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.
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

61% OF PEOPLE SAY THEY WILL SPEND MORE MONEY WITH A BRAND THAT ALIGNS WITH THEIR SOCIAL VALUES

83% OF LPGA SPONSORS HAVE DIVERSITY & INCLUSION INITIATIVES

Nielsen Survey

eMarketer

SHRM
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.
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

- **+51% YoY Social Engagement**
- **+47% YoY Video Views**
- **+18% Increase in Unique Viewers of LPGA Tour Coverage**
- **90% Growth in Total Prize Money Over the Last 10 Years**
- **10 New Official Marketing Partnerships***
- **5 New Title Sponsors***

* Over the last two years

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
- Premier Hospitality
- Grassroots Programs
- Corporate Giving & Charitable Impact
- High Impact Media
- Custom Women’s Programming
- In-House Authentic Content Creation
- Customizable On-Site Presence
- 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

LPGA WOMEN’S NETWORK

Women Beyond Par: Women in Golf Leadership
#inviteHER - The Power of Mentorship
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

Total social audience

550M+ HH worldwide

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

2.2M+ Fans Attend events. Avg. 60k spectators at each event

2.8M+ Unique viewers per month, avg. 5+ minutes per user

8.9M+ Total social audience
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

Sources: National Golf Foundation 2018 Edition; 2018 Golf Participation in the US. Scarborough Multi-Market 2018 Release 2 Total (Jan 2017 - Sep 2018). LPGA Fan = Watched or Attended an LPGA event in past 12 months/Interested in LPGA
<table>
<thead>
<tr>
<th>Date</th>
<th>Tournament</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 13-19</td>
<td>Diamond Resorts Tournament of Champions pres. By IOA</td>
<td>Orlando, FL</td>
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<tr>
<td>Jan 20-26</td>
<td>Gainbridge LPGA at Boca Rio (new) *</td>
<td>Boca Raton, FL</td>
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<tr>
<td>Feb 3-9</td>
<td>ISPS Handa Vic Open *</td>
<td>Victoria, Australia</td>
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<tr>
<td>Feb 10-16</td>
<td>ISPS Handa Women's Australian Open *</td>
<td>Adelaide, Australia</td>
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<tr>
<td>Feb 17-23</td>
<td>Honda LPGA Thailand</td>
<td>Chonburi, Thailand</td>
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<tr>
<td>Feb 24-Mar 1</td>
<td>HSBC Women's World Championship</td>
<td>Singapore</td>
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<tr>
<td>Mar 2-8</td>
<td>Blue Bay LPGA</td>
<td>Hainan Island, China</td>
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<tr>
<td>Mar 16-22</td>
<td>Bank of Hope Founders Cup *</td>
<td>Phoenix, AZ</td>
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<tr>
<td>Mar 23-29</td>
<td>Kia Classic *</td>
<td>Carlsbad, CA</td>
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<tr>
<td>Mar 30-Apr 5</td>
<td>ANA Inspiration</td>
<td>Rancho Mirage, CA</td>
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<tr>
<td>Apr 13-19</td>
<td>LOTTE Championship</td>
<td>Kapolei, Hawaii</td>
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<tr>
<td>Apr 20-26</td>
<td>Hugel-Air Premia LA Open *</td>
<td>Los Angeles, CA</td>
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<tr>
<td>Apr 27-May 3</td>
<td>LPGA MEDIHEAL Championship *</td>
<td>San Francisco, CA</td>
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<tr>
<td>May 11-17</td>
<td>Pelican Women's Champ pres. by Dex Imaging (new) *</td>
<td>Tampa, FL</td>
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<tr>
<td>May 18-24</td>
<td>Pure Silk Championship *</td>
<td>Williamsburg, VA</td>
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<tr>
<td>May 25-31</td>
<td>ShopRite LPGA Classic pres. by Acer *</td>
<td>Atlantic City, NJ</td>
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<td>June 1-7</td>
<td>U.S. Women's Open</td>
<td>Houston, TX</td>
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<tr>
<td>June 8-14</td>
<td>Meijer LPGA Classic for Simply Give *</td>
<td>Grand Rapids, MI</td>
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<tr>
<td>June 15-21</td>
<td>Walmart NW Arkansas Championship pres. by P&amp;G *</td>
<td>Rogers, AR</td>
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<tr>
<td>June 22-28</td>
<td>KPMG Women's PGA Championship *</td>
<td>Philadelphia, PA</td>
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<tr>
<td>July 6-12</td>
<td>Marathon Classic pres by Dana *</td>
<td>Toledo, OH</td>
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<tr>
<td>July 13-19</td>
<td>Dow Great Lakes Bay Invitational *</td>
<td>Midland, MI</td>
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<tr>
<td>July 20-26</td>
<td>The Evian Championship</td>
<td>Evian-les-Bains, France</td>
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<tr>
<td>Aug 10-16</td>
<td>Aberdeen Standard Investments Ladies Scottish Open</td>
<td>North Berwick, Scotland</td>
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<tr>
<td>Aug 17-23</td>
<td>AIG Women's British Open *</td>
<td>Milton Keynes, England</td>
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<td>Aug 31-Sept 6</td>
<td>Canadian Pacific Women's Open</td>
<td>Ontario, Canada</td>
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<td>Sept 7-13</td>
<td>Cambia Portland Classic *</td>
<td>Portland, OR</td>
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<td>Sept 28-Oct 4</td>
<td>Volunteers of America Classic</td>
<td>Dallas, TX</td>
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<td>Oct 12-18</td>
<td>Buick LPGA Shanghai</td>
<td>Shanghai, China</td>
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<td>Oct 19-25</td>
<td>BMW Ladies Championship</td>
<td>Busan, South Korea</td>
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<td>Oct 26-Nov 1</td>
<td>Swinging Skirts LPGA Taiwan Championship</td>
<td>Taoyuan City, Taiwan</td>
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<td>Nov 2-8</td>
<td>TOTO Japan Classic</td>
<td>Shiga, Japan</td>
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<tr>
<td>Nov 16-22</td>
<td>CME Group Tour Championship *</td>
<td>Naples, FL</td>
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*Designates tournaments with Women’s Leadership Days

Subject to change
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.