

BMW and TPC Toronto at Osprey Valley form new Partnership

By Constance Scrafield

TPC Toronto at Osprey Valley, has formally announced a multi-year partnership with BMW Group Canada, enhancing the experience offered to guests at one of Canada's top golf destinations?

It was in 1992 that the original Heathlands course opened at Osprey Valley. Shortly after its launch in 1992, brothers Jerry and Roman Humeniuk purchased the property.

A decade later, two more courses, the North course and the Hoot course were added to create a total of 54-hole run of the finest golfing calibre. An A-frame clubhouse was built, extending the welcome and enjoyment of Osprey Valley.

The three courses at Osprey Valley are each among the top 25 courses in Canada. This year, the Canadian Open will be hosted by TPC Toronto at Osprey Valley to be played on the North course.

To learn about the new partnership between TPC Toronto at Osprey Valley and BMW Group Canada, the Citizen had the chance for an interview with Vito Sacchetti, Head of Experiential Marketing, Partnerships and Sponsorships for BMW Canada and Barb Pitblado, Manager, Corporate Communications for BMW.

First up was to understand how the relationship between a golf course and a vehicle company works and Sacchetti was keen to explain.

"The connection overall is with how BMW is active in the golf space. Some of the greatest golfing is here," he said. "Here is a luxury affinity, as one of the big reasons for elevating a great experience with the partnership with BMW."

Osprey Valley is a hidden gem as Sacchetti observed, tucked away in Caledon, now with this investment, elevating the recently finished large Clubhouse they have invested in, engaging golfers with the BMW vehicles display.

Several chargers have been installed for people driving electric vehicles. Golfers will have fully charged vehicles.

"That is good to begin with what we have to offer," he pointed out.

There was a discussion as to how golfing is the sport that has definitely grown. It has become more relaxed, attracting the boarder audience. It can be seen as a past time beyond the course for having fun together with your friends, Sacchetti proposed.

Traditionally and still true, the golf course is a great place for doing business.

Sacchetti explained that BMW has come to have increased its focus on golf, looking to ways to be in the market around something that people love. He praised what the Osprey website shows about the TPC properties, noting again that three of the top courses in Canada are on this one property.

Added to that is the notion of "stay and play" to golf the different courses. In view of there being limited overnight accommodations in the area, Osprey has built fifteen villas or cabins, sleekly modern and beautifully appointed. Built with thoughtful placing, these are from one- to four-bedroom cabins, perfect for their purpose.

Located at Main Street, Alton and Charleston Sideroad, Osprey Valley is easily accessible by major roads and country routes from Toronto and many towns in the area.

It is a public not a private club, welcoming people who love to golf in the beautiful settings each of the courses provide.

Junior golfers are welcomed to try each course on the one property, which "is unique," said Sacchetti and remarked, "the North course is host the Canadian Open, to offer to watch a championship golf tournament for golfing fans from among the world."

Sacchetti is employed by BMW to build partnerships. He is a car enthusiast but admits humorously, "I do love golf but I am always shy of my skills."

As TPC is public, no membership elevates the public course and can "absolutely demand a premium; there are a tons of rounds played on these three courses: over 50,000 rounds per year; there could be more now, with the advent of the stay and play villas."

A Two Brothers restaurant has opened in the large Clubhouse, open to invite the public as well, "to grab a bite to eat." The restaurant boasts a huge terrace overlooking the 18th hole.

Overall, Sacchetti, as a spokesperson, reckons the Osprey-BMW partnership is a great way to connect with golfers. BMW fans coming to enjoy everything will make it even better.

The Pro-shop has some the latest technology and lessons.

"What you can't see is how excited about this partnership Vito is," said Pitblado, "that out reaches to the connection of people. People love BMW."

There will be a place to look at the vehicles is the promise.

Later was another conversation with Brian Decker, Director of Marketing and Communications TPC Toronto at Osprey Valley.

He described the partnership in part, as "a mutual marketing partnership; electric charges have been added to benefit for anyone driving an electric vehicle. We engaged with BMW for a great tournament last year."

TPC Toronto at Osprey Valley is 700-acre expanse of the three golf courses, Decker said, with the new Clubhouse and the restaurant. It is a one hundred per cent public facility, offering stay and play and Golf tournaments.

He talked about the Osprey and the Humeniuk family being involved in the local community. There has been promised a \$250,000 donation over the next few years for the new work in the Caledon Fairgrounds, for extensive re-building of the current facilities to accommodate the increase in people attending the major events, an office and more.

They supported Caledon Community Services during the pandemic and have contributed other donations. After eight years with Osprey, Decker commented, "It's fortunate to have an ownership philanthropically inclined."

"We're the focal of so much that is happening in Canadian golf," Decker said.

To read more about TPC Toronto at Osprey Valley, visit www.ospreyvalley.com.