



YOUR INVITATION TO THE
2006 RYDER CUP



THE K CLUB STRAFFAN CO. KILDARE IRELAND 22-24 SEPTEMBER 2006



THE MOST CHERISHED TEAM TROPHY IN GOLF



The Ryder Cup epitomises the greatest traditions of international sporting competition. Every two years the leading players from Europe and the United States entertain thousands of spectators and millions of television viewers worldwide in golf's most prestigious team golf event. No other golfing competition comes close to the emotion, intensity and atmosphere of The Ryder Cup.

The first Ryder Cup was held at Worcester Country Club, Massachusetts, in 1927 and since then the biennial contest has become the most eagerly anticipated spectacle in golf. The honour remains to compete for the game's most cherished team trophy - an elegant golden chalice - and for the glory of winning.

Richard Hills
Ryder Cup Director

The 35th Ryder Cup Matches at Oakland Hills Country Club in Detroit saw The European Team achieve an unprecedented fourth win out of the last five Matches - a trend The United States Team will be doing everything in its power to reverse when, for the first time, The Ryder Cup Matches take place in Ireland, from 22nd - 24th September 2006.

The outstanding Palmer Course at The K Club, County Kildare, on the outskirts of Dublin, will play host to the next illustrious chapter of The Ryder Cup, in the country which has produced Ryder Cup legends such as Darren Clarke, Eamonn Darcy, David Feherty, Padraig Harrington, Paul McGinley, Christy O'Connor Jnr, Ronan Rafferty, Des Smyth and Philip Walton.

While the result will be as unpredictable as ever, two things are certain - you and your guests will witness the most thrilling contest in golf and you will be greeted with the very warmest of Irish welcomes.

Players top from left to right:
2004: Colin Montgomerie celebrates with fans after Europe have defeated USA at Oakland Hills
2004: Triumph for Bernhard Langer
2004: Tiger Woods and Chris Riley after their Four-ball match victory
2004: Ian Poulter watches his tee shot on the third hole during his Sunday Singles Match
2004: Stewart Gink celebrates a birdie on the 16th hole
2004: The European Team celebrate Colin Montgomerie's winning putt
Below:
European Team players Padraig Harrington of Ireland and Colin Montgomerie of Scotland during their morning Four-ball match with Tiger Woods and Phil Mickelson.



Witness the first Ryder Cup Matches to be played in Ireland





THE K CLUB MAKES THE OCCASION

Players from left to right:
 2004: Darren Clarke, Paul McGinley and Padraig Harrington celebrate
 2002: Paul McGinley holes the winning putt at The De Vere Belfry
 1995: Philip Walton in action at Oak Hill Country Club
 1991: David Feherty holes out during The Ryder Cup at Kiawah Island
 1989: Christy O'Connor Jnr on the final green at The De Vere Belfry
 1987: Eamonn Darcy celebrates after beating Ben Crenshaw
 1997: Des Smyth watches the outcome of his shot



You and your clients can be part of the magic of The K Club and the excitement of The 2006 Ryder Cup Matches. Ryder Cup Official Hospitality has created a range of bespoke hospitality packages that will deliver an unrivalled and unforgettable experience.

The all-inclusive Ryder Cup Official Hospitality package has been very carefully developed to present the Matches and the venue in the best possible way. A full day's itinerary offers Breakfast, Lunch and Afternoon Tea to you and your guests in beautifully furnished facilities which provide not only great vantage points

with views over the course but easy access for those wishing to follow the Matches on foot.

Full details of the packages available are given in the pocket at the rear of this brochure.

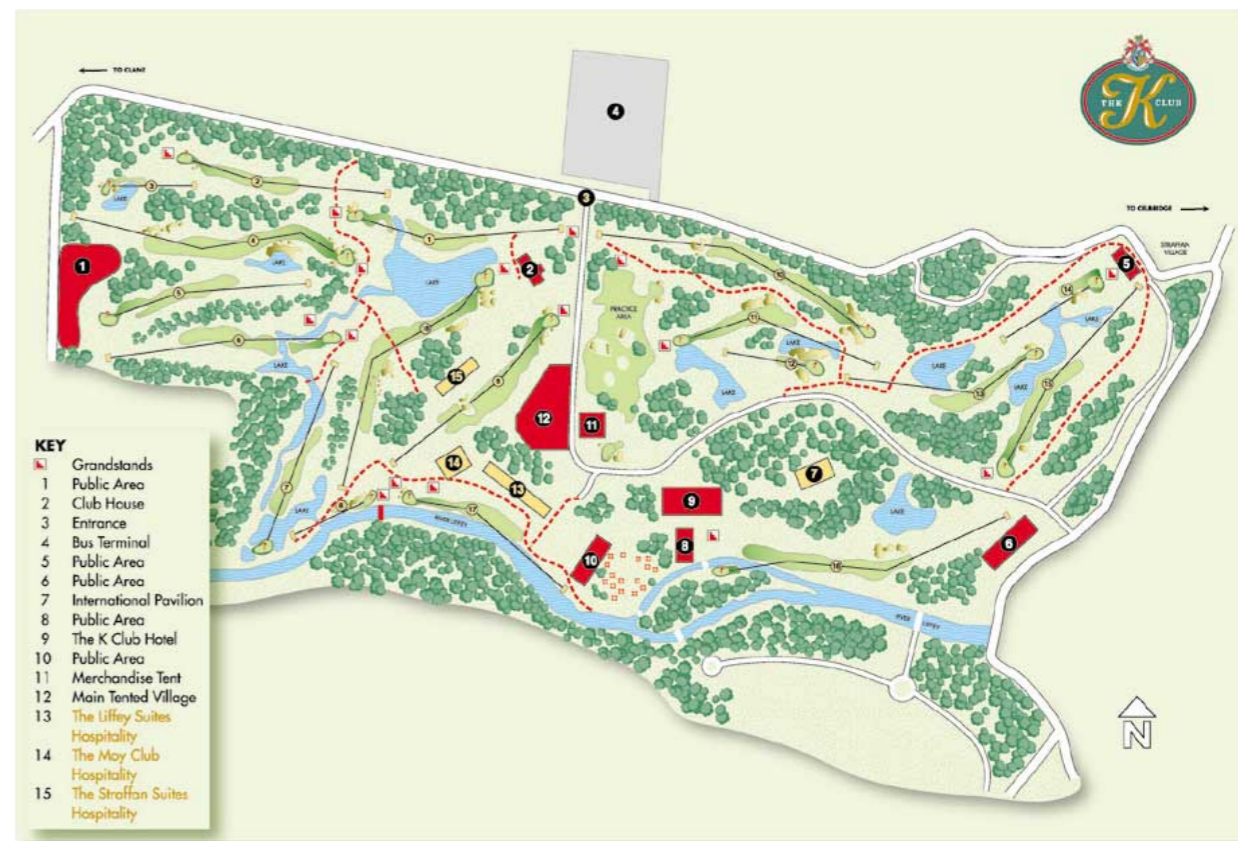
PRIVATE HOSPITALITY SUITES

The Liffey Suites, overlooking the 17th Fairway.

The Straffan Suites, overlooking the 9th Fairway.

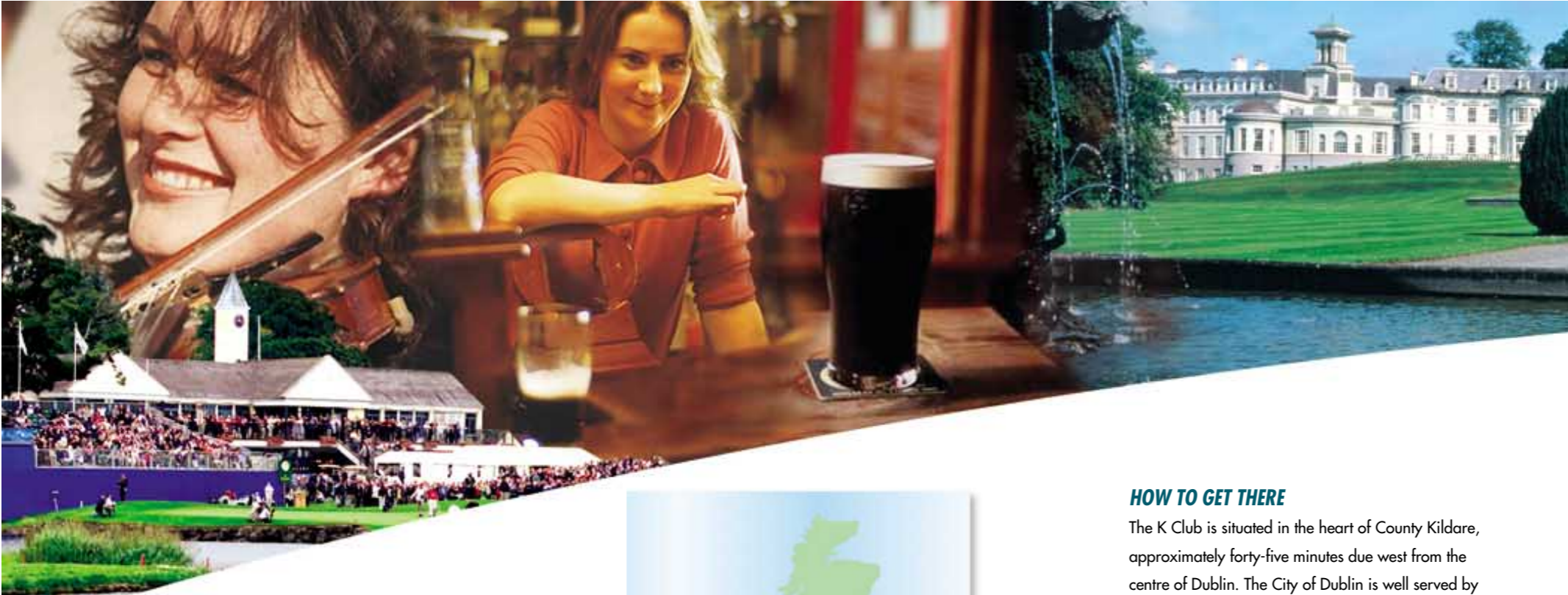
RESTAURANT HOSPITALITY

The Moy Club, overlooking the 17th Green.



Bespoke Hospitality at the Heart of the Action





MATCH TIMETABLE

Tuesday 19th September Official Practice Day

Wednesday 20th September Official Practice Day

Thursday 21st September Official Practice Day

4.00pm Opening Ceremony

5.00pm Flag Raising

Friday 22nd September First Match Day

8.00am 4 Foursome Matches

12.45pm 4 Four-ball Matches

6.00pm Approximate Finish

Saturday 23rd September Second Match Day

8.00am 4 Foursome Matches

12.45pm 4 Four-ball Matches

6.00pm Approximate Finish

Sunday 24th September Final Match Day

9.30am 12 Singles Matches

4.30pm Closing Ceremony

All times are approximate and are subject to change.

Foursome and Four-ball Matches in the morning and afternoon may vary on Friday and Saturday.

HOW TO GET THERE

The K Club is situated in the heart of County Kildare, approximately forty-five minutes due west from the centre of Dublin. The City of Dublin is well served by air, train, ferry and car routes from mainland UK and internationally.

For assistance in planning your travel, accommodation and entertainment for The 36th Ryder Cup Matches please contact Ryder Cup Travel Services (details on reverse of the brochure).



Restaurant Hospitality - Practice Days

THE MOY CLUB

Your table of 10 in The Moy Club Restaurant on Tuesday and Wednesday will include the following:

- Views overlooking the course
- Seating will be arranged in tables of 10
- Table and bar floral arrangements
- Television viewing within The Moy Club
- Official Ryder Cup Programme for each guest
- Continental Breakfast
- Three-course Lunch served with fine wines
- Complimentary bar
- Access to purchase accommodation through Ryder Cup Travel Services
- Dedicated/preferred car parking and park and ride
- Ryder Cup refund policy - see terms and conditions



Ryder Cup Official Hospitality is the official hospitality company for The 2006 Ryder Cup Matches.

For peace of mind, please ensure you look for this official logo when considering any hospitality package in respect of The 2006 Ryder Cup Matches.



TERMS AND CONDITIONS OF BOOKING AND PAYMENT

1. THE CONTRACT

- The Agreement is made between Ryder Cup Ltd (RCL) and the Client on the terms and conditions here set out.
- Bookings cannot be confirmed by RCL until the completed Booking Form and first deposit payment have been received from client. Only upon receipt of a confirmation from RCL shall there be a binding contract.
- If the Client is acting as an agent with the written authority of RCL and has negotiated the package on behalf of the End User the Client agrees to show these Terms and Conditions to the End User. If the End User fails to perform any obligation herein then RCL is entitled to seek appropriate redress and compensation in respect of such from the Client.
- Package(s) is/are subject to availability.

2. DEFINITIONS

- Unless inconsistent with the context, in these Terms and Conditions of Booking and Payment:
- Agreement means the arrangement between RCL and the Client for the booking and fulfillment of selected Hospitality Package(s) as set forth in this Booking Form.
 - Apportioned Value means the proportion of the Package price apportioned by RCL to a particular day of a multi day package.
 - Client means the person or company who completes the Booking Form and to whom the invoice is addressed;
 - End User means the person or company to whom the Client has, with the written consent of RCL, sold the Package(s);
 - Event means The 36th Ryder Cup Matches to be held at The K Club, Co Kildare, Ireland in September 2006;
 - Event Week includes the official practice days and official match days;
 - Package means the Hospitality Package for the Event as detailed in the Package outline;
 - RCL means Ryder Cup Limited and its successors and assigns; and
 - Venue means The K Club, Co Kildare, Ireland.

3. PRICES AND PAYMENT TERMS

- A non-refundable deposit of 40% of the total Package price (plus VAT) shall be paid to RCL within 14 days of booking or due date (if different) as detailed on invoice. For bookings made and paid for in full by 15th December 2004 will be entitled to an Early Payment Discount equal to 4.5% of the official Package price.
- The balance of the invoice is to be paid to RCL on the dates below or, if different, the due date detailed on the invoice:-
 - 30% of the total Package price (plus VAT) on or before 1st May 2005; and
 - the balance in full on or before 1st May 2006 .
- Deposit payments are non-refundable.
- For all Booking Forms received after 1st May 2005, 70% of the Package price plus VAT must be paid to RCL within 14 working days from the date of booking with the balance being paid on or before 1st May 2006. For all Booking Forms received after 1st May 2006, full payment to RCL must accompany Booking Form and be made by bankers draft, electronic bank transfer or cheque of a UK Clearing Bank only. Until cleared funds are received Bookings cannot be accepted.
- For any requests received for upgrades and/or additions extras to original Booking Form, payment shall be made to RCL within 14 days of request or due date (if different) as detailed on invoice. For any requests received after 1st September 2006 for upgrades and/or extras to original Booking Form, full payment to RCL must accompany such request and be made by electronic bank transfer or bankers draft only. Until cleared funds are received requests cannot be accepted.
- If these time limits are not adhered to RCL, at its sole discretion, reserves the right to cancel and reallocate all bookings without prior reference or levy interest on outstanding amount at 4% above the base rate of National Westminster Bank from time to time. In such cases, the Client will be deemed to have cancelled and the provisions of clause 4 shall apply. The client will be advised of this course of action in writing.
- All Package prices quoted are exclusive of VAT which shall be payable to RCL at the rate(s) applicable under Irish law and prevailing at the date of invoice. The Client must pay to RCL any charges, duties or taxes levied by the Irish or other Government or competent authority in full on demand.
- All payments to RCL will be made in the currency of the RCL invoice without any deduction, set-off or withholding for any reason.

4. CANCELLATIONS AND AMENDMENTS BY CLIENT

- Cancellation and alterations of bookings will be accepted at the sole discretion of RCL. In the event of the Client wishing to alter or cancel the booking any such alteration or cancellation must be agreed to, and then confirmed in writing to RCL. On receipt of such cancellation or alteration instruction and acceptance by RCL, the following terms and scale of cancellation and alteration charges will be applied:
- Cancellation by the Client will only be valid if made in writing and will be effective from the date the notice is received in the office of RCL.
 - If the Client cancels a booking on or before 30th April 2006 it will pay to RCL 70% of the Package price (plus VAT) (giving credit for any deposits already paid).
 - If the Client cancels a booking on or after 1st May 2006 it shall remain liable to pay to RCL 100% of the Package price (plus VAT).
 - The sums stipulated in this clause represent liquidated damages to compensate the RCL for all losses incurred as a result of such cancellation and the parties acknowledge that they comprise reasonable pre-estimates of actual loss. Insofar as not already received, payments are due within 14 days of cancellation.

5. CANCELLATION OR CURTAILEMENT

- Other than as stated in clause 5 (b) RCL shall not be liable for any loss, damage or expense caused by cancellation, curtailment or change of schedule of the Event because of government action, strike, civil commotion, national disaster or other force majeure or cause beyond the reasonable control of RCL.
- RCL shall only refund the purchase price of the Package(s) (or, if a multi day Package has been bought, the Apportioned Value) where play is cancelled or postponed without any play before the gates have been opened and the reason for cancellation or postponement is an event against which RCL is insured.
- In the event that play is cancelled or postponed after the gates have opened but before play has begun and the reason for cancellation or postponement is an event against which RCL is insured, RCL will refund 50% of the purchase price of the Package(s) (or, if a multi day Package has been bought, the Apportioned Value).
- In the event that the event is cancelled or curtailed, except to the limited extent set out in these terms and conditions, RCL shall not be liable in any way. The client acknowledges that it has been advised to obtain its own insurance to cover its losses in the case of events not covered by clauses 5(b) and 5(c) (such as accommodation and travel). It is strongly recommended that clients take out their own insurance cover.

6. LIABILITY

- RCL shall have no liability for any Client or any of its guests (other than liability for death or personal injury arising from the negligence of the RCL) for any loss or damage of any nature arising from any breach of any express or implied warranty, term or condition of the Agreement or any negligence, breach of statutory or other duty on the part of RCL or in any other way arising out of or in connection with the performance or purported performance of or failure to perform the Agreement, except in accordance with these Terms and Conditions of Booking and Payment.
- In any event, the RCL shall not be liable for:
 - any loss of profits, goodwill, or any consequential loss or damage; or
 - any loss or damage in excess of the package price as invoiced to and paid by the Client.
- No liability is accepted by RCL for any acts or omissions on the part of any of its suppliers, sub-contractors or agents, except to the extent where RCL has direct control over such supplier, sub-contractor or agent, and whose own conditions of trading shall be deemed to be accepted by the Client unless the Client notifies RCL in writing of any special arrangements with regard thereto.
- The Client shall indemnify (on an after tax basis) RCL from and against all claims, costs demands, fines and expenses including legal fees which arise as a result of actions or omissions of the Client or any of its parties including, without limitation, in respect of any damage to the Venue caused by the Client or its guests.

- complaints must be registered both on the day and in writing to RCL within 14 days of the last day of the Event. RCL shall not be liable for any complaints received after that period.
- RCL has no responsibility for any property or personal effects at the Event.

7. THE ADVERTISED PACKAGES

- Whereas every reasonable effort will be made to ensure the service is provided as advertised, RCL reserve the right to change the Package (including but not limited to, timings, dates, prices), and arrangements, as long as in the opinion of RCL, it does not materially change the substance of the Package.
- In the event that any material change to any Package becomes necessary, for any reason other than the cancellation or postponement of the Event through no fault of the Company or RCL (which shall be dealt with by clause 6 above), RCL will offer the Client the option of an alternative Package of comparable standard and offering comparable facilities, or (notwithstanding clauses 4 and 6 above) a prompt and full refund of all and any payment(s) made by the Client in circumstances where there is no alternative Package available or where such alternative Package is unacceptable for reasonable causes. The Client must in order to cancel the booking give written notice to this effect to be received within 48 hours of notification of the change. The Client accepts that repayment shall be in full and final settlement of all claims in respect of the cancelled booking and RCL shall have no further liability.

8. TICKET CONDITIONS

- The Client agrees to abide by all rules and conditions imposed by RCL, the Event, and the Venue including, without limitation, any and all conditions of sale applicable to tickets for the Event as well as other rules relating to attendance of the Event. The tickets in the Packages sold are subject to RCL ticketing terms and conditions subject to which tickets are issued.
- The Client is expressly and unconditionally forbidden to resell, or allow for resale by any of its own staff or clients any badges, admission tickets, car parking passes or any other elements of the Package purchased without RCL's express written consent.
- Packages and tickets therein shall not be used as competition prizes, trade incentives or other commercial purpose, nor may they be used in raffles, tombolas, lotteries or draws whether for commercial or charitable purposes without the prior written authority of the Event which may withhold such authority at its sole discretion.
- Packages and tickets in them shall not be resold or transferred save as set out herein and shall not be purchased or obtained from or through any commercial agent or company or otherwise than directly from RCL or an authorised seller of RCL. If more than one Package or ticket is issued to a Client those Packages or tickets may be used only by those persons intending to accompany that Client to and at the Event. The provision of such Packages and/or tickets by a Client to such persons without payment shall not contravene these conditions. Any Packages or tickets obtained in breach of these conditions shall be void and all rights conferred or evidenced by such tickets shall be nullified. Any person seeking to use a ticket in breach of these conditions in order to gain or provide entry to or remain at an Event will be liable to be refused admission to or be ejected from the venue and may be liable to legal action.
- The tickets supplied as part of the Packages shall at all times remain the property of RCL.
- All Clients and their guests will be subject to the Ground Regulations as a condition of admission. For example, clients and guests will be prohibited from taking in or using at the Venue any type of camera, video camera or similar recording device, mobile phone, pushchairs, prams, step ladders or animals.
- No identification banners, balloons or other advertising or promotional gifts/items whatsoever may be displayed by or on behalf of the Client anywhere at the Venue or hospitality area(s) during the Event Week without RCL's prior written approval. Clients will be permitted to supply items for their guests to wear or carry at the Venue during the Event Week only with RCL's prior written consent. Items which are very small in size and are intended for identification purposes only will be permitted, subject to samples of such items being submitted for written approval from RCL in advance. All prior consents from RCL which the client may wish to seek given the above rules, should be sought through RCL by submitting proposals in writing with samples. Please allow not less than three weeks for approval/disapproval to be confirmed by RCL.

9. ETIQUETTE

- The Client shall be responsible for ensuring the good and orderly behaviour of all of its guests and invitees whilst at the Venue and in the environs during the Event Week. If any person within the Client's party behaves in a loud, disorderly, unruly or abusive manner, then the Client, immediately after being asked to do so by a representative of RCL, shall procure that its guest(s) shall leave the Venue. RCL reserves the right to exclude or eject any person from an event, if in its opinion, their behaviour is likely to cause distress, damage or annoyance to other people or property. RCL shall not compensate any person in any way in respect of such removal or requirement to leave the Venue.
- At a minimum, smart casual attire is required in the facilities (as per Package outline) provided by RCL at any time. RCL reserve the right to refuse admission to any person wearing inappropriate items of clothing and/or footwear or to require any such person to leave the Venue. RCL shall not compensate any person in any way in respect of such refusal or requirement to leave the Venue.

10. USE OF MARKS

- No Client may use any trademarks of RCL, Event or Venue or claim any association with The 36th Ryder Cup Matches or the Hospitality Services without RCL's prior written consent.

11. ENTIRE AGREEMENT

- This Agreement set out the entire agreement between RCL and the Client. It supersedes any prior proposal, assurance, agreement, understanding or arrangement, whether oral or written, between RCL and the Client, in relation to bookings that they apply to. All other guarantees, warranties, representations or conditions whether expressed or implied whatsoever are excluded and hereby negated.

12. WAIVER AND SEVERABILITY

- Should any part of this Agreement for any reason prove ineffective or unenforceable the validity of the remaining terms and conditions shall not be affected and shall be enforceable. No delay or omission on the part of RCL in exercising any right, power or remedy provided by law shall impair such right, power or remedy, or operate as a waiver thereof.

13. AMENDMENT

- No alterations to the Agreement made between the Client and RCL for the booking, sale and use of any Package(s), may be made except with the express written consent of RCL.

14. ASSIGNMENT

- RCL shall be entitled to assign or sub-contract any of its rights, benefits and interests in or under the Agreement to any third Parties. The Client shall not assign, transfer or charge the benefits of the Package(s) without the express written consent of RCL.

15. HEADINGS

- The headings in this Agreement are inserted only for convenience and shall not affect their construction.

16. JURISDICTION

- The Agreement and any disputes under it shall be governed and construed in accordance with the laws of England and Wales and shall be subject to the exclusive jurisdiction of the English courts and the Client shall irrevocably submit to the exclusive jurisdiction of the courts of England & Wales.

17. CLIENT AS AN AGENT

- If, in making a booking with RCL, the Client is acting with the written consent of RCL the booking is subject to the condition that, except with RCL's prior written consent, the Client shall not:-
 - make any representation nor give any warranties on behalf of, or in the name of RCL, nor incur or create any expense chargeable to, nor pledge the credit of RCL;
 - associate itself with RCL nor use nor allow anyone to use the name, logo or trademarks thereof including without limitation in the promotion or advertisement of any product or service;
 - misuse the name, logo or trademarks RCL, the Event or Venue, or perform any act that will bring into disrepute, or otherwise adversely affect the rights and interests of RCL.
 - sell or offer for sale Packages unless it has first entered into an appointed agents agreement with RCL upon RCL standard terms. And without limitation the Client acknowledges that this arrangement shall not constitute an agency, partnership or joint venture.



HOSPITALITY ENQUIRIES

Ryder Cup Official Hospitality

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Email: rydercuphospitality@europeantour.com

Website: www.europeantour.com/ryder

ACCOMMODATION & TRAVEL ENQUIRIES

Ryder Cup Travel Services

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