



CELEBRATING
70 YEARS

LPGA #DRIVEON MARKETING CAMPAIGN

Drive On is the LPGA marketing campaign that tells the authentic stories of our 70-year history and heritage, and celebrates the hard work, focus and tenacity that it takes to achieve goals. Our players are mothers, athletes, role models from countries all over the world and each have an incredible Drive On story to tell.



This is for Every Girl

See more Drive On content here >

EMPOWERING WOMEN FOR 70 YEARS

As the world's longest-running professional women's sports organization, the LPGA offers a holistic platform for leveraging and making an impact through women's golf at all levels.



CORPORATE GIVING, GRASSROOTS PROGRAMS, DIVERSITY & INCLUSION INITIATIVES:



CULTURE IS CHANGING. VALUES ARE EVOLVING.
AND THE TIME FOR WOMEN'S SPORTS IS NOW.

84%

OF ALL SPORTS FANS ARE
INTERESTED IN WOMEN'S SPORTS

Nielsen Survey

61%

OF PEOPLE SAY THEY WILL SPEND
MORE MONEY WITH A BRAND THAT
ALIGNS WITH THEIR SOCIAL VALUES

eMarketer

83%

OF LPGA SPONSORS HAVE DIVERSITY
& INCLUSION INITIATIVES

SHRM



PARTNERSHIPS THAT **ALIGN WITH CORPORATE VALUES**

“

Aon

Aon
Risk
Reward
Challenge

*For our leadership team, it was never really a question. We knew that if we were going to do this, we had an opportunity to make a statement and it felt like **the right thing to do**. We try to **live our values** at Aon, and this was a great example to do just that. I think our colleagues have been really inspired by that.*

Andy Weitz, CMO at AON

on sponsoring the “Aon Risk Reward Challenge” equal prize money across both LPGA & PGA Tours

”



KPMG

Women's Leadership Summit



DOW

LPGA Leadership Academy



SMUCKER'S

LPGA Mom's on Tour



WALMART

Network of Executive Women

WE ARE A DIFFERENT SPORTS PROPERTY



VALUES-DRIVEN



DIVERSE & INCLUSIVE



INVESTED IN THE FUTURE



CLIENT-CENTRIC APPROACH

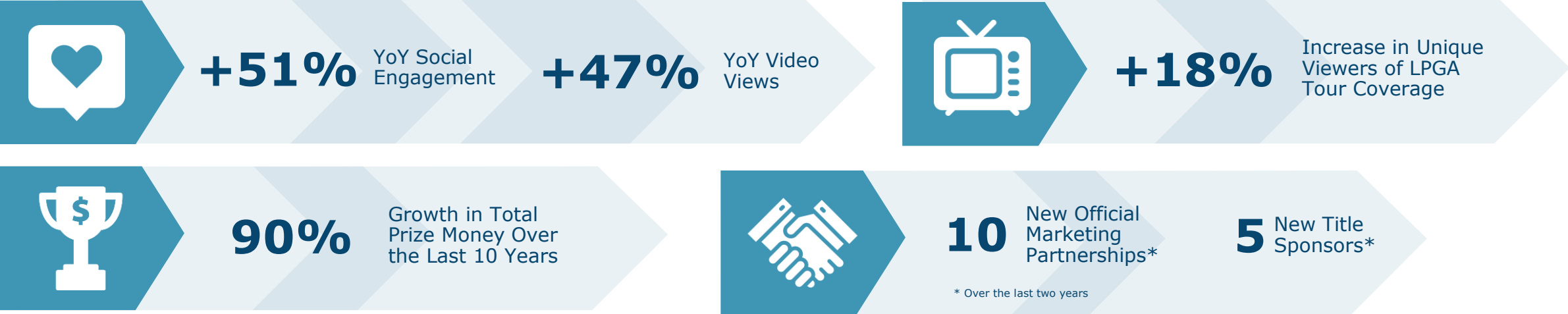


COMMUNITY-MINDED



GLOBAL & LOCAL

EXPERIENCING GROWTH ACROSS THE BOARD



“ Thanks to the enhanced agreement with GOLF Channel and increased network coverage on NBC and CBS, more viewers in the U.S. and around the globe will experience the quality and diversity of the LPGA Tour. ”





Mike Whan
On milestone broadcast agreement

ALWAYS ON GLOBAL PLATFORM

Combined **79 tournaments** in **28 states** and **20 countries** with female **athletes from 50+ countries**.
Broadcast in 170+ markets and 550+ Million Households around the world.



LPGA TOUR

33 Tournaments in 13 Countries, January - November

LADIES EUROPEAN TOUR

22 Tournaments in 15 Countries, February - November

SYMETRA TOUR - ROAD TO THE LPGA

24 Tournaments in 16 U.S. States, March - October

PROGRAMMING FOR WOMEN & GIRLS

Women's Leadership Events, LPGA Teachers, LPGA Amateurs, Girls Golf, Leadership Academies

MEDIA INTEGRATION & ENGAGEMENT

Network TV, Golf Channel, LPGA Digital & Social Network, Email Engagement, In-House content creation

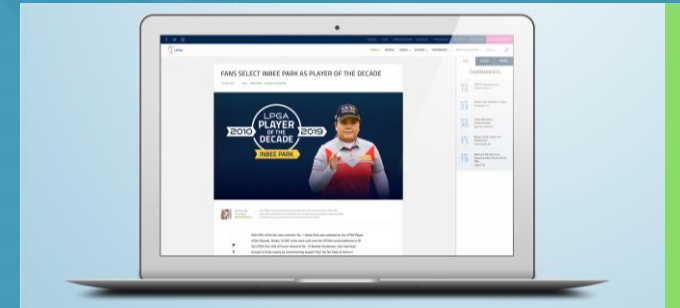
YEAR-ROUND PARTNERSHIP CAPABILITIES



Accessible Athletes



High Impact Media



In-House Authentic Content Creation



Premier Hospitality



Custom Women's Programming



Customizable On-Site Presence



Grassroots Programs



Corporate Giving & Charitable Impact



Girls Golf Programs

MOST AUTHENTIC PLATFORM TO SUPPORT DIVERSITY & INCLUSION PROGRAMS

How LPGA assets work together to create the turnkey platform

EVENT ACTIVATION

Women's Leadership Events
at tournaments or markets of choice

CONTENT & PR

LPGAWomensNetwork.com

Authentic content series, Q&A with
executives and editorial coverage of events

GRASSROOTS PROGRAMS

Annual memberships to LPGA Amateurs

Golf lessons and clinics with LPGA Teachers



AUDIENCE REACH

ON-SITE

2.2M+ Fans

Attend events. Avg. **60k** spectators at each event



DIGITAL NETWORK

2.8M+

Unique viewers per month, avg. 5+ minutes per user



SOCIAL MEDIA

8.9M+

Total social audience



TELEVISION

3.2M+

Average viewers each week across TV, digital/social, streaming and OOH



500+ Hours

Of international broadcast coverage (90% Live)



170+ Markets

Reached with broadcasts and **550M+ HH** worldwide



WHO IS THE **LPGA FAN?**



22% More Likely
to have a post
graduate degree



40% More Likely
to have a HHI
over \$250,000



32% More Likely
to be a decision maker
for their company



77% More Likely
to be a CEO



37% More Likely
to own a home
\$750,000 +



Top Affinity Categories

- 1) Financial & Investment Services
- 2) Travel
- 3) Golf Equipment
- 4) Auto & Vehicles
- 5) Real Estate
- 6) Hobbies / Outdoor Enthusiasts



94% of LPGA
fans play golf



67% more likely
to support a business
that sponsors LPGA



63% feel LPGA
sponsors are a higher
caliber company

LPGA ANNUAL SCHEDULE (before Covid-19)

Date	Tournament	Market	Date	Tournament	Market
Jan 13-19	Diamond Resorts Tournament of Champions pres. By IOA	Orlando, FL	June 15-21	Walmart NW Arkansas Championship pres. by P&G *	Rogers, AR
Jan 20-26	Gainbridge LPGA at Boca Rio (new) *	Boca Raton, FL	June 22-28	KPMG Women's PGA Championship *	Philadelphia, PA
Feb 3-9	ISPS Handa Vic Open *	Victoria, Australia	July 6-12	Marathon Classic pres by Dana *	Toledo, OH
Feb 10-16	ISPS Handa Women's Australian Open *	Adelaide, Australia	July 13-19	Dow Geat Lakes Bay Invitational *	Midland, MI
Feb 17-23	Honda LPGA Thailand	Chonburi, Thailand	July 20-26	The Evian Championship	Evian-les-Bains, France
Feb 24-Mar 1	HSBC Women's World Championship	Singapore	Aug 10-16	Aberdeen Standard Investments Ladies Scottish Open	North Berwick, Scotland
Mar 2-8	Blue Bay LPGA	Hainan Island, China	Aug 17-23	AIG Women's British Open *	Milton Keynes, England
Mar 16-22	Bank of Hope Founders Cup *	Phoenix, AZ	Aug 24-30	UL International Crown	London, England
Mar 23- 29	Kia Classic *	Carlsbad, CA	Aug 31-Sept 6	Canadian Pacific Women's Open *	Ontario, Canada
Mar 30-Apr 5	ANA Inspiration	Rancho Mirage, CA	Sept 7-13	Cambia Portland Classic *	Portland, OR
Apr 13-19	LOTTE Championship	Kapolei, Hawaii	Sept 28-Oct 4	Volunteers of America Classic *	Dallas, TX
Apr 20-26	Hugel-Air Premia LA Open *	Los Angeles, CA	Oct 12-18	Buick LPGA Shanghai	Shanghai, China
Apr 27-May 3	LPGA MEDIHEAL Championship *	San Francisco, CA	Oct 19-25	BMW Ladies Championship	Busan, South Korea
May 11-17	Pelican Women's Champ pres. by Dex Imaging (new) *	Tampa, FL	Oct 26-Nov 1	Swinging Skirts LPGA Taiwan Championship	Taoyuan City, Taiwan
May 18-24	Pure Silk Championship *	Williamsburg, VA	Nov 2-8	TOTO Japan Classic	Shiga, Japan
May 25-31	ShopRite LPGA Classic pres. by Acer *	Atlantic City, NJ	Nov 16-22	CME Group Tour Championship *	Naples, FL
June 1-7	U.S. Women's Open	Houston, TX			
June 8-14	Meijer LPGA Classic for Simply Give *	Grand Rapids, MI			

*Designates tournaments with Women's Leadership Days

THANK YOU TO OUR PARTNERS #WECLAPFOREYOU

The **LPGA family** of corporate partners is composed of an **elite group of global brand leaders** where **business relationships are encouraged**. LPGA hosts several **partner events** throughout the year to provide companies the **opportunity to build relationships**.





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