

KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

2020 ENGAGEMENT OPPORTUNITIES



KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

OVERVIEW

The KPMG Women's PGA Championship — a collaboration between the PGA of America, KPMG and the LPGA Tour — continues the rich tradition of the LPGA Championship. Broadcast in partnership with NBC and Golf Channel, the Championship offers a purse among the highest in women's golf. The event combines an annual major golf championship with the KPMG Women's Leadership Summit and an ongoing charitable initiative, the KPMG Future Leaders Program – all focused on the development, advancement, and empowerment of women on and off the golf course. With those objectives in mind, the KPMG Women's PGA Championship will also include a year-long series of golf clinics tailored to women.

KPMG Women's PGA Championship Clinics is a nationwide series of one-day golf clinics held in major U.S. markets to provide best in class fundamentals and on-course instruction to female executives. Each clinic features instruction from leading PGA and LPGA Coaches, breakfast, lunch and post-golf networking reception and provides basic skills training with at least two hours of on-course play.

2020 markets include Boston, Charlotte, Chicago, Dallas, Florida, Hartford, Los Angeles, Minneapolis, New York, New Jersey and San Francisco. **Attendees** are made up of executive women, new to advanced golfers, age 25-65, CEO's/VP's/Directors/Managers, influencers and decision-makers, 72+ per Clinic site.

Why engage in this national, women-centric golf clinic series?

- ✓ Turn-key program, confidence-builder – it is an immersive experience
- ✓ Enhance existing golf initiatives with 28-year proven national program
- ✓ Further develop associates and key customers by fostering and strengthening new and existing relationships
- ✓ Reinforce loyalties and inspire a whole new regime of brand advocates in an intimate, uncluttered setting
- ✓ Align with the KPMG Women's PGA Championship's mission to develop, advance and empower women

It all comes down to three hot buttons...

- ▶ Internal empowerment
- ▶ Client engagement
- ▶ Diversity and inclusion

**WATCH OUR
3-MINUTE
VIDEO! ▶**



KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

ENGAGEMENT & BRANDING

- **Allocate playing spots to customers, clients and team members to enhance business golf skills**
 - Each participant receives:
 - ✓ Personal Assessment from her PGA/LPGA Coach: full swing, putting, and short game
 - ✓ On-course playing lesson and complimentary gift bag
 - ✓ Breakfast, lunch and networking reception that include remarks from executive women
 - ✓ Professional Swing Exhibition and Q&A
- **Engage leading women in large markets across the U.S.**
 - **Provide a turn-key program** endorsed by the PGA of America consistent with women and diversity initiatives
 - Offer an easy entrée into golf for your female executives, associates and clients
 - Increase brand advocacy and loyalty by supporting a proven program for an influential audience
 - Celebrate your women and diversity initiatives alongside women across multiple careers and industries
 - Provide an opportunity to connect with a powerful niche of like-minded women
 - Play and experience premier golf courses and venues – learn the game, culture, etiquette and rules
- **Go beyond the Clinic season – year-round digital exposure**
 - Logo and support statement on KPMGWomensPGACHampionshipClinics.com and Mobile App
 - Option to include promotional offer in KPMG Women's PGA Championship Clinics Mobile App
 - Recognition as a supporting sponsor on @KPMGWomensPGA social media platforms



KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

AN IMMERSIVE EXPERIENCE

What a difference a day makes.

Our full day Clinics include golf fundamentals training and on-course management with PGA/LPGA certified coaches, executive speakers, professional swing exhibition and breakfast, lunch and post-golf networking opportunities.

Through the game of golf, we provide:

- A **non-traditional setting** for making connections and building relationships – invite customers, clients and associates to spend quality time together
- A **relaxed entree'** into the art of business golf – level the playing field with male counterparts
- **Immediate, applicable results** – instill a confidence that translates into a higher level of performance
- A comfortable environment in which to **build self-esteem in the workplace through skill set expansion** and unparalleled face time opportunities



KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

AGENDA FOR THE DAY

7:45 AM: Registration & Breakfast

8:00-8:45 AM: Opening Remarks

9:15-12:00 PM: Instructional Stations & Contests

Based on skill level and handicaps, participants will be divided into playing and instructional play groups for the morning on course session.

New Golfers rotate through stations - full swing, short game and putting. Golf fundamentals and individual needs addressed at each station.

Intermediate/Advanced golfers play the course with their PGA/LPGA Coaches. Course management skills, bunker play, approach shots and other situational shots.

12:00-1:00 PM: Luncheon Program / Speakers

1:00-1:15 PM: Professional Swing Exhibition

1:15-4:00 PM: Instructional Stations & Contests

New Golfers will take to the course while Intermediate/Advanced golfers will rotate through skills stations.

4:00-5:00 PM: Networking Reception / Awards



Amplified Reach...*Ground Swell!*



Why is the PGA Golf Clinics for Women audience so significant?



1,500+ female executives attend annually – they are Presidents, VP's, CEO's, Managers, Business Owners and leaders in their industries ranging in age from mid-twenties to mid-fifties. They are household decision-makers and influencers.

200+ PGA/LPGA certified coaches provide instruction and guidance in this nationwide Clinic series, each with her own teaching practice reaching women beyond the Clinic series.

Participants range in age predominantly from ages 25 - 65

89% are college educated, with 38% holding advanced degrees

Upper income earners:

81% exceed \$100,000

59% exceed \$150,000

39% exceed \$200,000

Leadership Positions:

15% - C Level

15% - Executive/Senior VP

25% - Vice President

35% - Director/Manager

10% - Principal Owner

Own their homes – over 87%

80% worth \$200,000+

68% worth \$300,000+

43% worth \$500,000+

Travel for business - over 75%

All skill levels in golf represented:

10% Advanced

30% Intermediate

35% New Golfers

25% Never Played Before

**Reach influential
women at the top
of their games.**

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2020 MARKETS & DATES

Los Angeles, CA	April 27, 2020	El Niguel Country Club / <i>Laguna Niguel, CA</i>
Boston, MA (1)	May 11, 2020	Renaissance Country Club / <i>Haverhill, MA</i>
West Orange, NJ	May 18, 2020	Crestmont Country Club / <i>West Orange, NJ</i>
Hartford, CT	May 19, 2020 (Tues)	Brooklawn Country Club / <i>Fairfield, CT</i>
Chicago, IL	June 15, 2020	Westmoreland Country Club / <i>Wilmette, IL</i>
New York, NY	June 22, 2020	Old Oaks Country Club / <i>Purchase, NY</i>
Minneapolis, MN	July 13, 2020	Braemar Golf Course / <i>Edina, MN</i>
Charlotte, NC	July 20, 2020	Charlotte Country Club / <i>Charlotte, NC</i>
Boston, MA (2)	July 27, 2020	The Cape Club of Sharon / <i>Sharon, MA</i>
San Francisco, CA	August 24, 2020	Stanford Golf Course / <i>Stanford, CA</i>
Dallas, TX	September 28, 2020	Gleneagles Country Club / <i>Plano, TX</i>
Delray Beach, FL	October 26, 2020	Seagate Country Club / <i>Delray Beach, FL</i>

All Clinics are held on Mondays unless noted otherwise.

KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

PROMOTIONAL TOOLS

Marketing Snapshot

The Clinics' marketing vehicles include:

- ✓ **Guide to Golf** – published annually on a digital platform featuring tips by participating PGA/LPGA Coaches, etiquette and golf terms, sponsor ads and other relevant content.
- ✓ **KPMGWomensPGACHampionshipClinics.com** – registration links, promotional video, teacher database, golf tips and supporting sponsor branded content.
- ✓ **KPMG Women's PGA Championship Clinics App** (free download) – create your own profile, post to internal social network, find a teacher, watch video tips, get reminders, register for a clinic, see clinic schedule and locations, check-in at a clinic, get promotional offers.
- ✓ **E-blasts** to past participants (8,000+ active subscribers) with featured and sponsored content.
- ✓ **Social media** engagement on Facebook and Twitter through the @KPMGWomensPGA handles – over 65,000 followers
- ✓ **KPMG Women's PGA Championship Website** – includes national partner logos and links on Women's Clinic page



KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

2020 SPONSOR LEVELS

Official Partner
96 Participant Spots

Recognized as an official partner of the KPMG Women's PGA Championship Clinics series. Branding across nationwide series, inclusion in advertising and PR, premium high visibility signage at all sites, customized invitation and registration process with preferred pairings, speaking role, branded area on site, premium digital activation.

Official Supplier
48 Participant Spots

Recognized as an official supplier of the KPMG Women's PGA Championship Clinics featuring a select product or service, e.g. Automotive, Travel, etc. Branding across nationwide series, signage at all sites, customized invitation and registration process with preferred pairings, sampling area and premium digital activation.

Flex Spot 24
24 Participant Spots

Flexible use of a bundle of 24 participant spots across nationwide series, minimum of 2 and maximum of 8 per Clinic site. Customized invitation and registration process with preferred pairings. Light digital activation.

Local Market Host
8 Participant Spots

Recognized as a local market host of KPMG Women's PGA Championship Clinics in a preferred single market. Customized invitation and registration process with preferred pairings, branded area on site, local digital activation.

Table
8 Participant Spots

Customized invitation and registration process with preferred pairings, branded table sign.

KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

2020 OFFICIAL PARTNER

OFFICIAL PARTNER

- Recognition as an Official Partner in national advertising/PR
- 96 Participant Spots (up to 16 in preferred markets)
 - Each participant receives: a full day's instruction from PGA and LPGA Coaches in skills stations and on-course play, breakfast, lunch, networking reception, gift bag, Professional Swing Exhibition
- Customized invitation/registration process for your guests
- Branded information and messaging area at each Clinic
- Signage inside clubhouse and on-course at each Clinic
- Full page ad and content section in digital Guide to Golf
- Branded item in each participant's gift bag
- Logo/link, content and call to action on Clinic website
- Logo, support statement in Clinic app
- Inclusion in two (2) e-blasts to past Clinic participants
- Option to ask two (2) questions on exit survey at each Clinic
- Option to provide an item for the PGA Reach charity drawing

INVESTMENT:

\$100,000



KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

2020 OFFICIAL SUPPLIER

OFFICIAL SUPPLIER

- Recognition an Official Supplier in designated category
- 48 Participant Spots (up to 8 in preferred markets)
 - Each participant receives: a full day's instruction from PGA and LPGA Coaches in skills stations and on-course play, breakfast, lunch, networking reception, gift bag, Professional Swing Exhibition
- Customized invitation/registration process for your guests
- Branding and sampling area at each Clinic
- Option to include a branded item in the gift bag
- Signage inside clubhouse and on-course at each Clinic
- Full page ad in digital Guide to Golf
- Logo/link, content and call to action on Clinic website
- Logo, support statement in Clinic app
- Option to ask 1 question on exit survey at each Clinic
- Option to provide an item for the PGA Reach charity drawing

INVESTMENT:

\$50,000 + Donated Product, Samples, Etc.



KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

2020 FLEXIBLE SPOT PACKAGE

FLEX SPOT 24

- Bundle of spots for custom engagement in series schedule
- 24 Participant Spots (up to 8 in preferred markets)
 - Each participant receives: a full day's instruction from PGA and LPGA Coaches in skills stations and on-course play, breakfast, lunch, networking reception, gift bag, Professional Swing Exhibition
- Customized invitation/registration process for your guests
- Option to include a branded item in the gift bag
- Full page ad in digital Guide to Golf
- Logo, support statement on Clinic website
- One branded e-mail blast to Clinic participants
- Option to provide an item for the PGA Reach charity drawing

INVESTMENT:

\$25,000



KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

2020 LOCAL MARKET HOST

LOCAL MARKET HOST

- Branding and recognition at a single Clinic site
- 8 Participant Spots (1 table) at designated site
 - Each participant receives: a full day's instruction from PGA and LPGA Coaches in skills stations and on-course play, breakfast, lunch, networking reception, gift bag, Professional Swing Exhibition
- Customized invitation/registration process for your guests
- Option to pair entire group together regardless of skill level
- Branded information and sampling area on site
- Option to include a branded item in the gift bag
- Logo/link on Clinic website
- Logo in day of program
- Table sign
- Option to provide an item for the PGA Reach charity drawing

INVESTMENT:

\$10,000



KPMG WOMEN'S PGA CHAMPIONSHIP CLINICS

2020 TABLE SPONSOR

TABLE SPONSOR

- Host a table at a preferred Clinic site
- 8 Participant Spots (1 table) at designated site
 - Each participant receives: a full day's instruction from PGA and LPGA Coaches in skills stations and on-course play, breakfast, lunch, networking reception, gift bag, Professional Swing Exhibition
- Customized invitation/registration process for your guests
- Option to pair entire group together regardless of skill level
- Option to include a branded item in the gift bag
- Table sign
- Option to provide an item for the PGA Reach charity drawing

INVESTMENT:

\$6,000 – Full Table of 8

\$3,000 – Half Table of 4



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2020 SPONSOR LEVELS SNAPSHOT

	Entitlements	Official Partner	Supplier	Flex Spot 24	Local	Table
ENGAGEMENT	Participant spots	96	48	24	8	8
	Customized invitation/registration	★	★	★	★	★
	Verbal recognition in remarks	★	-	-	-	-
	Information table/sampling	★	★	-	★	-
	Exit survey question(s)	2	1	-	-	-
SITE BRANDING	Outdoor/clubhouse signage	★	-	-	-	-
	On-course tee signage	★	★	-	-	-
	Item in gift bag	★	★	★	★	★
	Inclusion in printed program	★	★	-	★	-
	Inclusion in advertising	★	-	-	-	-
	Table sign	-	-	-	★	★
DIGITAL	Promo offer in Clinic App	★	★	-	-	-
	Promo offer in e-mail blast	2	1	1	-	-
	Logo/link on Clinic website	★	★	★	★	-
	Content on Clinic website	★	★	★	-	-
	Social media mentions	★	★	-	★	-
	Full Page Ad in Guide to Golf	★	★	★	-	-
INVESTMENT		\$100,000	\$50,000	\$25,000	\$10,000	\$6,000

Instill a confidence which translates into a higher level of performance.



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