umbrella.

THE ITALIAN BID

Uniquely Italian

- Deliver a Beautiful Life (Dolce Vita) to The Ryder Cup through history, art, culture, food and wine, in doing so it will support Ryder Cup Europe in delivering a golf event like no other.
- Worlds of Italian Taste (Fashion/Gastronomy) and sport will merge seamlessly at The 2022 Ryder Cup, benefiting both golf and The Ryder Cup in the process.
- Rome will serve as the most fitting back-drop to The Ryder Cup's critical events through its link to the Tourism and Cultural ministry.
- Rome is one of the great cities of the world and standing on the 11th green and looking at St Peter's Basilica provides a stunning backdrop for the world's media.

Bid Partners

FEDERAZIONE ITALIANA GOLF

CONI

ROMA

REGIONE LAZIO

MARCOSIMONE GOLF & COUNTRY CLUB

COMUNE GUIDONIA MONTECELIO

Spectacular views of Rome and St Peter's Dome from Marco Simone Golf & Country Club

All roads lead to Rome...

Italy 2022's Ryder Cup journey is a dynamic one; beginning and ending in Rome. As Rome reaches out to the world, so does golf and The Ryder Cup come to the ancient city with its host of benefits and positive change. In the same way that all roads once led from the Milliarium Aureum, benefiting Rome and the Empire, The Ryder Cup and Italy will create a unique partnership that will become the benchmark for future major events.

I Iconic Rome

The venue will be enhanced but so will The Ryder Cup through the wholehearted support of Italy. Italy 2022 will link The Ryder Cup to one of the world's great cities in a way that the event has never been done before. Not only this but principal events within the framework of The Ryder Cup programme such as the Opening Ceremony; Year to Go; Gala Dinner and team functions can be held in iconic locations from the Colosseum to the Rome Cavalieri. Its Fan Zone will be in an ancient Piazza. In doing so it will promote Rome and the Venue itself but importantly link The Ryder Cup Brand to a global phenomenon which is Rome and Italian Tourism.

X Past, Present and Future

Italy 2022 will tap into the history of ancient Rome to showcase spectaculars that The Ryder Cup has never seen before with an Opening Ceremony in the Colosseum and a closing Ceremony in front of a medieval Castello. In between these periods it will infuse The Ryder Cup with everything that modern Italy stands for in terms of innovation, style and design. Finally it will leave behind as a true legacy a unique future for both Italian Sport and also The Ryder Cup itself through a unique partnership with the RCE.

IX Dolce Vita

Italy has given much to the world in art, culture and gastronomy; all this will be reflected and channelled through The Ryder Cup. Italy 2022 will be the "can't miss" event of the year as all golf fans hope to be in Rome to experience everything the City offers. It is a combination of passion with the way of life that is so strong in Italians in creating "La Dolce Vita" – the good life. Celebrating the film industry's love affair with Rome, Italy 2022 will also capitalise on making this an attractive opportunity for all Hollywood stars who play golf once again elevating how golf and The Ryder Cup are perceived.

II Brand Italy

Italy 2022 will provide a world class venue on the outskirts of one of the tourism capitals of the world with its accommodation facilities, infrastructure and experience hosting world class events to deliver a truly unforgettable Ryder Cup. In doing so it will reinforce The Ryder Cup brand beyond golf. It will do this with Italian hospitality and personality and everything that Brand Italy is associated with from wine, food, friendship, history, language, style, romance, passion, culture, art etc.

VIII Organisation

Italy 2022 will deliver a new benchmark for The Ryder Cup in terms of the quality of experience enjoyed by all its spectators and viewers, sponsors and media receive. It will take the best parts of Italy to The Ryder Cup brand and event, making both stronger. In doing so it will benefit both Italy and the RCE as it proves to be the catalyst of hopefully a new era in major event staging in Italy.

III Connecting People

Italy 2022 will reach out across the Atlantic to the 12% of Americans that are of Italian decent and the large numbers of people from North America who study, work and visit the country for pleasure. This impact will not only be felt in numbers of North-Americans visiting The Ryder Cup, but also in the impact it will have on the North American market from a television perspective driven by iconic imagery of the Opening Ceremony in the Colosseum to the greatest players in the world with the backdrop of St Peter's Dome.

IV Golfing Legacy

Italy 2022 recognises that it speaks significantly about potential, but The 2022 Ryder Cup Match will have a transformative effect on the sport of golf in Italy. It will inspire the talent of now and the future to want to participate in their home nation but will also importantly create an inspirational-aspirational axis that will deliver growth across all levels of the game. The RCE can showcase how a single event can change the make-up and structure of a country's sport, and leave a fitting legacy for all.

V Environmental

Italy 2022 will engage with the environment in a way that no other golf event has ever done. It will create specific legacy outcomes for both the event, but also the City of Rome. Italian Golf can transform how Golf can be seen as a thought leader in environmental terms. In doing so it will place the RCE firmly at the forefront of both the event discussions and positive environmental impact and create new benchmarks for how Ryder Cup is viewed in this space.

VI Tourism

Italy 2022 will transform the golf tourism industry in Italy generating significant return on investment for the Italian state. This will be done by working with the embassies and businesses that Italy has at its behest. In doing so Italy 2022 will also impact positively The Ryder Cup brand and showcase The Ryder Cup's ability to create dynamic change in a country with huge potential for this area of business.

VII Financial Success

Italy 2022 will be a financial success from the government backed guarantees, the sponsorship revenues raised by FIG and its partners and significant investment from corporate Italy including the Biagiotti family, owners of the venue. As such, Italy is well positioned to deliver financial success in a market which craves major events, demonstrated by the €460 million of sponsorship revenues generated by Expo Milano 2015. This financial success will reflect positively on both Italy and the RCE and set a new benchmark for engagement with the event for future years.

...and back again

MARCOSIMONE
GOLF & COUNTRY CLUB

ITALY
ROME

2022
Ryder Cup
Host Candidate

ITALY ROME 2022 RYDER CUP HOST CANDIDATE
FEDERAZIONE ITALIANA GOLF
VIALE TIZIANO, 74
00196 ROMA

INFO@ITALY2022ROME.COM
TEL. +39.06.3231825
FAX +39.06.3220250

ITALY2022ROME.COM