

GUIDANCE NOTE

Invites to events

If a player doesn't make it on to the entry list through their exemption category, they might be able to get one of the Promoter's invites that are available at each event. The Promoter is able to invite 6-14 players to join the entry field (depending on the terms of the event contract). Often these are used to make it possible for local Professionals or elite amateurs to take part in the event, but this is not always the case.

The LET has no control over the allocation of the invitations, other than to ensure that they comply with the regulations.

Any player can write directly to a Promoter to request an invitation. Contact details for invitation requests can be found on the Promoters list, which is normally posted in the member's area of the website at the beginning of the season.

When approaching a Promoter, you should be aware of what might attract their attention. Your letter could include reference to the following:

- i) why you would like to play in the tournament.
- ii) positive comments about the event and the country.
- iii) a piece about your golf and your ambitions.
- iv) how taking part will benefit you and help you to achieve your goals.
- v) details of any good performances you've had.
- vi) any connections you have with the country, the event or the sponsors.

It's really important that you personalise the invitation letters as much as possible. If it looks like you're sending the same standard letter to every Promoter, they may feel like you don't really care about their event.

Mention that you would be available to support PR or sponsor activity before or during the event. It might help to give examples of any experiences you have in this area.

Make reference to your LET profile page and your own website if you have one, but make sure they are both up-to-date and look professional.

Sometimes, it can help if you're able to speak the local language. If the event is in France and you speak French, or if it's in Spain and you speak Spanish, make the Promoter aware when you write to them.

Ask yourself if you think there is anyone in your network of contacts that might be able to help you or provide you with a reference.

Follow-up your letter with a phone call as this helps you to make a personal connection with the Promoter and develop a relationship with them. Even if they can't give you an invitation this year, the connection with them might be useful in the future. Plan what you want to say before you make the call.

If you do manage to get an invitation, try to make a good impression and develop your relationship with the Promoter while you're there. Afterwards, send a thank you letter and stay in contact with the Promoter after the event as this might help your chances of getting an invitation the following year.