

Allianz SE

Group Communications

Quotes

Sandra Nulty, Head of Global Sponsorships, Allianz SE:

“There are few places in the world with as much history, tradition and sense of community as St Andrews Links. Allianz is proud, as one of the world’s leading global financial services companies, to partner with the world’s most prestigious golf community. Without a doubt, St Andrews Links is the perfect partner for Allianz.”

“Allianz is proud to support the Trust’s continuing work to set the highest standards in course management and to share its unique legacy with the world.”

“In our discussions, we realised quickly we had similar views on the way such relationships should function. We’re absolutely delighted to be St Andrews Links’ first and only global partner.”

Alan McGregor, CEO St Andrews Links Trust:

“This is an important step for St Andrews Links and we are delighted to be partnering with an organisation that, like our own, combines heritage with dedication to excellence. Golf is becoming very popular around the world and working closely with Allianz will ensure we welcome many more people from many new countries to the Home of Golf.”

“There is no doubt that the world of golf is changing and many countries are developing strongly in golf. We need to work hard to target new golf markets around the world and will benefit from working with Allianz, which has massive marketing expertise and is a major global brand in itself. By working together, we can help many more people discover the unique spirit of St Andrews Links.”

“We have been hugely impressed with Allianz’s commitment to sustainability and to supporting top level sport. With so many shared values we believe that our partnership will flourish and bring benefits to both organisations.”

Danny Campbell, Director of Licensing, St Andrews Links Trust:

“This is an important step forward in increasing awareness of St Andrews Links as a golf destination, particularly in new and emerging markets. We are pleased to be working with a company of Allianz’s stature and prestige and look forward to developing the relationship in the years ahead.”

PGA European tour professional, Ryder Cup winner and Allianz golf ambassador Paul McGinley:

“Throughout my career I’ve developed very fond memories of St Andrews Links and when I turned professional, Allianz gave me the support I needed to go to the next level. We’ve had a great relationship ever since. I’m sure Allianz partnering with St Andrews Links will also be a great success.”

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Fact Sheet

St Andrews Links

- St Andrews Links is the largest public golf venue in Europe, situated on the east coast of Scotland in the town of St Andrews, 80 kilometres north of the Scottish capital, Edinburgh
- The Links was given to the townspeople of St Andrews by King David I of Scotland in 1123
- St Andrews Links is often called the Home of Golf. The sport is widely seen as having originated in the area, and has been played on the Links since the 1400s. It was nevertheless subject to occasional bans by kings who thought it a distraction for young men
- St Andrews Links Trust was set up in 1974 as a charitable organisation to manage and preserve the courses and facilities. All surpluses are reinvested in the Links
- The courses are: The Castle Course (2008), Strathtyrum Course (1993), Balgove Course (1972), Eden Course (1914), Jubilee Course (1897), New Course (1895) and the Old Course, where golf has been played for over 600 years
- All seven golf courses and three clubhouses at St Andrews Links are public – open to all golfers – and can be booked in advance. The Old Course is subject to a ballot for tee times which is accessible via the internet
- On Sundays, no golf is played on the Links to allow townsfolk and visitors the opportunity to walk the Links
- There are six 18 hole courses and one nine hole course, providing 117 holes in all. The Old Course featured 22 holes until 1764 when the number was reduced to the now-standard 18
- The Open Championship in 2010 will take place on the Old Course. In 2005, Tiger Woods won the tournament for the second consecutive time at the Old Course, witnessed by 223,000 people over the week
- The European Tour pro-am Alfred Dunhill Links Championship also takes place each year at St Andrews Links
- The St Andrews Links Trophy, in association with Allianz, is one of Europe's most prestigious amateur events, and takes place every year at the Old Course. Many professionals first make their names at this event. In 2009, the St Andrews Links Trophy takes place from June 5-7.

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THE GLOBAL PARTNER OF
ST ANDREWS LINKS

- There are 112 bunkers on the Old Course – famous names include ‘Hell’ at the 14th, Shell on the 7th and Strath on the 11th. The course is famed for its double greens, and some putts can be as long as 30 metres
- Play on the Old Course today runs anti-clockwise, starting on the right. Up until the 1970s, the anti-clockwise approach was popular, and the course is still open for play in reverse for a small number of days in April
- Over 200,000 rounds are played in total on the seven Links courses. Around 42,000 rounds a year are played on the Old Course
- The Trust employs 250 people in high season. There are five teams of green-keepers – one team for each 18 hole course
- The courses are drained by a state-of-the-art £2.5m irrigation system
- The floodlit practice centre has over 20 covered bays, 36 open bays, a short game area specially designed for links golf with greenside and fairway bunkers, three practice greens and a putting green
- The turf nurseries – where grass is grown for the courses – cover around 46 acres. The emphasis is on sustainable methods of greenkeeping with minimal use of pesticides or fertilisers.