



See Why It's *Different* Out Here

What is the **LPGA**?

Where we started...

The Ladies Professional Golf Association (LPGA) was founded by 13 revolutionary women in 1950. Their vision – which still powers the organization today – was to inspire, empower, educate and entertain by showcasing the best female golf professionals in the world.

Each week the LPGA celebrates women's achievements, strives to inspire girls and women around the world to attain their full potential, and positively impacts the communities it touches.

The LPGA bases its business on three important tenets – Global, Partnership and Responsibility.



See Why It's *Different* Out Here

What is the LPGA?

Where we are today...

TOURNAMENTS

410+ hours of live tournament coverage in 2015 (most in history)

+100% vs. '10

Viewership **+16%**
vs. 2013

\$62M in Purse Money,
+46% vs. '10

Race for the CME Globe season-long points competition winner takes home **\$1M** - largest payout in women's golf

PARTNERS

14 new Marketing Partners in past 3 years

18 new Title Sponsors in past 3 years

Television partners in **170+** countries

Sponsors from **10** different countries

LPGA.com is in **6** different languages across **8** different social media channels

FANS

Over **2 million** TV viewers throughout the week in the U.S.

Fans from **226 countries** visit the LPGA website

Social media following up **160%+** vs. '13

Nearly **17 million** unique visitors on LPGA.com, up **75%** since 2010

Highest YTD viewership on Golf Channel since 2009

See Why It's *Different* Out Here

The LPGA's Recent Momentum

THE WALL STREET JOURNAL.

“The LPGA is on a roll”

ESPN

“This tour is on the rise”

Golf Digest

“All signs UP for women's pro golf”

- Ron Sirak

heraldscotland
The Herald | sundayherald

“The newly-launched “Race to the CME Globe” has helped propel the LPGA Tour to new heights”

AP

“The LPGA Tour already has its strongest schedule in years”

The New York Times

“The points race is the latest chapter in the tour's revival”

ESPN W.

“And by adding the Globe points race, the LPGA Tour has made its season-ending event as enticing as it can be for viewers”

“LPGA nailed it with the Race”

Golfweek

“The LPGA's announcement of its new Race to the CME Globe is the cherry on Whan's 2014 sundae”

- Beth Ann Nichols

Sports Illustrated

“If you have a young daughter, the LPGA tour is one-stop shopping for positive role models.”

- Alan Shipnuck

See Why It's **Different** Out Here

The LPGA Family

Best in the World



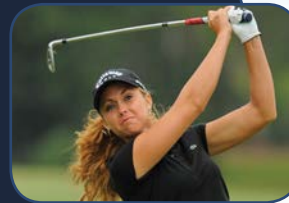
- Founded in 1950
- Longest-running women's professional sports association
- Non-profit organization

Pay it Forward



- Opportunity to learn golf, create friendships and experience competition
- Ages 7-17
- 30,000+ participants

Groom the Future



- LPGA's Official Developmental Tour
- "Road to the LPGA"
- 500+ Symetra Tour alumnae have earned LPGA membership

Enhance the Game



- Established in 1959 as an outgrowth of the LPGA Tour
- 1,600+ members advancing the game through teaching, managing golf facilities and coaching

See Why It's *Different* Out Here

Why Partner with the LPGA



“At Procter & Gamble we have a lot of opportunities to invest and promote our company and our brand. But we chose the LPGA for three reasons. First of all, the fit with the players. They are global in nature, have incredible integrity, sportsmanship and it is a tremendous fit for our family of brands. Secondly, here in Northwest Arkansas we wanted to put a spotlight on the community to show what a great place to live and work that it is. And third, customer engagement, it creates a tremendous venue with the Pro-Am, being around the players and being able to spend 3-4 days together with Walmart”

Jeff Schomburger – P&G President, Global Walmart Team



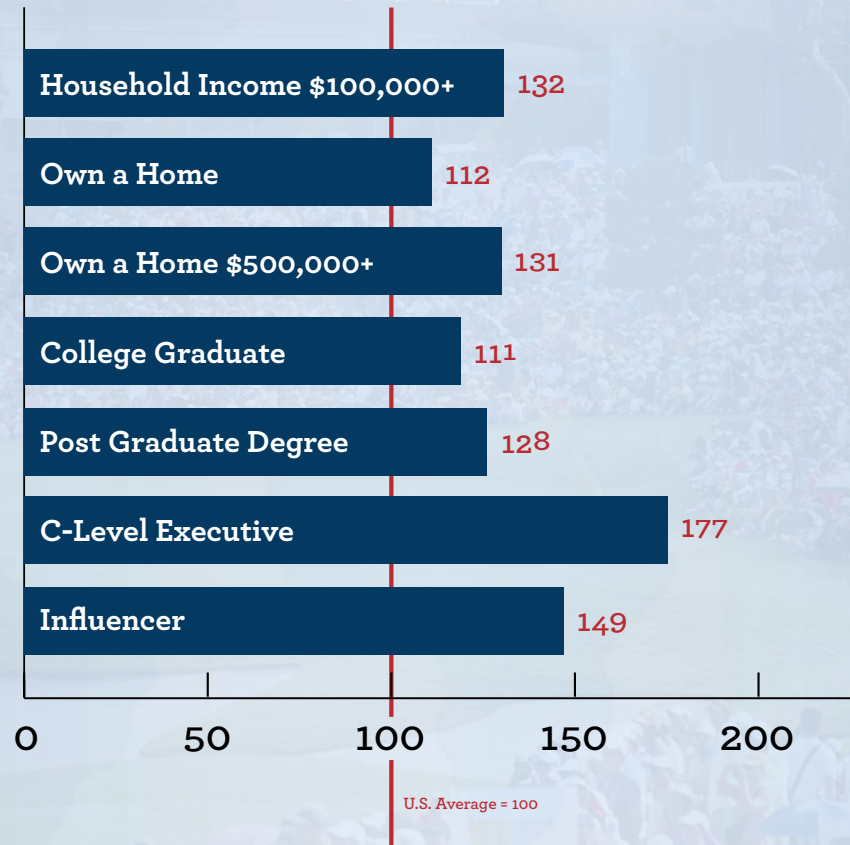
“Rolex wants to be associated with the best in golf. This naturally led us to the LPGA and its premier players, events, and awards. It is fair to say that after 28 years, Rolex and the LPGA are a great match with several important shared values: a respect for tradition, integrity, world class performance, and a great spirit for competition.”

Peter Nicholson – VP, Director of Communications

See Why It's **Different** Out Here

Who are LPGA Fans?

Affluent / Educated / Influential Audience LPGA Index vs. U.S. Average



See Why It's *Different* Out Here

See Why it's Different Out Here



4 Reasons Why the LPGA Delivers a Truly Unique Experience to its Partners



1. Our Athletes

Like no other sport, LPGA players deliver outstanding client experiences. They “get it” in terms of being personable and engaging with our partners at all levels. Our players truly understand the economic model of our sport and the fact that the partners are its lifeblood. Therefore, they give much more of their time and attention to partners than other professional athletes.

What sets LPGA players apart from other professional athletes is the strength of their integrity and character. As **Commissioner Mike Whan** consistently states, *“I have to be the only sports commissioner who never worries about our athletes off the course. They are professional, courteous and appreciative — rare in sports today!”*

See Why It's **Different** Out Here



2. Global

The LPGA is Golf's Global Tour. In 2015, the LPGA Tour players compete in 15 different countries. There are 10 countries represented in the list of top 25 Players. With 115 international players representing 28 different countries, the LPGA is one of the most diverse professional sports.



Inbee Park



Azahara Muñoz



Lydia Ko



Suzann Pettersen



See Why It's *Different* Out Here



3. Community/Charity

The foundation of professional golf is rooted in charity and connecting with a community, providing an impactful platform for LPGA partners to give back to their communities.

Since 2001, the LPGA and its tournaments have donated over \$200 million to local and national charities. An LPGA event can have a \$10-12 million positive economic impact on the local community.



See Why It's *Different* Out Here

LPGA LPGA LPGA LPGA LPGA LPGA LPGA LPGA LPGA LPGA LPGA

FAST FACTS

Partner Profile




What you need to know this week




3 Things we need from you this week:

- Pro-Am Party, Tuesday, Feb. 3 at 6:30 p.m.
- Player Beach Party, Friday, Feb. 6 at 6:45 p.m.
- Player Charity Slots Event, Saturday, Feb. 7 at 7:00 p.m.

Who's Writing the Check:

- Perio, Inc. – makers of Pure Silk moisturizing shave cream for women & Bahamas Ministry of Tourism

Why they sponsor this event:

- Perio's main objective is to create awareness of the Pure Silk brand and their support of the LPGA Tour. They also like to highlight their commitment to recognizing independent, successful women in the business world.
- Ministry of Tourism's main objective is to promote the Islands of the Bahamas.

Be Social:

Please use the handles: @PureSilkShave, @BahamasLPGA, @VisitTheBahamas and @AtlantisResort and Hashtags: #PureSilkBahamas, #LPGASeeWhy, #LPGAonGC, #ItsBetterInTheBahamas and #SportsInParadise

Suggested Tweets:

- Thank you @PureSilkShave for hosting this beautiful event @AtlantisResort @BahamasLPGA @VisitTheBahamas #PureSilkBahamas #LPGASeeWhy #ItsBetterInTheBahamas #SportsInParadise
- You must @VisitTheBahamas and @AtlantisResort! The clear blue water and fun amenities are amazing! #PureSilkBahamas – It's Better in the #Bahamas #PureSilkBahamas - Heading to the Pro am party tonight or Player Beach Party or Player Slot Tournament @AtlantisResort! #PureSilkBahamas

If you use Instagram, please use the hashtag #PureSilkBahamas

Thank You Notes:

Tom Murray
President & CEO
Perio, Inc.
6156 Wilcox
Road Dublin, Ohio
43016



Honorable Obie Wilchcombe
Bahamas Ministry of Tourism
P.O. Box N-3701,
Nassau, Bahamas



George Markantonis
President and Managing Director,
Atlantis Resort
1 Casino Drive,
Paradise Island,
Bahamas



4. Our Approach

The **LPGA** is partner-focused; meaning we listen to what our partners' goals and objectives are and build creative programs around those needs.

The **Players** are partner-focused; meaning they take the time to get to know each partner. The LPGA prepares a Partner Profile for each partner and provides it to the players at every tournament. This is a practice wholly unique to the LPGA.

See Why It's Different Out Here

Partnership Opportunities



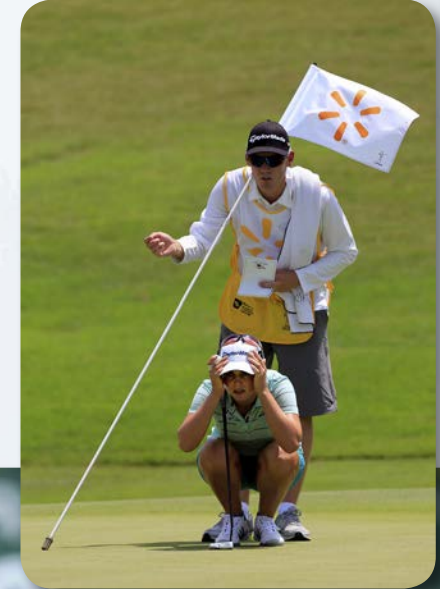
See Why It's *Different* Out Here

Opportunities to Partner

LPGA Title Partnership

The LPGA will create a new tournament on its schedule with your company's name as the official title of the event. You choose the location of the tournament (virtually anywhere in the world) and the LPGA will find and partner with an appropriate golf course.

- Enables you to shape the brand message that is delivered to customers and consumers worldwide
- Provides the highest level of engagement with LPGA players that will lead to an exceptional relationship building experience
- Provides platform for charity/ community efforts
- Exposes your brand to the world through global integrated multimedia coverage



See Why It's *Different* Out Here

Opportunities to Partner

LPGA Title Partnership

- Broadcast Units
- International TV
- In-Program Features, Graphics/Billboards, Audio References
- Multi-Platform Media Exposure
 - Tune-In Promotions
 - LPGA.com
 - News Coverage
 - Local Market
 - Lifestyle/Society
 - Mobile
 - Social Media
 - Golf Central/Golf Channel Programs



See Why It's *Different* Out Here

Opportunities to Partner

Official Marketing Partnership

- Official Marketing Partner of the LPGA Tour
- Official Marketing Partner of the LPGA Teaching & Club Professionals
- Exclusive Rights to LPGA Marks with Category Exclusive Designation
– e.g., “Official _____ of the LPGA”

Includes the following assets and activation platforms:

- Customized Television Campaign
- On-Site Tournament Activations
- LPGA Digital Campaign
- Exclusive Hospitality Experiences
- Custom Golf Outings
- LPGA Teaching & Club Professional Programs Nationwide
- Pro-Am Teams

We will customize how you activate with LPGA assets in order to accurately and effectively meet your objectives.



See Why It's *Different* Out Here

Hospitality Opportunities

Relationship Building

- Premier hospitality locations for sales and entertaining in key markets
 - *Build relationships with most valued customers*
- Host B-to-B customers (vendors, suppliers, retailers)
- Pro-Am experience with LPGA Players – playing from same tee offers exceptional experience
 - *Pro-Am Pairings Parties with high player turn out*
- Honorary Observers – VIP Guests walk “Inside the Ropes” during official tournament play
- Sponsor/Player Involvement
 - *VIP Hospitality*
 - *Premium entertainment opportunities*
 - *Week long activities*
- Reward top performers/sales incentive program



See Why It's **Different** Out Here

2015 LPGA Tour Schedule

Coates Golf Championship	Ocala, FL	January 26-31
Pure Silk-Bahamas LPGA Classic	Paradise Island, Bahamas	February 2-8
ISPS Handa Women's Australian Open	Melbourne, Australia	February 16-22
Honda LPGA Thailand	Chonburi, Thailand	February 23-March 1
HSBC Women's Champions	Singapore	March 2-8
JTBC Founders Cup	Phoenix, AZ	March 16-22
Kia Classic	Carlsbad, CA	March 23-29
ANA Inspiration	Rancho Mirage, CA	March 30-April 5
LOTTE Championship	Oahu, HI	April 12-18
Swinging Skirts LPGA Classic	San Francisco, CA	April 20-26
Volunteers of America North Texas Shootout	Irving, TX	April 27-May 3
Kingsmill Championship	Williamsburg, VA	May 11-17
ShopRite LPGA Classic	Galloway, NJ	May 25-31
Manulife LPGA Classic	Cambridge, Ontario, Canada	June 1-7
KPMG Women's PGA Championship	Westchester, NY	June 8-14
Walmart NW Arkansas Championship	Pinnacle Country Club	June 22-28
U. S. Women's Open Conducted by the USGA	Lancaster, PA	July 6-12
Marathon Classic	Sylvania, OH	July 13-19
Meijer LPGA Classic	Belmont, MI	July 20-26
RICOH Women's British Open	Turnberry, Scotland	July 27-August 2
Cambia Portland Classic	Portland, OR	August 10-16
Canadian Pacific Women's Open	Vancouver, Canada	August 17-23
Yokohama Tire LPGA Classic	Prattville, AL	August 24-30
The Evian Championship	Evian-les-Bains, France	September 7-13
Solheim Cup	Sankt Leon-Rot, Germany	September 14-20
Sime Darby LPGA Malaysia	Kuala Lumpur, Malaysia	October 5-11
LPGA KEB Hana Bank Championship	Inchon, Korea	October 12-18
Blue Bay LPGA	Hainan Island, China	October 19-25
Fubon LPGA Taiwan Championship	Taipei, Taiwan	October 26-November 1
LPGA JAPAN CLASSIC	Shima-Shi, Mie, Japan	November 2-8
Lorena Ochoa Invitational	Mexico City, Mexico	November 9-15
CME Group Tour Championship	Naples, FL	November 16-22



Na Yeon Choi

See Why It's *Different* Out Here

LPGA Partners



See Why It's Different Out Here

Testimonials



“The sport of golf, and the LPGA in particular, is a terrific vehicle in which to conduct business, whether it’s brand building, strengthening relationships with customers, networking with business partners or elevating charitable programs. Sponsoring this one-of-a-kind Titleholders event will effectively extend the reach of the CME Group brand and allow us new opportunities to engage with our customers globally.”

Terry Duffy – Executive Chairman and President



“On-site branding is very effective for us. Split between hospitality and consumer (brand) play. Operates on 2 levels. Pro-Am spots are huge. On a consumer level, the Kia branding on-site is huge. The opportunity to expose the brand and cars to people.”

Michael Sprague – Executive VP, Marketing & Communications

See Why It's **Different** Out Here