



# Championship

Presented by KCC

MARCH 28-31



**SEVILLE**  
GOLF & COUNTRY CLUB  
*A Member of the ClubCorp Family*

LILIA VU

LYDIA KO





# It's a story about **change.**

And how **you** can play a special part.

“ I believe passionately that sports have the power to change the world. And in this moment in time – with the positive energy around women's sports, women's leadership and society's commitment to diversity, equity and inclusion – I believe the LPGA, alongside our partners have an incredible opportunity to use our platform for positive change. ”

*Mollie Marcoux Samaan – LPGA Commissioner*



WHY GOLF?

# WHY THE LPGA?

## A GROWING GAME

On-course participation amongst women has grown by 800K over the last 3 years.



## 83% OF FANS

Feel sponsors of the LPGA are a higher caliber company.



## LPGA FANS

Are influential, affluent, philanthropic, global and loyal.



## 64M+ GLOBAL

Fans who either watch, follow or have interest in the LPGA.



## 67% OF FANS

Are more likely to support a business that sponsors LPGA.



# We've encountered **challenges** over the years.

But **progress** we have made. **Success**, we have found.



Increased prize money and player earnings



Competition played at iconic courses



Expanded international media rights

## TOP-EARNER THROUGH THE YEARS:

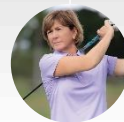
1950



Babe Didrikson Zaharias

\$14,000 (present value = ~\$175K)

1980



Beth Daniel

\$230K

1990



Beth Daniel

\$826K

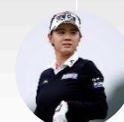
2000



Kari Webb

\$1.87M

2010



Na Yeon Choi

\$1.87M

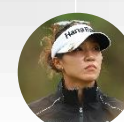
2019



Jin Young Ko

\$2.7M

2022



Lydia Ko

\$4.4M



2005

Annika Sorenstam

\$2.7M



2007

Lorena Ochoa

\$4M



# Our platform is **matchless**, in a league of our own.

Golf is an age-old conductor for business. By the same token, it's a powerful platform to reverse barriers to entry and inspire the next generation. No sport has such power to connect individuals and create societal change.



THE SPORT OF  
BUSINESS

**92%**

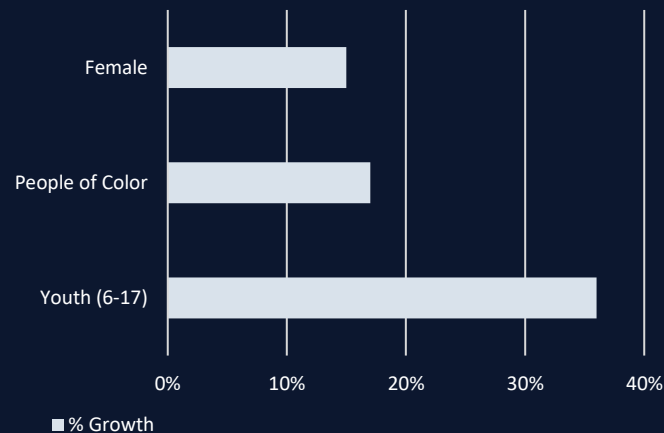
OF BUSINESS  
PROFESSIONALS  
use golf to make  
business contacts

GROWING  
PARTICIPATION &  
AUDIENCE

**119M**

in total reach, with a 1.2%  
increase in participation  
since 2021

## + Growth % THE LAST 3 YEARS





# Uplifted by our fans, more **loyal** than most.

**90%**

of our fans have attended an LPGA Tournament and plan to attend again

**98%**

of our fans watched the LPGA on TV in the past year

**88%**

of our fans have been a fan of the LPGA for +5 years, **67%** for 10+ years

**96%**

recall at least one (1) LPGA Sponsor

Compared to fans of the Big 4 Leagues, LPGA Fans are **1.9X** more likely to agree with the statement “if you sponsor the LPGA, I will buy your products”



# IMPACTING LOCALLY

## REACHING GLOBALLY

The LPGA's network extends **across the globe** and into our communities for an "always-on platform" where we can create impact at every level.

Broadcasted in  
**233+**  
**MARKETS**

**570M+**  
households reached  
worldwide

**20M+**  
in total social media  
following

**5.1M**  
**PEOPLE**  
on avg. consume  
LPGA content weekly

**1.5M+**  
Fans on-site annually  
(40-60K on avg. per event)

**83 Tournaments in 27 Countries & 21 U.S. States.  
Athletes from 53 countries.**

### LEGEND

- LPGA Tour
- Epson Tour
- Ladies European Tour



**EPSON**  
TOUR

# FORD CHAMPIONSHIP

PRESENTED BY KCC

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The Ford Championship presented by KCC, is a prestigious LPGA tournament in **Gilbert, AZ**, at **Seville Golf and Country Club** from **March 25-31**. This is the only LPGA Tour event in Arizona where players compete for a prize of **\$2,000,000**.

The mission of this tournament is to organize a world-class event that boosts the region's economy, raises funds for local charities, and provides an opportunity for sponsors to promote their brands while showcasing the world's top female golfers.





# SCHEDULE OF EVENTS



## MONDAY, MARCH 25

All Day  
8:00am Professional Practice  
Monday Qualifier

## TUESDAY, MARCH 26

All Day  
6:00pm Professional Practice  
Pro-Am Pairings Party

## WEDNESDAY, MARCH 27

All Day  
Following Play Official Pro-Am  
Pro-Am Happy Hour

## THURSDAY, MARCH 28

All Day  
9:00am – 7:00pm  
3:00pm – 4:00pm  
4:00pm – 6:00pm  
First Round Morning Tee Times, #1 & #10  
Onsite Hospitality Open  
LIVE Golf Digital Coverage  
LIVE Television Coverage, The Golf Channel

## FRIDAY, MARCH 29

All Day  
9:00am – 7:00pm  
3:00pm – 4:00pm  
4:00pm – 6:00pm  
Second Round Morning Tee Times, #1 & #10  
Onsite Hospitality Open  
LIVE Golf Digital Coverage  
LIVE Television Coverage, The Golf Channel

## SATURDAY, MARCH 30

All Day  
9:00am – 6:00pm  
3:00pm – 6:00pm  
Third Round Morning Tee Times, #1  
Onsite Hospitality Open  
LIVE Television Coverage, The Golf Channel

## SUNDAY, MARCH 31

All Day  
9:00am – 6:00pm  
3:00pm – 6:00pm  
Following Play  
Final Round Morning Tee Times, #1  
Onsite Hospitality Open  
LIVE Television Coverage, The Golf Channel  
Awards Ceremony, 18 Green

\* Times are PST and subject to change



FORD CHAMPIONSHIP PRESENTED BY KCC

# PARTNERSHIP PHILOSOPHY

Partner with the Ford Championship presented by KCC and become a valued community member. We believe in creating meaningful relationships with our sponsors based on their specific needs rather than offering a tiered sponsorship model. Our sponsorship packages are customizable to fit your budget and marketing objectives.

**Let's build a partnership that is tailored to you, your brand, and your customer.** Engagement opportunities exist around:

**Naming Rights +  
Entitlement Programs**



**Brand Exposure  
+ Sampling**



**Team or Client Hospitality  
+ Entertainment**



**Charitable Giving +  
Community Engagement**





# PRO-AM EXPERIENCE

Play with the pros on Wednesday, March 27, in a foursome alongside the best female golfers in the world. Each playing spot includes:

- Pairing with LPGA Tour Professionals (9&9 format)
- Two (2) Invitations to the Pairings Party on Tuesday, March 26
- Luxury gift and team photo for each Pro-Am participant
- One (1) General parking pass, valid all week
- One (1) Contestant Badge & one (1) Pro-Am Guest Badge, good all week, and one (1) Pro-Am valet pass (Wed. only)



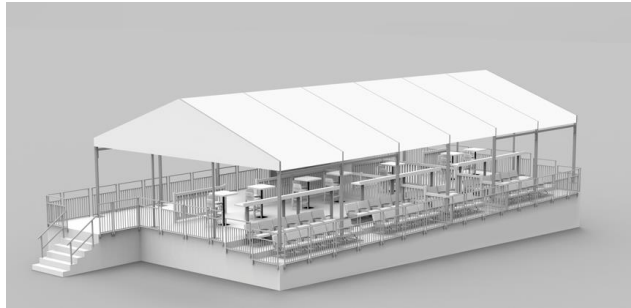
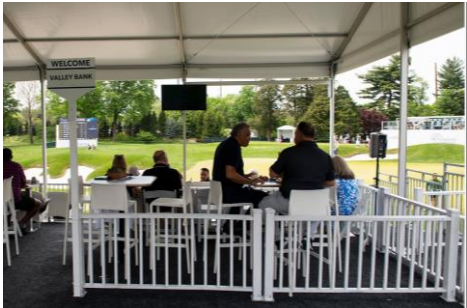
**\$18,000 FOURSOME**  
**\$5,000 INDIVIDUAL SPOT**

# HOSPITALITY



## 18<sup>TH</sup> GREEN PRIVATE HOSPITALITY

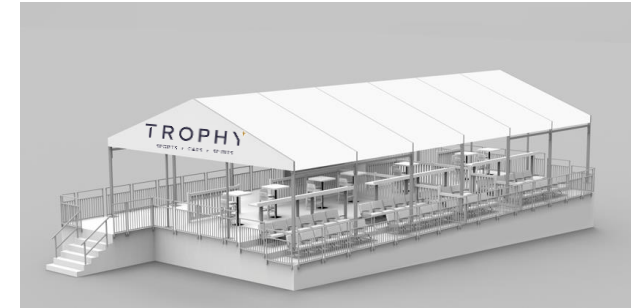
- Ticket allows event entrance and access to semi-private hospitality at the 18<sup>th</sup> green.
- Each semi-private hospitality suite provides access to (25) twenty-five tickets per day, Thursday – Sunday.
- All ticket holders will have access to shared food and beverages which includes continental breakfast, hot lunch, afternoon snack, water, coffee, soft drinks, beer, wine, and select spirits, and upgraded restrooms.
- General parking is included with the hospitality ticket.



**10'X20' SUITE - \$45,000**  
**4 DAYS (25) TICKETS PER DAY**

## TROPHY BAR AT 17<sup>TH</sup> GREEN

- Tickets allow for event entrance and access to hospitality located at the 17<sup>th</sup> green, Thursday – Sunday.
- The 17<sup>th</sup> green TROPHY BAR provides incredible views of the 17<sup>th</sup> island green and the driveable par 4 16<sup>th</sup> green.
- Ticket holders will have access to shared food and beverage service, which includes lite bites, afternoon snacks, water, soft drinks, beer, and wine, and upgraded restrooms.
- General parking is included with the hospitality ticket.



**\$175 SINGLE-DAY TICKET / \$600 WEEKLY**  
**GROUP TICKETS AVAILABLE**



# BRANDING & ASSETS

Gain exposure on-site, on social media and / or on GOLF Channel through a variety of branding options with logo and name recognition at various investment levels from **\$5,000 - \$25,000**:

- Hole Sign
- Tee Fence
- Standard Signs
- Electronic Leaderboards
- Ticket Partner
- Quiet Paddles
- Pairings Guide Ad
- Wireless Charging Station
- Player Appearances
- Social Media Exposure / Giveaways
- Expo Tent





# ENTITLEMENT

Align your brand with naming rights to one of the following during Tournament Week for an investment at various levels **\$5,000 - \$50,000** :

- Driving Range / Putting Green
- Volunteer Program
- Hospitality Suite
- Pro-Am
- Autography Alley
- Junior Clinic
- Welcome Center
- Media Center
- Starter Tents
- Entitlement Days
- Caddie Bibs







# The Future is Female

“Sponsors should capitalize on the potential for growth in women’s sports. Not only are women’s sports sponsorships a great value relative to those for men’s events, but they serve as a signal of **commitment to positive changes in society.**”

- Wall Street Journal



FORD CHAMPIONSHIP  
PRESENTED BY KCC

Thank You and Next Steps!

To create your unique sponsorship opportunity,  
please contact:

**Sr. Director Sponsorships, Becky Newell at [Becky.Newell@lpga.com](mailto:Becky.Newell@lpga.com)**  
**Executive Director, Scott Wood at [Scott.Wood@lpga.com](mailto:Scott.Wood@lpga.com)**