

THE INTERNATIONAL LONG DRIVE CHAMPIONSHIPS

“Regularly Scheduled Prime Time Television & Online Programming 26 Episodes Made for a Worldwide Audience”

TELEVISION OVERVIEW



In Broadcast Association with



In Association with Hitters From



Roger J. Piggott

Executive Producer/Director

ICEMAN PRODUCTIONS

Nashville, Tennessee USA

It's Not Just an Event ... It's a Sanctioned and Approved World Championship Golf Competition!

Iceman Golf has successfully produced the International Long Drive Championship Series as an internationally sanctioned world class Golf competition. At present, the series has been staged in 7 countries and offers more than 250 episodes is your guarantee of a high-quality advertising campaign made for the millions of arm-chair viewers and golf enthusiasts worldwide. The backdrop to the international filming process is a Class A destination golf resort alongside a strong blue-chip client base. The series has proven itself to deliver national and international media and worldwide exposure for the corporate sponsors, host venue, and tourism partners alike.

Iceman Productions™ is the number one provider of Long Drive Golf Television programming in the world. We are the only firm globally to receive accolades from the governing bodies to the game of golf as our Long Drive competition format complies with the "Rules of Golf." The long drive competition process utilized globally is "sanctioned & approved" by Golf Long Drivers International. A 26-episode golf series is produced annually and is syndicated to network partners with broadcast currently displayed in 40 countries worldwide. New for 2025 includes on-line streaming partners; Apple TV, Amazon Fire and Roku by downloading the Iceman Golf app. New technical elements include "Flight Tracker, Swing Speed Radar and Drone footage will be highlighted within the framework of the production process.



Blue Chip Corporate Campaigns are non-conflicting.
Above - World Championship Finals

Iceman Productions™ structures the filming process in accordance with the International Broadcast Guidelines associated with ESPN and Fox Sports. All syndicated network partners Worldwide receive the "Ready-to-Air" regularly scheduled prime-time 26-episode golf television series. Millions of households view each episode. This does not include the multiple re-airings by network partners as personalized station logos and network identification are included within the network deliveries, enhancing traditional media values. New for 2025, is "Live to Air" satellite broadcast of the World Championship Title Shows, produced at Night under the Lights.



Turf-Paint Advertising and Product Placement provide Full Time Television
Visibility & Exposure for the Sponsors

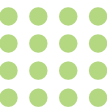
The entire on-site coordination and execution is turnkey in nature and is fully serviced by Iceman Productions™. Filming days are scheduled for Thursday through Saturday night. Filming is on-going with competitions scheduled in the mornings, and in the afternoon with the premier shows scheduled at night under the lights. Static & visual displays, tourism and host venue segments, turf painted logo identification, product placement and VIP seating complement the on-site agenda and viewer experience.

Each of the 26 episodes produced is packaged as an 'International Television Program' containing representation of a minimum of 6 different countries. The 2025 International Long Drive Championship Series is expected to include 12 countries in attendance. We are seeking to film the International Long Drive competition process in the Caribbean during the 3rd Quarter of 2026.



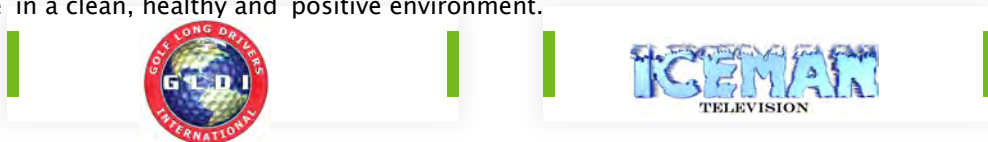
Iceman Golf augments current PGA, European Tour, and LIV Golf programming with 26 Episodes Produced Annually

Iceman Golf - Sponsor Commitment



The partnership objective is a commitment to increase corporate visibility and **consumer** impact. **on television and on-line via our** syndicated production process worldwide.

A partnership with Iceman Productions™ and Iceman Golf™ has drawn unparalleled interest from the international golfing community, governing bodies to the game of golf, network broadcasters and our on-line streaming partners alike. Iceman Productions™ is currently the largest producer and supplier of sanctioned Long Drive television programming in the world. This relationship allows event partners to become involved in an international golf competition structure that has proven to drive consumer traffic while displaying latest brands and products or dealer/trade relations while providing corporate visibility and exposure in a clean, healthy and positive environment.



A Partial List of Some of Our Valued Past & Present Sponsors

WATCH LIVE TV

Apple TV, Roku, Android TV or Amazon Fire

Simply download the Iceman GOLF APP

Sponsor Display & Advertising



The Sponsor & Host Venue/Tourism display is consistent throughout all aspects of the filming process.

The backdrop to the filming process is constant throughout all episodes. Depending on the venue, a Turf Tee Area followed by 150 yards of obstruction, with a clear line to the 225-yard piece of turf known as "The Extreme Zone Grid" is ideal. Numerous creative options have been utilized ensuring non-interruption in production and hitter traffic flow with minimal inconvenience for the host venue patrons.

When the wind is behind the hitters' backs, as you can imagine, this results in incredibly long drives and better armchair viewer impact. Therefore, highlighting the host venue's beauty as backdrop makes for a picturesque television presentation. The selection of competition grid is ideally suited to best service both production needs, along with consumer traffic flow at the host venue. The Competition Playing Field is critical to the production process and is what the global television viewer expects to see with Long Drive Television programming. Sponsor signage, displays and turf graphics are then positioned accordingly.

Iceman Productions™ produces the series in accordance with the International Broadcast Guidelines associated with ESPN and Fox Sports. We supply numerous network partners worldwide with "Ready-to-Air" programming. Additional viewers are realized on-line through Live TV with Apple TV, Roku, and on Amazon Fire, under the Iceman Golf channel. Live to Air broadcast of the "under the lights" coverage of the World Team Sport Championships and the Men's World Championship Finals are coordinated for the Friday and Saturday Nights as premier events. The on-site coordination and event execution are turnkey in nature and fully serviced by Iceman Productions™, which has a multi-year proven history in network delivery.

Iceman Productions™ coordinates all components associated with staging and event operation including international team coordination, the servicing of sponsor(s) and the television production process. Filming is scheduled for Thursday, Friday, and Saturday, with competitions slated during the mornings and afternoons with premier World Championship Title Shows scheduled at night under the lights.

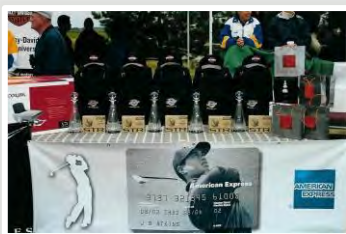
Simultaneously we film and collect raw B-roll footage as required to complement the host venue and specific sponsor marketing needs, and requirements associated with a blue-chip client base. A designated film crew collects the various footage that will be inserted into the programs displaying the region and host venues beauty as a world class destination golf holiday hot spot. Host venues tied to golf consortium's can highlight 'several properties' within the framework of the production process.

Segments are then packaged and inserted throughout each of the television episodes being produced to ensure non-duplication of footage. Viewers enjoy seeing a mix of holiday getaways, business travel, host venue highlights, eco-tourism, historic/regional and cultural attractions within the host region. Each episode is packaged as a free-standing international television program containing representation of a minimum of 6 different countries in each episode produced.



Turf Paint Advertising makes for full time viewer impact and impressions.

Tee Up with Iceman Golf



For Information on hosting the International Long Drive Championship Series filming process in your country for the 2025, 2026 & 2027 golf seasons, contact Iceman Golf



In Broadcast Association with



Roger J. Piggott

Executive Producer/Director

ICEMAN PRODUCTIONS

Nashville, Tennessee, USA

JUST the FACTS

Roger J. Piggott

ICEMAN PRODUCTIONS

CEO, Executive Producer/Director



Roger J. Piggott founded Iceman Productions™ in 1982 and Iceman Productions™ (International Corporate Event Marketing & Advertising Network), having carved out a successful niche in the field of special event television and philanthropic productions specializes in high profiled on-site agendas and worldwide syndicated broadcast.

With his 25 years of programming, Roger spearheaded the sports marketing and sponsor procurement “Agency of Record” associated with Sports Canada, a branch of the Canadian Government. His innovative technical abilities coupled with blue chip corporate sponsorship relations, proved positive to a worldwide television audience. He was able to gain valuable expertise in all aspects of event management, television production, blue-chip sponsorship procurement and the creation of high impact on-site agendas tied to syndicated broadcast. Achievements included: Canadian Commonwealth Games, Summer, and Winter Olympics and numerous profiled “live and tape delayed” broadcast of national and international sporting events. All programming is aligned with secondary market blue-chip corporate campaigns, promotions and productions.

Piggott expanded his business into Golf, Ski, and Powerboat television, which were hosted at world-class venues and resorts on the global stage. Roger was instrumental in the formulation of numerous global television campaigns over the years, such as the International Long Drive Golf Championship Series, Iceman World Alpine Tour (100 North American skiing/snowboard tour) and the Caribbean Offshore Powerboat Championship Series.

Production also includes The Stars Foundations unique events and celebrity profiled concerts. To date, the “Iceman” in association with Iceman Productions™ and Iceman Golf™ companies have created over 250 television episodes for global distribution in 40 international markets.



International Corporate Event Marketing & Advertising Network

ICEMAN **TELEVISION**
PRODUCTIONS

NASHVILLE, TENNESSEE, UNITED STATES OF AMERICA

THE UP WITH ...ICEMAN GOLF

April 17, 2000

Mr. Roger Jay
President
Iceman Promotions Inc.
Coulsons Hill Road West
RR #2
Bradford, Ontario
L3Z 2A5.

Dear Mr. Jay,

Re: The Canadian Long Drive Championships

The Amateur Status Committee of the Royal Canadian Golf Association has reviewed your proposal, dated April 4, for The Canadian Long Drive Championships. We are pleased that you intend to run your championships in conformity with the Rules of Amateur Status, with the exception of the North American Championship final.

The Committee has approved The Canadian Long Drive Championships as you have proposed. You may use the following statement on any printed material you produce:

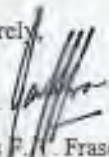
"The RCGA has approved these championships, with the exception of the final, as conforming to the Rules of Amateur Status."

We ask that you send, to my attention, copies of all printed materials which you produce.

I have sent a copy of this letter to all of the Provincial Golf Associations and to the Canadian Ladies Golf Association. We thank you for promoting the Rule book and the Rules of Amateur Status.

Please do not hesitate to call if you have further questions.

Sincerely,



James F. Fraser
Managing Director Rules & Amateur Competitions

JFTF/eabc

cc: RCGA Amateur Status Committee
Provincial Golf Associations
Canadian Ladies Golf Association
Canadian Professional Golfers Association





United States Golf Association
Golf House, PO Box 708, Far Hills, NJ 07931-0708
T 908 234-2300 F 908 234-9687
www.usga.org

January 27, 2003

Mr. Roger Jay, President
Iceman Promotions Inc.
Coulsons Hill Road West
RR #2
Bradford, Ontario L3Z 2A5

Dear Mr. Jay,

The staff of the USGA has reviewed your proposal of the United States Long Drive Championship.

We are pleased to advise that the format, as submitted, conforms to the USGA Rules of Amateur Status.

Please be advised that in your promotional material you can state that the format of the event conforms to the USGA Rules of Amateur Status.

Finally, I strongly suggest you contact Romaney Berson, Director of Legal Services at the USGA, in order to make sure there is no trademark issue with the name of your event.

Sincerely,

A handwritten signature in dark ink, reading "Anthony J. Zirpoli, Jr.", is written over a light blue horizontal line.

Anthony J. Zirpoli, Jr.
Senior Director Regional Affairs, Amateur Status





To Whom It May Concern,

I am writing this letter in support of Roger J Piggott and ICEMAN Productions. ESPN Classic has been airing Long Drive programming produced by Mr. Piggott since 2000 and from the very beginning our relationship has been excellent with a strong following.

Mr. Piggott has not only been a fine Producer; he has proven to be an excellent partner with ESPN Classic. The level of communication we have had with ICEMAN Golf is of the highest quality and the programming has always been delivered in a timely and professional manner.

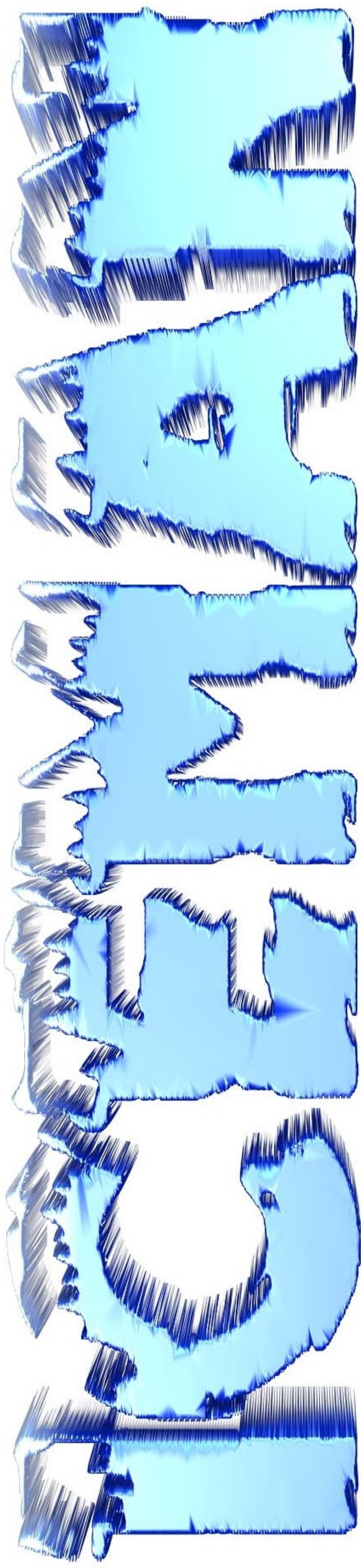
I am sure that The Caribbean Offshore Powerboat television programming will be no exception. I am confident that your experience will be as good as ESPN Classic's or better, as we look forward to your new Golf and Offshore Powerboat Racing.

Kind Regards,

Lester McLean
Program Director
ESPN Classic
(416) 332-7614

Bell Media 50 Eglinton Avenue East, Toronto, Ontario, Canada M4P1A6





THEMISION