



# AUSTRALIAN WPGA CHAMPIONSHIP

PARTNERSHIP OPPORTUNITY



In the early morning light, the fairways of Australia stretch out, inviting players to test their skill and precision. Yet, these greens have a noticeable absence-there is an untapped potential waiting to be realised.

Imagine a young girl standing on the edge of a golf course, her eyes wide with curiosity and excitement. She sees the possibilities, the challenge and the beauty of the game. But as she scans the course, she notices that most of the players are male. Maybe it's not a sport for females.

This moment of hesitation is where the journey of many girls in Australia ends before it even begins. Studies show that girls often feel unwelcome in golf, perceiving it as a male-dominated sport where they don't quite fit in.



This gap represents more than just a missed opportunity for these young girls; it's a call to action for brands that believe in the power of sport to inspire and transform lives.

Statistics show that while the number of women playing golf is growing, there remains a significant disparity in participation rates between boys and girls. For instance, while 38% of boys aged 6-13 are involved in sports, only 27% of girls in the same age group participate.

This gap widens as they grow older, with many girls dropping out of sports entirely during their teenage years. The reasons are varied, societal expectations, a perception that sport isn't for them, and a lack of positive role models.

After all, how can they be what they can't see?



# OUR OPPORTUNITY

**We believe it's time for brands to step in and help us change the sport of golf for good.**

By partnering with women's golf, you are supporting youth golf programs and collaborating with female golf influencers to help shift these perceptions. Join us and be part of a movement that not only levels the playing field but also opens it up to a new generation of players.

Imagine the impact of seeing a top female golfer, proudly sponsored by your brand, inspiring thousands of young girls to pick up a club for the first time.

Aligning your brand with women's golf is not just about supporting a cause; it's about tapping into a growing market with immense potential.

In a world where consumers increasingly favour brands that make a stand for causes they believe in, supporting women's golf in Australia is an opportunity to make a powerful statement. It's about more than just a sponsorship—it's about being a part of something bigger, a movement to ensure that every girl, no matter where she comes from, can see herself on the fairway.



# WE ARE DRIVEN BY OUR STRATEGY

## OUR PURPOSE

More Australians playing more golf

## OUR PHILOSOPHY

All golf is golf and all of us can be golfers

## OUR POSITIONING

A sport for life and fun for all



# GOLF IS BIG AND IT'S GETTING BIGGER WHILE FEMALE'S ARE STILL UNDERREPRESENTED



## GOLF IS BIG

Golf is Australia's 2<sup>nd</sup> most participated sport with more participants than AFL & cricket combined.

3.8M Australians participated in various formats of golf over the previous 12 months.



## GOLF IS GETTING BIGGER

Participation has increased by 30% over the last 2 years.

Golf is growing at an unprecedented rate across Australia and is continuing to appeal to a diverse range of demographics.



## GOLF IS DIFFERENT

Golf attracts a wide range of players across diverse demographics and is truly national 52 weeks a year.

Golf generates around \$10.3B p.a. in household expenditure, which is unparalleled across any other sport.

# GOLFERS ARE A HIGHLY DESIRABLE DEMOGRAPHIC



Golf fans are the most likely of any sport to be in the highest socio-economic grade with **high disposable income**



Golf fans are **99% more likely to be a senior leader or director** of an organization than the general population



**51% of golf fans travel** at least twice in a typical year



Golf fans demonstrate the **highest level of education** of any sport



96% of golf fans are **receptive to sponsors** of their sport

AUSTRALIAN WPGA CHAMPIONSHIP

# OUR NEWEST AUSTRALIAN MAJOR CHAMPIONSHIP

Participation and interest in golf is thriving and Australia has a legacy of outstanding female golfers. Its time for a standalone women's Australian major championship to be contested.

The Australian WPGA Championship is a showcase of some of the best golfers from both Australia and around the world.

The tournament will be part of the Ladies European Tour and WPGA Tour of Australasia schedules, with a prize fund of \$600,000 and the winner awarded the Karrie Webb Cup.

The Championship will receive extensive media coverage both domestically, and globally across more than 50 international markets.

In 2025, the Australian WPGA Championship will be played from March 6-9 at the world-renowned Sanctuary Cove Golf & Country Club on the Gold Coast, with the Saturday of the tournament coinciding with International Women's Day.





# TOURNAMENT WEEK ITINERARY

## TOURNAMENT DETAILS

### DATES

March 3 - 9, 2025

### LOCATION

The Palms,  
Sanctuary Cove Golf &  
Country Club, Gold Coast

### PRIZEMONEY

AUD \$600,000

### FIELD

144 Players  
(Comprised of members from the  
WPGA Tour of Australasia and  
Ladies European Tour)

### MON 3 MARCH

#### PRACTICE ROUND

6:00am  
Gates Open

### TUES 4 MARCH

#### PRACTICE ROUND

6:00am  
Gates Open

### WED 5 MARCH

#### TOURNAMENT PRO-AM

6:00am  
Gates Open

## TOURNAMENT & GOLD COAST FESTIVAL OF GOLF

### THURS 6 MARCH

#### ROUND ONE

5:30am  
Gates Open

12:00-5:00pm  
18<sup>th</sup> Hole Hospitality

### FRI 7 MARCH

#### ROUND TWO

5:30am  
Gates Open

12:00-5:00pm  
18<sup>th</sup> Hole Hospitality

### SAT 8 MARCH

#### ROUND THREE INTERNATIONAL WOMENS DAY

5:30am  
Gates Open

12:00-5:00pm  
18<sup>th</sup> Hole Hospitality

### SUN 9 MARCH

#### ROUND FOUR

5:30am  
Gates Open

12:00-5:00pm  
18<sup>th</sup> Hole Hospitality

# COMMUNITY ENGAGEMENT INITIATIVES

## JUNIOR GIRLS DEVELOPMENT SESSIONS

These sessions will see junior girls attend clinics and mentor sessions suited to their abilities.

- **Elite Session** – a mentor session for existing elite female golfers in the surrounding community, hosted by some of Australia’s best professional females sharing their experience on the world professional tour. The session is aimed at the future stars of the game, in preparation for their professional careers.
- **Performance Clinic** – a clinic aimed at those girl golfers who currently play the game, for enjoyment rather than pursuing a career in the sport. The expert tuition from Female PGA Teaching Professionals and demonstrations from touring professionals will be sure to entertain and inspire.
- **Beginner Clinic** – for those looking to have a go, this clinic will focus on the fundamentals of the game, providing the introduction to inspire new golfers to take up the game.

## INTERNATIONAL WOMENS DAY

The Saturday of tournament week will see International Womens Day become a focus piece of the tournament. We will provide additional details as planning continues.



# GOLD COAST FESTIVAL OF GOLF

Running alongside the action of the Australian WPGA Championship, the Gold Coast Festival of Golf is a vibrant celebration of everything golf, set in one of Australia's most iconic locations.

With an anticipated crowd of 20,000+, the Festival of Golf will deliver further colour and entertainment to the event across the four days.

The Mulpha Events team deliver some of Australia's most loved events including the Sanctuary Cove International Boat Show, and activating at the Festival of Golf will provide a significant platform to get golf fans engaging with your brand.



GOLD COAST FESTIVAL OF GOLF



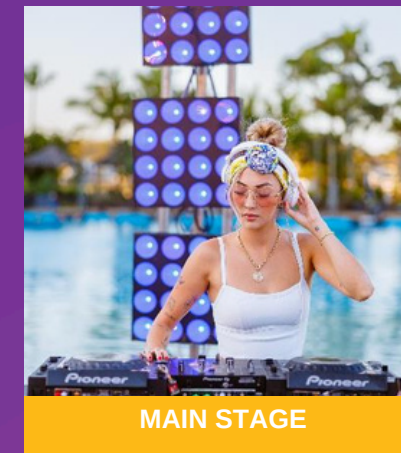
# BUSINESS IS HERE TO BE CREATED

The Gold Coast Festival of Golf offers an interactive platform for commercial growth, brand awareness and networking while the action of the Australian WPGA Championship is unfolding.

The event provides a prime opportunity for your brand to capture the attention of the forecasted 20,000+ fans in attendance, who are generally highly engaged and more affluent.

Exhibitors at the event will be positioned amongst top-tier brands, as golf and lifestyle enthusiasts converge on Sanctuary Cove and the Gold Coast.

Whether you're in golf, tourism, or lifestyle industries, the Gold Coast Festival of Golf is perfect for reaching a broader market. With both B2B and B2C opportunities, this event is a must-attend for businesses aiming to elevate their brand presence to new heights



MAIN STAGE



EXHIBITIONS



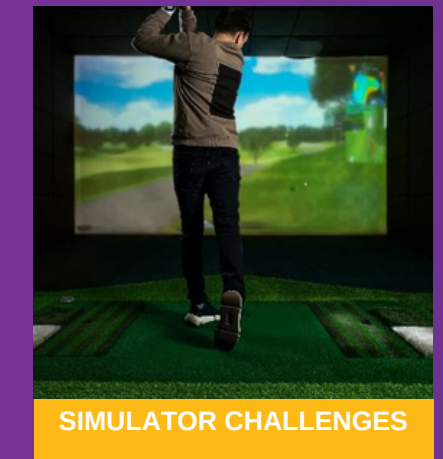
LIFESTYLE PRECINCT



F&B PRECINCT



KIDS' ZONE



SIMULATOR CHALLENGES



PUTTING COMPS



SUPERYACHT CHIPPING CHALLENGE

# BRAND BENEFITS

Australian Golf has a significant broadcast offering which enables brands to connect with the highly desirable golfing fan across the country.

The Australian WPGA Championship will be simulcast domestically through Nine, Nine Now, Fox Sports & Kayo, and as part of the Ladies European Tour, the 2-day broadcast will also be distributed across 50+ countries throughout North America, UK, Europe, Asia, Middle East, Africa, and Oceania.

Through a partnership, brands can showcase their commitment to driving the growth of womens golf in Australia.



## Prominent Hole Signage

Partners can receive hole signage at the tee & green of their sponsored hole. Signage is positioned to generate maximum exposure through broadcast locally and globally.



## Brand Integration

Partners can receive additional branding through themed broadcast integration within the broadcast. Branded integration allows brands to tell their story as part of this partnership.

# ENGAGEMENT

Brands can leverage the unique experiences that golf partnership present to engage with key stakeholders, as well as interact with the fans in attendance.

## HOSPITALITY

The Australian WPGA Championship will feature a range of different hospitality options, offering you the flexibility to meet the needs of your stakeholder hosting program.

## PARTNER EXCLUSIVE EXPERIENCES

The official Pro-Am features celebrities, partners and our leading tournament professionals. These are golfing experiences like no other providing your guests with access to play the championship golf course alongside a tournament professional.

## ACTIVATIONS

Partners will have the opportunity to exhibit at the Gold Coast Festival of Golf. This is an unparalleled opportunity to have golf fans and event-goers engaging with your brand, at a truly iconic venue in Sanctuary Cove.



AUSTRALIAN WPGA CHAMPIONSHIP

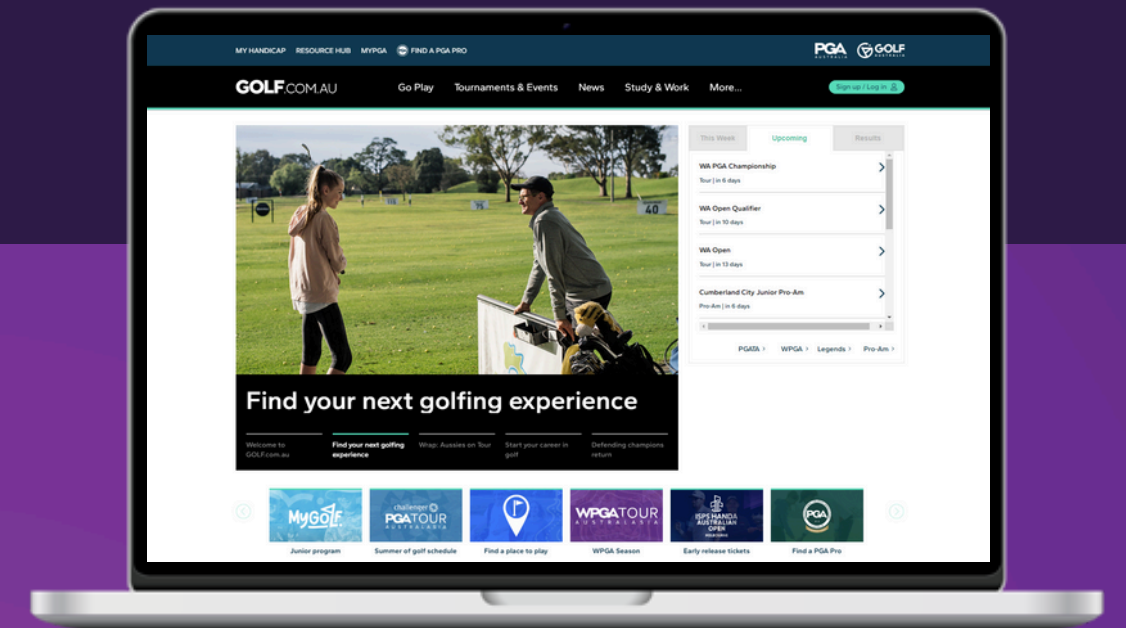
# DIGITAL & CONTENT

The PGA and WPGA Tour of Australasia social & digital presence continues to grow, and these platforms can be used to roll out a year-round marketing program and extend the life of a partnership.

## Relevant touchpoints include:

- Website advertising
- Scoring app advertising
- Social media integration
- Video content creation
- Consumer promotions
- Targeted eDM's

Tournaments provide a setting for bespoke content to be captured with leading players, and the PGA have the in-house capacity to produce this content to be shared across PGA and WPGA Tour of Australasia partners owned channels.



Golf.com.au

5.2M

AVG. PAGE VIEWS PER MONTH

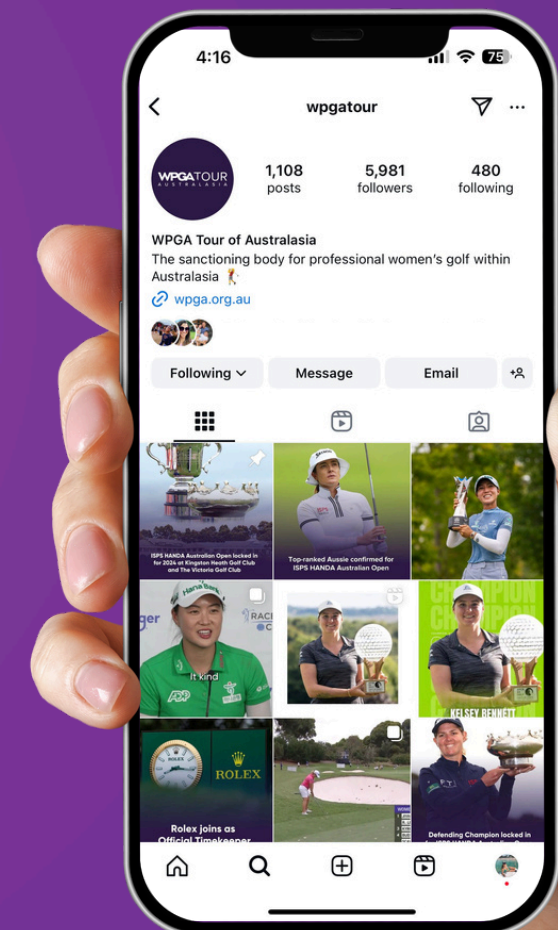
EDM

105,000

SUBSCRIBERS

38%

AVG. OPEN RATE



# SOCIAL CHANNELS



## FACEBOOK

Reach - 11,894,740  
Impressions - 12,081,604  
Followers - 79,698

### PGA of Australia

Reach - 4,640,073  
Impressions - 4,724,236  
Followers - 47,700

### PGA Tour of Australasia

Reach - 4,626,812  
Impressions - 4,691,368  
Followers - 25,488

### WPGA Tour of Australasia

Reach - 2,627,855  
Impressions - 2,666,000  
Followers - 6,510



## INSTAGRAM

Reach - 4,172,601  
Impressions - 2,768,638  
Followers - 59,073

### PGA of Australia

Reach - 871,770  
Impressions - 664,114  
Followers - 22,788

### PGA Tour of Australasia

Reach - 2,559,825  
Impressions - 1,698,671  
Followers - 30,309

### WPGA Tour of Australasia

Reach - 741,006  
Impressions - 405,853  
Followers - 5,976



## YOUTUBE

Views - 157,671  
Impressions - 1,374,728  
Followers - 6,757

### PGA of Australia

Views - 157,671  
Impressions - 1,374,728  
Followers - 6,757



## TWITTER

Impressions - 2,029,132  
Followers - 34,322

### PGA of Australia

Impressions - 1,698,364  
Followers - 28,498

### WPGA Tour of Australasia

Impressions - 330,768  
Followers - 5,824



## LINKEDIN

Reach - 43,743  
Impressions - 63,661  
Followers - 8,565

### PGA of Australia

Reach - 42,262  
Impressions - 61,277  
Followers - 8,261

### WPGA of Australia

Reach - 1,481  
Impressions - 2,384  
Followers - 304

\*Note: Data was supplied from Brandwatch between Jan 1, 2024 - Sep 30, 2024



# BRAND X BE A CHAMPION FOR CHANGE

A cause related partnership opportunity for x to connect with the highly desirable golf audience, and lead the charge for greater opportunities and representation for females in golf.

## CAUSE

The WPGA & PGA of Australia have an ambition of growing female participation and opportunities for female professional golfers. With female participation in Australia sitting at 30%, there is an opportunity for x to take a leading position in the pursuit of gender equality and the growth of female golf.

## BRAND BENEFITS

Significant branding opportunity both on-course and across broadcast to connect with golf fans. Exposure and brand messaging will be delivered through tournament signage and branded content integrations in broadcast.

## ENGAGEMENT

Leverage from a mix of premium hospitality and elite tournament experiences to engage with your key stakeholder groups.

## DIGITAL & CONTENT

x can drive digital engagement through WPGA & PGA of Australia owned social channels, databases, consumer promotions, and display across golf.com.au. The WPGA/ PGA have the in-house capacity to produce bespoke content featuring tournament players to be shared across PGA/WPGA and x channels.

Every \$1 invested by a corporate sponsor into the visibility of women's elite sport is supporting the realisation of, on average, \$7.29 in customer value for that organisation.

# CAUSE

In the pursuit of delivering genuine change for female representation in golf, brands can leverage from the very real brand benefits which exist by partnering with women's sport.

## BRAND PARTNERSHIPS WITH WOMEN'S SPORTING PROPERTIES VS MALE SPORTING PROPERTIES

7%

Greater Brand Awareness

2%

Greater Brand Consideration

3%

Greater Customer Conversion



AUSTRALIAN WPGA CHAMPIONSHIP

# PARTNERSHIP OPPORTUNITIES

## NAMING RIGHTS PARTNER

Take the leading position in female professional golf and leverage from an unparalleled range of benefits designed to elevate your brand.

## MAJOR PARTNER

Unlock designation and access to IP, as well as a range of branding, broadcast, hospitality and premium experiences across Australia's leading female golf event.

## OFFICIAL PARTNER

Be a supporter of women's professional golf and access benefits across branding and premium experiences.



# NAMING RIGHTS PARTNER

## DESIGNATION

- Naming rights partner of the Australian WPGA Championship
- Premier partner of the WPGA Tour of Australasia
- Tournament category exclusivity

## BRAND BENEFITS

- Brand integration into the Australian WPGA Championship logo
- 3 x Exclusive hole with on-course signage at tee & green designed for maximum exposure via broadcast
- Branding on all 18 x tee distance boards
- 4 x Branded Flags located around tournament precinct
- Logo on media backdrop
- Partner logo to appear on all materials where partners are recognised including event posters, draw sheets, big screens and website

Brand to receive further branding and coverage through the event composite logo:

- On-course signage: Distance markers, tee and green signage
- TV Broadcast Graphics
- Verbal mentions in broadcast
- Leaderboards, caddy bibs, pin flags
- Interview and presentation backdrops
- Secondary media - TV News coverage, social mentions, online press, OTT Streaming and coverage

## DIGITAL AND SOCIAL

- Min 2M impressions to be delivered across tournament website and golf.com.au
- Social content strategy to be workshopped and agreed between partner and Australian Golf

## HOSPITALITY AND TICKETING

- 20 x passes per day in the premium hospitality facility beside the 18th green inclusive of food and beverage
- 500 x GA Tickets
- 10 x VIP Car Parks per day

## EXPERIENCES

- 3 x Teams in the official tournament Pro-Am (groups of three)
- 1 x Masterclass for up to twenty guests
- 2 x Groups to have an Inside the Ropes experience per day (groups of four)

## FESTIVAL OF GOLF

- Provision of activation space at the Gold Coast Festival of Golf
- Partner to work with Mulpha Events to bring activation to life and ensure that it meets brands objectives

## INVESTMENT & TERM

- Investment = TBC

# MAJOR PARTNER

## DESIGNATION

- Major Partner of the Australian WPGA Championship
- Tournament category exclusivity

## EVENT BENEFITS

- 1 x Exclusive hole with on-course signage at tee & green designed for maximum exposure via broadcast
- 4 x Branded Flags located around tournament precinct
- Partner logo to appear on all materials where partners are recognised including event posters, draw sheets, big screens and website
- Broadcast integration via 1 x owned broadcast integration asset

## DIGITAL AND SOCIAL

- Min 200k impressions to be delivered across tournament website
- 1 x Branded social post across tournament socials

## HOSPITALITY & TICKETING

- 10 x passes per day in the premium hospitality facility beside the 18th green inclusive of food and beverage
- 200 x GA Tickets
- 5 x VIP Car Parks per day

## GOLD COAST FESTIVAL OF GOLF

- Opportunity to work with Mulpha Events to exhibit at the Golf Coast Festival of Golf - at partners cost

## EXPERIENCES

- 1 x Team in the official tournament Pro-Am (groups of three)
- 1 x Group to have an Inside the Ropes experience per day (groups of four)

## INVESTMENT & TERM

- Investment = AUD\$100K
- Additional option available to include Festival of Golf

# OFFICIAL PARTNER

## DESIGNATION

- Partner of the Australian WPGA Championship

## EVENT BENEFITS

- 50% of 1 x hole with on-course signage (choice of tee signs or green signs on a hole)
- 2 x Branded Flags located around tournament precinct
- Partner logo to appear on all materials where partners are recognised including event posters, draw sheets, big screens and website
- Allocation of premium activation space in the tournament fan village

## DIGITAL AND SOCIAL

- Shared digital advertising across tournament website
- 1 x Branded social post across tournament socials

## HOSPITALITY AND TICKETING

- 6x passes per day in the premium hospitality facility beside the 18th green inclusive of food and beverage
- 100 x GA Tickets
- 2 x VIP Car Parks per day

## EXPERIENCES

- 1 x Team in the official tournament Pro-Am (groups of three)
- 1 x Group to have an Inside the Ropes experience per day (groups of four)

## GOLD COAST FESTIVAL OF GOLF

- Opportunity to work with Mulpha Events to exhibit at the Golf Coast Festival of Golf - at partners cost

## INVESTMENT & TERM

- Investment = AUD\$50K
- Additional option available to include Festival of Golf

# PARTNERING WITH US

## WHY IT WORKS FOR BRANDS



Opportunity to take a leading role in the celebration and advancement of Australian women's golf.



Ability to leverage from a range of brand, broadcast, digital and community benefits.



Unlock premium experiences and hospitality to utilise with your key stakeholders and customers.





AUSTRALIAN WPGA CHAMPIONSHIP

# AUSTRALIAN WOMEN'S PROFESSIONAL GOLF

Australia has had a long history of successful professionals:

## 13 MAJOR TITLES



Today our women's Australasian players continue to succeed:

2

IN THE TOP 20 IN THE WORLD

8

IN THE TOP 200

4

IN THE TOP 100 AMATEURS IN THE WORLD

12

ON THE LPGA TOUR

10

ON THE EPSON TOUR

7

ON LADIES EUROPEAN TOUR

192

FULL PGA MEMBERS

in roles including teaching professionals, head professionals, general managers and golf managers

