

# THE 2013 SOLHEIM CUP®



## The 2013 Solheim Cup

The 2013 Solheim Cup will be contested August 13-18, at Colorado Golf Club, Parker, Colorado.

### Attendance

- Over 120,000 spectators attended the 2009 Solheim Cup
  - Included in that number are ticket purchasers from all 50 states and 11 international countries, 1,600 volunteers and nearly 300 members of the media from almost 100 outlets
- 2005 Solheim Cup (at Crooked Stick, Indianapolis, IN) attendance was 103,000
- 2002 Solheim Cup (at Interlachen, Minneapolis, MN) attendance was 68,000

### Television

- The Golf Channel broadcast every shot of competition live in the US, with a total of 74 hours of coverage for the week
- Over 6 Million viewers tuned in to some portion of The Golf Channel's coverage
- The Golf Channel's US coverage provided the highest viewership for an LPGA event in 2009 and also featured their longest ever continuous broadcast (12 hours of live golf on Saturday)
- Internationally, the event was broadcast in 67 territories, representing over 29 million households and 160+ hours of coverage

### 2009 Solheim Cup Attendee Demographics

- 51% Male / 49% Female
- 60% are married
- 56% have household income of \$75,000+
- 33% have household income of \$125,000+
- 68% hold a college or post-graduate degree
- 51% are between the ages of 25 and 54
- 59% of ticket purchasers were from outside the state of Illinois (host state)

### The Opportunity

Don't miss this once in a life time opportunity to entertain your customers and clients and be part of the most prestigious sporting event in women's professional golf. This unique, worldwide sporting event offers a wide variety of packages to suit your individual needs and corporate objectives. The 2013 Solheim Cup offers a variety of sponsorship opportunities for companies of every size.

\* Flexible payment plans are available between now and July 1, 2013.

**The direct economic impact of The 2009 Solheim Cup was \$ 19,432,800**

*"The 2009 Solheim Cup was an extremely valuable client event for the CME Group and our guests. The unique combination of sports and patriotism combined with the talent and personalities of the players left an incredible quality experience that will long be remembered"*

*– Anita Liskey,  
Managing Director,  
Corporate Marketing  
and Communications,  
CME Group*

*"We consider the event to be a "home run" for us. Our hotels, restaurants, retail outlets were full, and we have the promise of hosting national youth sports future events in our area. The media exposure this event garnered – huge."*

*– Sue Voss, President/  
CEO, Aurora (IL) Area  
Convention and  
Visitors Bureau*

USA vs EUROPE