

DLGA



A Worldwide Business





What began 20 years ago with the exceptional teaching talents of one man has blossomed into an international organisation providing hitherto unseen levels of instructional excellence to golfers of all ages and abilities around the world.

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David Leadbetter is internationally recognised as the most respected golf instructor in the world - a well-deserved reputation, based on a number of principal accomplishments:

- Involvement with students such as Faldo, Price, Els and Norman (all of whom have held 1st place in the World Golf Rankings) and continued work with many more of the world's leading golfers and prospective champions of the future;
- Production of ground breaking instructional books and videos, which have sold well in excess of one million copies worldwide;
- Establishing the only global network of golf instructional academies with a comprehensive and credible certification process for its instructors.

Accordingly, Leadbetter has had a prodigious influence on the knowledge, progress and achievements of amateur and professional golfers worldwide.



Delivering a philosophy which is flexible to golfers of all ages and abilities,

David and DLGA's players are testament to an unparalleled reputation - with current pupils ranging from PGA legends and successful, established pros through to some of golf's brightest young prospects:

ERNIE ELS • NICK PRICE • LEE WESTWOOD • CHARLES HOWELL III • PAULA CREAMER • JUSTIN ROSE

DLGA has worked with a number of prestigious corporate clients and federations:

SINGAPORE GOLF ASSOCIATION • TURKISH GOLF FEDERATION • CREDIT SUISSE PRIVATE BANKING

David Leadbetter Golf Academy

The David Leadbetter Golf Academy (DLGA) has developed into a network of golf academies, spanning Europe, USA and Asia, and has evolved as a truly exceptional global facility, with over 20 full time Academy locations worldwide.

In establishing the DLGA, David has personally overseen the training of world-class instructors to communicate the Leadbetter philosophy and principles to amateur and professional golfers, of all ages and abilities, worldwide. Delivering a philosophy that is flexible to golfers of every possible standard - from complete beginner to tour professional - DLGA offers first-rate golf instruction and a top class service to every standard of golfer.

In addition to these permanent locations, DLGA is also an entirely mobile concept whereby the Mobile Academy can transport the DLGA instructors, along with all of their teaching and video equipment, to virtually any location. Moreover, the recent introduction of online golf swing analysis via www.leadbetter.com has further enhanced international access to the DLGA expertise, with a personalised DLGA golf swing analysis service being available via the internet, wherever you might be in the world.

David Leadbetter's theories and philosophies on the golf swing are based on an effective method that is fundamentally simple and easy to repeat. DLGA prides itself on providing a quality and consistency of golf instruction at outstanding facilities, using state-of-the-art equipment, across the world.



Quality Facilities

Each academy location is selected for its quality environment and first-class practice and golfing facilities.

Most academies are sited in attractive resort locations offering a variety of outstanding leisure facilities, providing the opportunity to combine instruction with a holiday or break.

Through the Instructor certification programme, consistency of teaching is guaranteed from one academy to another, and from continent to continent.

The academy network is continually expanding to provide an ever-increasing choice of locations, all of which support and help each other in the development of the DLGA business.



the David Leadbetter Golf Academy offers first rate golf instruction and a top class service to every standard

IAN POULTER • NICK DOUGHERTY • MICHELLE WIE • TREVOR IMMELMAN • MARK MCNULTY • PETER BAKER • AREE SONG • JESPER PARNEVIK • BERNHARD LANGER • RAPHAEL JACQUELIN

FEDEX • FUJITSU SIEMENS • UNISYS • BMW • CITIGROUP • CISCO SYSTEMS • ECCO • STANDARD CHARTERED • CURZON GLOBAL PARTNERS

Training & Certification

Critical to the DLGA formula, and a fundamental cornerstone to the business which separates DLGA from all competition, is the selection and the training of Instructors in David Leadbetter's teaching philosophy.

In order to become 'Certified', each DLGA Instructor must successfully complete a stringent and extensive training programme and a specialised workbook, which assures the utmost level of consistency for all DLGA Instructors across the global network of academies.

The DLGA Workbook, a sophisticated in-house manual, contains a variety of challenging tasks designed to train and test Instructors on their competence and knowledge of David Leadbetter's teaching philosophy. Each Instructor is appraised in several ways and in their ability to evaluate, recognise and apply the appropriate knowledge to each student. The training process itself takes approximately one year to complete under the guidance of a local DLGA Director, with an ongoing review from the Worldwide Director of Certification and a final approval from David Leadbetter.

Training continues throughout an Instructor's DLGA career and during the course of a year, Instructors will receive taped lessons given by David Leadbetter, as well as presentations regarding current techniques, teaching developments and drills used by David and his teaching staff at his headquarters at ChampionsGate, Florida. Internet based communication between Instructors also assists progression and knowledge development.

All Instructors have to successfully complete annual re-certification tasks, and this continued learning curve is consolidated by visits to ChampionsGate at regular intervals, where Instructors will improve and refresh their teaching skills by observing and assisting David Leadbetter and his senior Instructors.

Organisation & Management

The David Leadbetter Golf Academy is organised and managed by IMG.

IMG works to support, develop and advance DLGA, not only in terms of golf instruction, but also as a global business - establishing new academies and assisting with operational management, golf development and corporate marketing.

IMG is the world's largest sports management company with unequalled experience in the fields of client management, event implementation, television production and marketing. As parent company, IMG fortifies DLGA with the same levels of expertise, credibility and excellence which are intrinsic to a business delivering the very highest standards in product quality and service.

Junior Golf

DLGA has impacted junior golf more than any other academy in the world, and has become the standard by which all golf camp / academy programmes are measured.

In the past 10 years, DLGA Bradenton (DLGA Junior Headquarters in Florida) has produced 86 AJGA All-Americans, six AJGA Players of the Year, two AJGA Sportsmanship Award winners, two United States Amateur Champions and two United States Girls' Junior Champions.

DLGA's teaching philosophy in this arena can be defined simply as, "providing an environment of excellence wherein everything from the fundamentals to success is taught, stressed and managed." Alumni include:

Casey Wittenberg
David Gossett
Ty Tryon
Paula Creamer
Julieta Granada
Aree Song
Naree Song
Michelle Wie

www.imgacademies.com

of golfer, worldwide.



DLGA - A World of Opportunities

DLGA communicates with a vast population of golfers. As such DLGA can provide commercial opportunities for business partners who identify with golf and wish to connect with this audience.

Full-time DLGA Facilities

There are currently over 20 full time DLGA locations operating successfully throughout the world, however DLGA is always interested in opening new sites in quality locations. Offering an unprecedented golf instructional service, DLGA generates immediate kudos and an array of marketing opportunities for any host. Acting as a distinct profit centre in its own right, DLGA will also enhance revenues for many other ancillary offerings on site (e.g. green fees, room nights, corporate events, f&b).

Temporary DLGA Facilities

DLGA can offer a golf club the opportunity to access instructional expertise on a temporary basis. Organised for a single day or several weeks, a temporary DLGA facility will act as a strong revenue generator and also offer a host of marketing opportunities to generate publicity and reinforce positioning. Recommended as a valuable precursor to a full time academy.

DLGA Corporate Golf

Transform your traditional company golf day with the help of DLGA by offering your guests hi-tech golf swing analysis, expert tuition and a premium experience that is enjoyable, memorable and most importantly, different.

DLGA Exhibitions & Shows

Enlist DLGA to offer golf instruction as a unique stand feature during trade shows, exhibitions or events. A proven success, this DLGA feature adds an innovative, interactive and entertaining element to a company's specific stand, attracting key audiences and providing valuable networking opportunities.

Leadbetter Endorsement

David Leadbetter's outstanding communication and motivational skills, together with his profound knowledge and understanding of golf, equip him perfectly as an intelligent, articulate and highly informed ambassador.



DLGA Mobile Academy

The DLGA Mobile Academy enables DLGA golf instruction to be offered at any feasible location - from a golf club driving range to the car park of a retail store. The Mobile Academy provides the perfect resource for a Temporary DLGA Facility, Company Golf Days and Exhibitions, and can also be cleverly integrated into any DLGA Sponsorship strategy.



DLGA adds a unique and prestigious dimension to the traditional corporate golf day.

Official Sponsorship of DLGA

As a global golfing entity, DLGA can deliver very specific branding, distribution, hospitality, alignment, marketing and promotional opportunities to a sponsor who recognises the benefits of associating with the world's most famous golf academy.





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Academy locations worldwide:

AUSTRIA

FRANCE

GERMANY

PORTUGAL

SPAIN

UK

CARIBBEAN

USA

CHINA

JAPAN

MALAYSIA

SINGAPORE

SOUTH KOREA