



Dream

ticket

Richard Walmsley of Tie-Break on how to enjoy the best seats in the house – and rub shoulders with sporting greats

One of the best entertainment areas at this year's Wimbledon featured an outstanding selection of high profile stars and high-end corporate and private guests.

Greg Rusedski, Michael Stich, Vijay Armitraj, Mats Wilander, and Andrew Castle chatted informally in the luxury chalet run by Tie-Break Consultancy.

If you were one of the inner circle enjoying fine food and Champagne, and celebrity company, you also had the warm glow from the knowledge that you had an excellent show court ticket in your back pocket too.

"We provide bespoke sporting opportunities," said Richard Walmsley of Esher-based Tie-Break. "Most of what we offer is unique. Before we came along most of the packages to events we offer were on the 'money can't buy' list."

Tie-Break, through their own personal contacts, have access to an endless array of top names in tennis for all the Grand Slam tournaments (French Open, US Open and Australia, Open and Wimbledon) and for other major sporting events such as Formula One, Test matches and major golf events.

"We can access the best packages and add very special one-off features to make events fulfill their true potential for our clients," adds Richard. "We can even fix it for you to play with ex Wimbledon Champions."

Richard was a top British tennis player in the Eighties and now is highly-ranked internationally in the over-45s. A business graduate, his background is financial services prior to using his sports network to move across to sports events with the company that own the successful Royal Albert Hall Legends event, now known as the BlackRock Masters.

His co-director is Malcolm Smith, former chief operating officer of Barclays Global Investors, with extensive experience of business consultancy. Also passionate about sport (again an ex-county tennis player) Malcolm's input also helps Tie-Break stand out as a business that over-delivers for its corporate and private individual clients.

The ambition was to establish a business for clients who wanted to watch sporting events around the world with the best tickets and in the best environment.

As Richard says: "We are experts in tailoring bespoke visits to other great global sporting events. We have a global network of business partners that

have been hand-chosen to provide us with an inside track, whether it's meeting ex-Grand Prix champions at Monaco or former England or Aussie cricket legends at The Ashes."

One of the most memorable events Tie-Break organised this year was taking a group to the Champions' League Final in Moscow. "We had a mix of United and Chelsea fans, but it didn't matter, because everything was laid on," says Richard. "Apart from some international clients who came in by private jet and flew back immediately after the game, we laid on flights and top hotels, good hospitality in Moscow and then among the best seats in the house for the game. You can't go wrong."

Another exciting-looking package is looming at the US Open in New York in late August. "We have arranged two-day packages in private boxes with players joining the Tie-Break group likely to include Jimmy Connors and Jim Courier," adds Richard. The Masters golf in Augusta is another to look forward to next year.

Tie-Break Consultancy is also developing other sides to its business: player management, sponsorship consultancy and facility advice.

Richard says: "Through our global network of contacts we are in a strong position to put together first-class packages for key sports events. Similarly, we are in a great position to guide and nurture young talent. It's an area we are looking to build slowly but surely."

"We already have the number one under-18 golfer and number one under-16 tennis player in South Africa on our roster through our Cape Town sub office."

In the meantime, Richard and Malcolm are putting all their energies into sourcing the best tickets and the biggest names in sport to transform an event into an unforgettable experience.

fact file

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