

SOUTHPORT  GOLF CLUB

WPGA TOUR
AUSTRALASIA

2023 SOUTHPORT PRO-AM

SPONSORSHIP OPPORTUNITIES

NAMING RIGHTS SPONSORSHIP

COST: \$30K*

**SIGNAGE ON ALL
18 HOLES**

WPGATOUR
AUSTRALASIA

PGA
AUSTRALIA


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BUYING:

- Brand/Product Name integrated into Event Logo
 - Event tee signage all 18 holes - see mock-up example at right
 - Signage in place for three weeks leading into the event
 - Invitation to Welcome Reception Sunday - meet the Professionals
 - Present winners' cheque at Presentation Dinner Monday 13 March
 - Three cameras on course all day Monday 13 March
streamed live to online platform (Live + On-Demand):
 - includes live commentary hosted by broadcast professional with opportunities for guest spots (live interview) during the day
 - dedicated graphics headlined by naming rights sponsor logo
 - single camera coverage of Sunday clinics, 'Shoot Out' and other activities inserted into program streamed live
 - Invitations to you (your guests) to play with a professional in the Pro-Am
 - Brand Association WPGATour, PGA Australia
 - Brand Association - Celebrating Women in Sport - Celebrating Women in Golf
 - Access to Professional players through the days of the event
 - Media attention - Media Focus - Women in Sport - Women in Golf
 - Event logo incorporating Naming Rights sponsor on all marketing communications collateral
 - Working together to promote Naming Rights sponsor product and brands
- Naming Rights Sponsorship Cost: \$30K*

* Event Purse is \$25K

All prices quoted are Plus GST

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2023 PRO-AM

**NAMING RIGHTS
SPONSOR HERE**

13

PAR 5
414 METRES
453 YARDS

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AUSTRALIA

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WOMEN'S GOLF CLINIC

COST: \$3K

SUNDAY 12 MARCH

"Girls and women aged from four to 94. That's what you see at Southport GC. all ages, all abilities, all encouraged and thriving."

Susan Hollindale
Women's President
Southport GC

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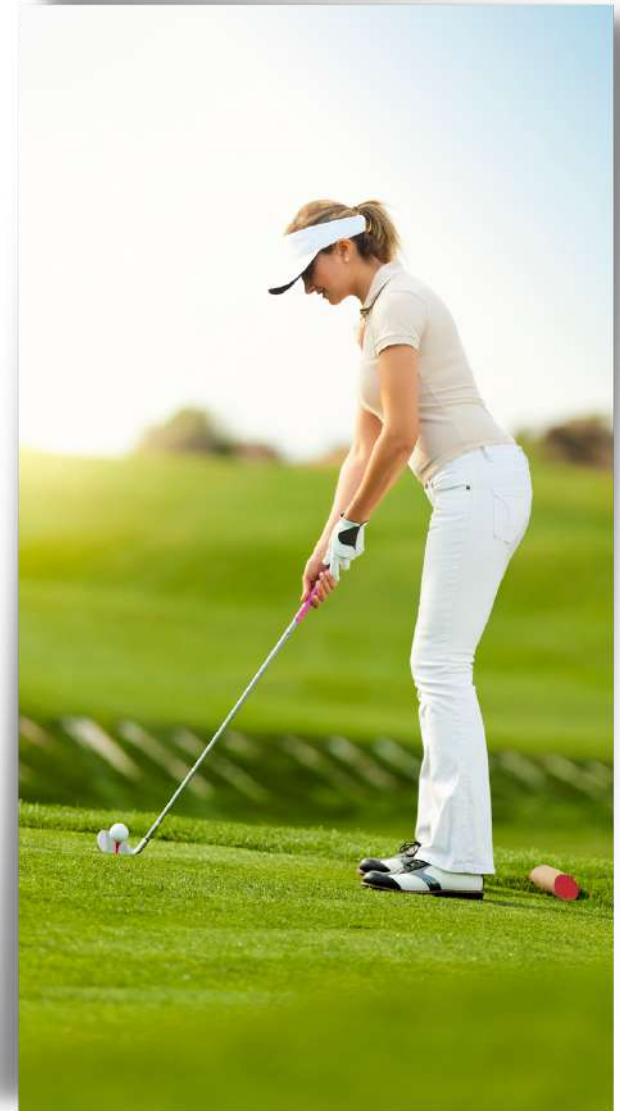
The WPGA Professionals competing for the major prize on Monday 13 March have volunteered their time to conduct a golf clinic for women on Sunday 12 March at the Driving Range. This is a most generous offer and will quickly become fully subscribed attracting a large audience.

BUYING:

- Access to Professional players
- Signage Driving Range Women's Clinic
- Invitation to Welcome Reception Sunday – meet the Professionals
- Single camera coverage of Sunday clinics, 'Shoot Out' and Welcome Reception will be inserted into program streamed (Live + On-Demand) Monday
- Invitation to meet Professionals and other VIPs and guests at Welcome Reception Sunday evening
- Brand Association WPGATour, PGA Australia
- Brand Association – Celebrating Women in Sport - Celebrating Women in Golf
- Media attention – Media Focus – Women in Sport – Women in Golf

**WHY NOT? Sponsor both Women's and Juniors
Clinics for just \$5K - if not already sold**

All prices quoted are Plus GST



JUNIORS GOLF CLINIC

COST: \$3K

SUNDAY 12 MARCH

*"It takes a village to
raise a child'."*

African proverb

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The WPGA Professionals competing for the major prize on Monday 13 March have volunteered their time to conduct a golf clinic for Juniors on Sunday 12 March at the Driving Range. This is a most generous offer and will quickly become fully subscribed attracting a large audience.

BUYING:

- Access to Professional players
- Signage Driving Range Juniors Clinic
- Invitation to Welcome Reception Sunday – meet the Professionals
- Single camera coverage of Sunday clinics, 'Shoot Out' and Welcome Reception will be inserted into program streamed (Live + On-Demand) Monday
- Invitation to meet Professionals and other VIPs and guests at Welcome Reception Sunday evening
- Brand Association WPGATour, PGA Australia
- Brand Association – Celebrating Women in Sport - Celebrating Women in Golf
- Media attention – Media Focus – Women in Sport – Women in Golf

**WHY NOT? Sponsor both Women's and Juniors Clinics
for just \$5k - if one or both not already sold**

All prices quoted are Plus GST



HOLE 7 'SHOOT OUT'

COST: \$3K

**LEVERAGE YOUR
SPONSORSHIP -**
Consider sponsoring Hole
7 Tee and the Sunday
'Shoot Out'

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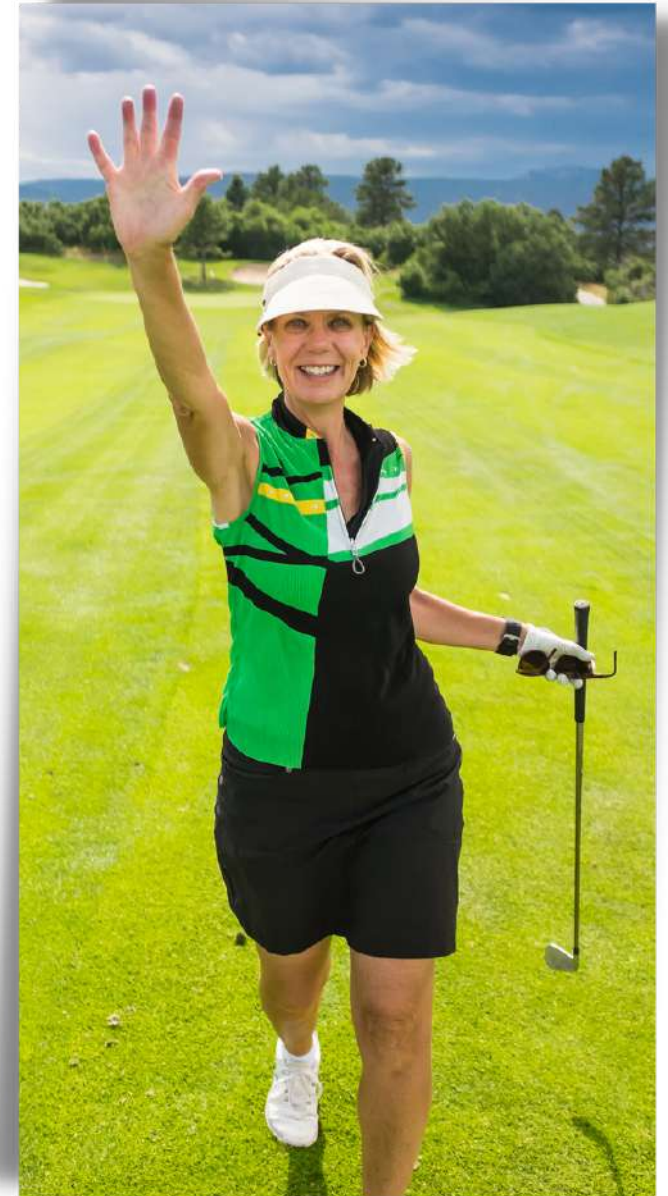
Certain to be a highlight of the Sunday 12 March afternoon program. The touring Professionals will line up at the 7th Tee Par 3 at Southport Golf Club and with one chance each will 'Shoot Out' for the 'nearest-the-pin' (NTP) prize of \$3K. The crowd will be encouraged to heartily celebrate each tee shot urging the ball to be NTP. This event will be officiated and marshalled by Junior and Women members of the club.

BUYING:

- Access to Professional players
- Invitation to meet Professionals and other VIPs and guests at Welcome Reception Sunday evening
- Present winner cheque at Welcome Reception Sunday evening
- Single camera coverage of Sunday clinics, 'Shoot Out' and Welcome Reception will be inserted into program streamed (Live + On-Demand) Monday
- Brand Association WPGATour, PGA Australia
- Brand Association – Celebrating Women in Sport - Celebrating Women in Golf
- Media attention – Media Focus – Women in Sport – Women in Golf

**WHY NOT? Sponsor Hole 7 for both Tee Sponsorship
and the Sunday 'Shoot Out' for just \$7K**

All prices quoted are Plus GST



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2023 SOUTHPORT PRO-AM

HOLE SPONSORSHIPS



HOLE 7 'HOLE-IN-ONE'

COST: \$5K

LEVERAGE YOUR SPONSORSHIP -

Consider sponsoring Hole
7 Tee and the Sunday
'Shoot Out'

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On Monday 13 March some 50 Professionals will lead the two fields (morning and afternoon) of 250 amateur players through the 18 holes of competition. At Hole 7 all Amateur players will be hoping for a 'hole-in-one' attracting a cash prize of \$2K. If there is no 'hole-in-one' on the day the prize will be donated to a charity agreed by Southport Golf Club and the sponsor.

BUYING:

- Access to Professional players
- Present winner cheque (if won) at Presentation Dinner Monday evening
- Single camera coverage of Sunday clinics, 'Shoot Out' and Welcome Reception will be inserted into program streamed (Live + On-Demand) Monday
- Invitation to meet Professionals and other VIPs and guests at Welcome Reception Sunday evening
- Invitations to you (your guests) to play with a Professional in the Pro-Am
- Brand Association WPGATour, PGA Australia
- Brand Association – Celebrating Women in Sport - Celebrating Women in Golf
- Media attention – Media Focus – Women in Sport – Women in Golf

**WHY NOT? Sponsor Hole 7 Tee and the
Sunday 'Shoot Out' for just \$7K**

**Competitive signage packages are available or you
can choose to supply your own. (Signage to comply
with event design specifications.)**

All prices quoted are Plus GST



HOLE 12 'HOLE-IN-ONE'

COST: \$10K

**All day TV coverage
streamed Live +
On-Demand**

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Televised all day and streamed live and on-demand

On Monday 13 March some 50 Professionals will lead the two fields (morning and afternoon) of 250 amateur players through the 18 holes of competition. At Hole 12 all Professional players will be hoping for a 'hole-in-one' attracting a cash prize of \$2K. If there is no 'hole-in-one' on the day the prize will be donated to a charity agreed by Southport Golf Club and the sponsor.

BUYING:

- Event tee signage
- Signage in place for three weeks leading into the event
- Present winner cheque at Presentation Dinner Monday 13 - if won
- Three cameras on course all day Monday 13 March – streamed live to online platform (Live + On-Demand)
 - includes live commentary hosted by broadcast professional with opportunities for guest spots (live interview) during the day
 - includes packaged advertisement to appear regularly throughout the day
 - single camera coverage of Sunday clinics, 'Shoot Out' and other activities inserted into program streamed live
- Invitations to you (your guests) to play with a professional in the Pro-Am
- Brand Association WPGATour, PGA Australia
- Brand Association – Celebrating Women in Sport - Celebrating Women in Golf
- Access to Professional players
- Media attention – Media Focus – Women in Sport – Women in Golf

Competitive signage packages are available or you may choose to supply your own. (Signage to comply with event design specifications.)

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SUPER TEES

COST: \$6K EA

PREMIUM
EXPOSURE

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Tees 1 and 10 are located adjacent to the clubhouse and in clear sight from car park and the clubhouse.

Your signage will be in clear view for three weeks prior to the event weekend with more than 1000 golfers per week passing by and members and guests visiting the clubhouse for practice, or a coffee, a meal or a few drinks with friends or colleagues.

BUYING:

- High profile event tee signage
- Signage in place for three weeks leading into the event
- Three cameras on course all day Monday 13 March – streamed live to online platform (Live + On-Demand)
 - includes live commentary hosted by broadcast professional with opportunities for guest spots (live interview) during the day
 - includes packaged Advertisement to appear regularly throughout the day
 - single camera coverage of Sunday clinics, 'Shoot Out' and other activities inserted into program streamed live
- Invitations to you (your guests) to play with a professional in the Pro-Am
- Brand Association WPGATour, PGA Australia
- Brand Association – Celebrating Women in Sport - Celebrating Women in Golf
- Access to Professional players
- Media attention – Media Focus – Women in Sport – Women in Golf

Signage for Super Tees supplied, erected and dismantled at no additional cost

All prices quoted are Plus GST



TEE2GREEN

COST: \$5K EA

**'OWN' THE TEE -
& the Fairway & the
Green for 3 weeks**

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Holes five, eight, nine, 13, 15 and 18

Own the Tee, the Fairway, and the Green on these holes – for three weeks leading up to the event. More than 1000 members and guests will negotiate the course for the three weeks you 'own' the real estate.

And remember, Holes 9 and 18 are the 'run home' with Hole 18 right beside the clubhouse.

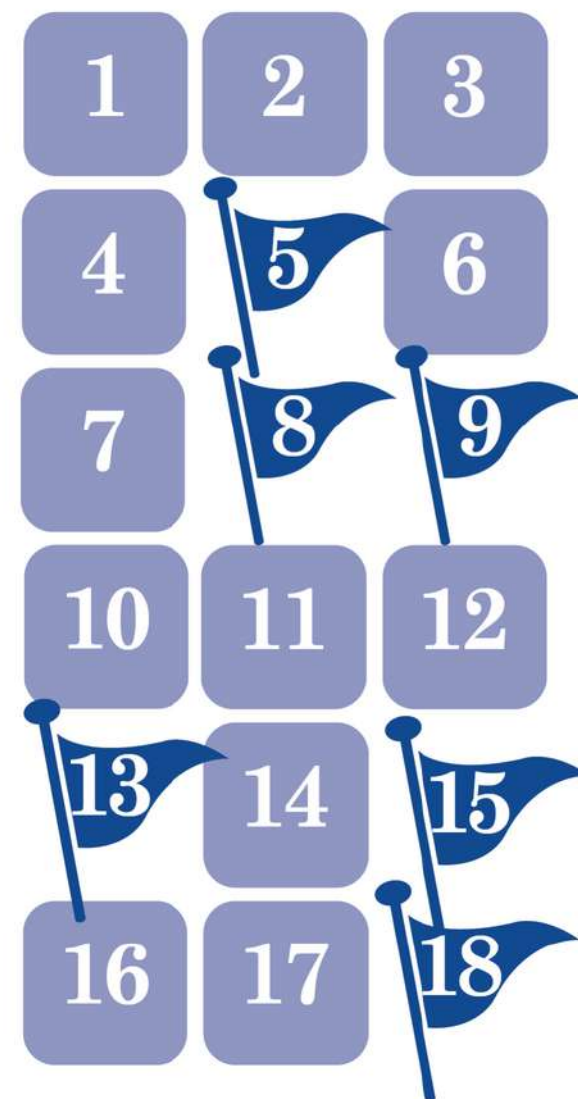
These holes will each be featured in a drone flyover to form part of the streaming + On-Demand TV.

BUYING:

- High profile event tee, fairway and green signage package
- Signage in place for three weeks leading into the event
- Sponsor to get 'on air' interview Monday 13 March
- Invitations to you (your guests) to play with a professional in the Pro-Am
- Brand Association WPGA Tour, PGA Australia
- Brand Association – Celebrating Women in Sport - Celebrating Women in Golf
- Access to Professional players
- Media attention – Media Focus – Women in Sport – Women in Golf

Competitive signage packages are available or you can choose to supply your own. (Signage must comply with event design specifications.)

All prices quoted are Plus GST



TEE BOX SPONSORSHIP

COST: \$3K EA

**'OWN' THE TEE -
for three weeks!**

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Holes 2, 3, 4, 6, 11, 14, 16 and 17

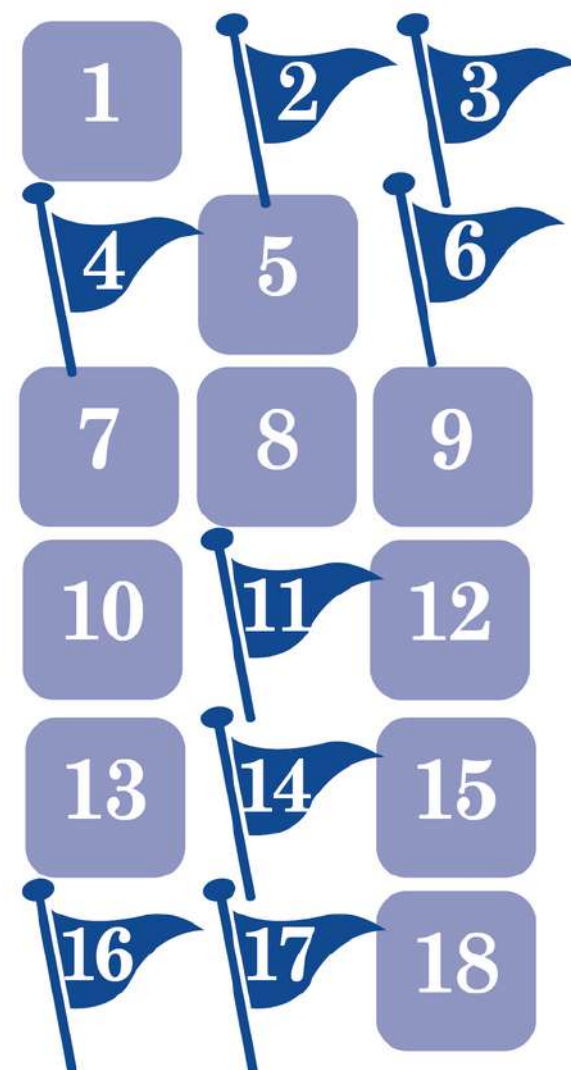
Own the Tee on these holes – for three weeks leading up to the event. More than 1000 members and guests will negotiate the course for the three weeks you own the tee box real estate. Many of these holes are the most picturesque on the course – and there is hot competition for that honour at Southport Golf Club.

BUYING:

- High profile event tee, fairway and green signage package
- Signage in place for three weeks leading into the event
- Three cameras on course all day Monday 13 March – streamed live to online platform (Live + On-Demand)
 - includes live commentary hosted by broadcast professional with opportunities for guest spots (live interview) during the day
 - includes packaged Advertisement to appear regularly throughout the day
 - single camera coverage of Sunday clinics, 'Shoot Out' and other activities inserted into program streamed live
- Invitations to you (your guests) to play with a professional in the Pro-Am
- Brand Association WPGATour, PGA Australia
- Brand Association – Celebrating Women in Sport - Celebrating Women in Golf
- Access to Professional players
- Media attention – Media Focus – Women in Sport – Women in Golf

Competitive signage packages are available or you can choose to supply your own. (Signage must comply with event design specifications.)

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NINE & DINE FRIDAY 17 FEB 2023

COST: \$1,200

**What is the future
of Golf?**



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A special event kicking off the month-long Celebration of Women in Sport and Women in Golf. Members and guests, along with media are invited to join together in a nine-hole competition (should they choose) followed by a special dinner prepared by our head chef Rhett Willis. Many members and guests choose to make it a Friday Night dinner date.

The guest speaker at this Nine&Dine, Gavin Kirkman, CEO, PGA of Australia, will surely attract a large crowd keen to hear his views on the future of golf. With an Australian LIV golf event slated for April next year in Adelaide what is, and what will, the impact of LIV Golf be on the world of golf? What is the changing makeup of membership at golf clubs. What are some of the emerging trends and is the reason we play golf changing?

BUYING:

- Nine&Dine proudly sponsored by ...
- Sponsor invited to welcome guests to the dinner and describe their reasons for choosing to sponsor the dinner
- Signage within venue
- Sponsor message or promotional offer at each place setting
- Follow up DM to club membership
- Invitation to meet Professionals and other VIPs and guests at Welcome Reception Sunday evening 12 March 2023
- Invitation to attend Presentation Dinner Monday 13 March 2023

All prices quoted are Plus GST



NINE AND DINE FRIDAY 10 MARCH 2023

COST: \$1500

**Celebrating
women in sport...**



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And the weekend of celebration begins in earnest with a very special 'Nine & Dine' – Celebrating Women in Sport – Celebrating Women in Golf.

The evening will be hosted by Tiffany Cherry, Head of Women and Girls Engagement, Golf Australia and introducing a special guest speaker, Josephine Sukkar. Josephine is a powerhouse of energy in so many ways but is formidable in her passion for sport and women in sport.

BUYING:

- Nine&Dine proudly sponsored by ...
- Sponsor invited to welcome guests to the dinner and describe their reasons for choosing to sponsor the dinner
- Signage within venue
- Sponsor message or promotional offer at each place setting
- Follow up DM to club membership
- Invitation to meet Professionals and other VIPs and guests at Welcome Reception Sunday evening 12 March 2023
- Invitation to attend Presentation Dinner Monday 13 March 2023

All prices quoted are Plus GST



WELCOME RECEPTION

COST: \$6K

**Presented in
'The Birdcage' with
views over the 18th
Green & beyond**

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The weekend activity preceding the Pro-Am culminates in the Welcome Reception presented in 'The Birdcage' at Southport Golf Club with views over the 18th green and beyond.

A chance for the players, sponsors, VIP guests, the media and members to mingle and Celebrate Women in Sport and Women in Golf. Welcome to the Gold Coast and welcome to Southport Golf Club.

BUYING:

- Signage on the putting green adjacent to clubhouse
- Signage adjacent to The Birdcage function area
- Signage within The Birdcage
- Opportunity to speak briefly at the welcome reception
- Invitations (x2) to the Nine&Dine dinner Friday 10 March 2023
- Invitations to you (your guests) to play with a professional in the Pro-Am
- Brand Association WPGATour, PGA Australia
- Brand Association – Celebrating Women in Sport - Celebrating Women in Golf
- Access to Professional players
- Media attention – Media Focus – Women in Sport – Women in Golf

All prices quoted are Plus GST



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A U S T R A L A S I A

2023 SOUTHPORT PRO-AM

THANK YOU