SAPPHIRE GOLF TOUR

PARTNERSHIP PROSPECTUS



THE NEXT BIG OPPORTUNITY IN WOMEN'S SPORTS.

A professional women's golf platform connecting brands to a growing and influential audience of 8.1 million women and girls golfers.

SHIFT ATTENTION. SHIFT OPPORTUNITY. SHIFT THE MARKETPLACE.

WHY SAPPHIRE. WHY NOW.

A Growing Game. *A Broken Pathway.*

Women and girls are playing golf in record numbers, but participation growth has not created an equal pathway to the professional stage. For Black and Latina women, limited competitive opportunities, costly travel and inadequate visibility still stand between talent and advancement. Sapphire was created to change that—through real purses, player development and stronger connections among HBCUs, collegiate golf, athletes and the brands willing to invest in their futures. We envision 2027 as a year of transformative change: a lasting shift in who plays, who advances, who succeeds and who wins in the long run.

10 YEARS

Mariah Stackhouse earned her LPGA Tour card in 2016. Amari Avery earned hers in 2026, securing membership for the 2027 season. Two breakthroughs, one full decade apart.

We cannot afford to wait another ten.

9

BLACK WOMEN

earned LPGA status in 75+ years

8.1M

WOMEN + GIRLS

played on-course golf in 2025

3X

HBCU WOMEN'S GOLF TEAMS

have increased by 3X in four years

THE REASON

This Is Why Sapphire Exists.

Sapphire exists because talent should not depend on exceptional luck. Too many Black and Latina golfers leave junior or collegiate competition without a consistent professional stage, sufficient funding or a clear next step. We are building that missing bridge through meaningful purses, athlete development, consistent competition and relationships with HBCUs, corporate partners and local communities. By bringing families and young people into the experience, Sapphire also creates a new audience invested in these women long before they reach the LPGA. We want the next breakthrough to be the result of a pipeline—not another decade of waiting.



More Than a Tournament.
A New Way to Connect.

A Sapphire tournament is designed as four days of genuine professional golf and intentional engagement. Competition is the centerpiece; experiences surrounding the course create additional reasons to participate, interact with players and connect with a brand in ways that extend beyond a single transaction or advertisement.

01 The Four-Day Market Experience

A welcome reception, Charity Golf Classic and Pro-Am, women's golf clinic, junior clinic, tournament rounds, VIP hospitality, player engagements, 19th Hole and trophy presentation create distinct touchpoints for different audiences. Partners can own entire categories, select a signature experience or shape a coordinated presence throughout the weekend. From a hotel and airline to beauty, hydration, financial services or technology, each category can become an authentic part of the event.

02 The Sapphire Digital Golf Experience

A proposed, professionally produced digital program would combine authentic tournament footage with competition highlights, player profiles, behind-the-scenes moments, community and family stories, and integrated partner content. Designed for distribution through social channels, online video and connected screens, this approach can help transform a local market activation into content that can travel nationally or internationally. Programming, distribution and audience performance remain development goals, not guaranteed broadcast commitments.

The commercial advantage: Different audiences engage with different moments. A brand can build a high-touch relationship on-site and extend the story through athlete content, community coverage and creator collaboration—subject to the selected partnership package and production plan.

THE FOUR-DAY EXPERIENCE

Four Days. Distinct Experiences.

One Unforgettable Tour Experience.

Thursday

The Welcome

The city meets the players

- Player Arrivals and Practice
- Welcome Reception and Connections
- Athlete, Partner and Media Storytelling

75–125
Target Daily Visits

Friday

The Invitation

Community comes onto the course

- Charity Golf Classic / Pro-Am
- Women's Golf Clinic and Local Engagement
- Brand Activations and Experiences

125
Target Daily Visits

Saturday

The Energy

Competition meets culture

- Opening Championship Round
- Junior Golf Clinic and Hospitality
- Brand Activations and 19th Hole

400–500
Target Daily Visits

Sunday

The Moment

A championship worth sharing

- Final Championship Round
- The Sapphire Trophy Presentation
- Brand Activations and Celebration

400–500
Target Daily Visits



THE DIGITAL GOLF EXPERIENCE

A Local Activation. *A Global Story.*



The Sapphire Digital Golf Experience extends tournament week beyond the course by turning authentic competition, community moments and player stories into content audiences can watch, share and revisit. It is designed to help partners connect on-site in Memphis and continue the story across digital channels.

PROFESSIONAL COMPETITION

Real tournament moments and athlete performance.

COMMUNITY ACTIVATIONS

Clinics, hospitality and local engagement.

CREATOR-LED COVERAGE

Behind-the-scenes storytelling and social content.

YOUTUBE TOURNAMENT PROGRAMMING

Edited highlights, features and extended viewing.

Four days. *Endless opportunities.*



1 WELCOME RECEPTION

Leaders. Brands. Community.



2 CHARITY GOLF & PRO-AM

Play. Network. Make an impact.



3 WOMEN'S & CHILDREN'S CLINICS

Inspire. Educate. Grow the game.



4 PRO COMPETITION

Top talent. Real moments.

How it works.

Live content. Real audiences. Lasting impact.

The Digital Golf Experience is designed to capture the energy of tournament week, shape it into compelling content and extend its reach across social, video and connected screens.









1 ON-COURSE CREATORS

12–14 creators live from the course, capturing real-time coverage, player stories and behind-the-scenes moments.

2 SOCIAL MEDIA IN REAL TIME

Instagram, TikTok, Facebook and short-form content keep the experience active and shareable.

3 YOUTUBE TOURNAMENT PROGRAMMING

Highlights, commentary, player profiles and branded storytelling shaped into an extended viewing experience.

4 GLOBAL AUDIENCE

Content reaches viewers across phones, tablets, computers and smart TVs.

From one city *to the world.*

The competition happens in one city. The audience is everywhere.



The impact

REAL PEOPLE. REAL REACH. REAL OPPORTUNITY.

1,000+

IN-PERSON ATTENDEES

Fans, families, business leaders and community members.

120–160

CREATOR POSTS PER STOP

From on-course coverage to behind-the-scenes moments.

Millions

OF POTENTIAL DIGITAL IMPRESSIONS

With potential to reach millions through expanded athlete, celebrity and media collaborations.

A global audience

Accessible on YouTube, Instagram, TikTok and partner channels.

Note: Reach and volume figures are planning targets and indicative based on a typical event. Results are not guaranteed and may vary by partner scope and inves

THE FOUR-DAY EXPERIENCE

Where Competition Meets *Culture and Connection*

Each Sapphire event is designed as a four-day cultural sporting experience. Professional women's golf is the centerpiece, but the invitation extends to families, young people, golf enthusiasts, first-time spectators, community leaders, local businesses and corporate partners. Through welcoming access, hospitality, music and intentional brand activations, each host market comes together around competition, culture and connections that extend beyond the course. For participating brands, this creates an opportunity to connect with women golfers, multigenerational families and engaged community audiences.

THE EXPERIENCE PROMISE

Four Days. Distinct Experiences. *One Unforgettable Tour Experience.*

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The Energy

Competition meets culture

- Opening Championship Round
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- Brand Activations and 19th Hole

400–500
Target Daily Visits

Sunday

The Moment

A championship worth sharing

- Final Championship Round
- The Sapphire Trophy Presentation
- Brand Activations and Celebration

400–500
Target Daily Visits

Not simply a tournament to attend — an experience to join, share and remember.

Illustrative 2027 attendance targets: 1,000–1,250 daily visits combined; not confirmed projections.
Repeat attendance may occur. Digital exposure is incremental and will be measured separately.

Competition Creates *The Story Worth Sharing.*

Sapphire begins with real players competing for real opportunity. The moments that follow—focused preparation, decisive shots, connection with one another and the pride of a trophy—give brands authentic stories to support rather than simply messages to place.



MAJOR NETWORK INTERVIEWS



THE TROPHY MOMENT



A VISIBLE COMPETITIVE STAGE



PLAYERS IN MOTION



PREPARATION & PERFORMANCE

THE ATHLETE PATHWAY

Talent Is Everywhere.
Opportunity Is Not.

Sapphire is building a stronger professional bridge for Black and Latina women golfers, connecting the collegiate and competitive stages with the development, financial resources and visibility that advancement requires. The 2027 plan expands that commitment beyond tournament purses into an intentional athlete-development system.

A PATHWAY, NOT A ONE-TIME OPPORTUNITY

01

PERFORMANCE

Compete, improve and prepare.

Professional events, quality competitive fields, tournament access and performance-oriented support give athletes the repetition and experience required to move toward higher-level opportunities.

02

PERSONAL

Build the person behind the player.

Mentorship, confidence, well-being, personal branding and meaningful community engagement help players build resilience and a stronger sense of possibility on and off the course.

03

PROFESSIONAL

Build the career that can last.

Sponsor relationships, media readiness, business development and career planning connect performance with the resources needed to sustain a professional golf journey.

Why the HBCU connection matters. Growth in women's collegiate programs creates vital roster opportunities, but those gains need a next step after graduation. Sapphire is building connections through tour access, mentorship, athlete visibility and partnerships that help programs and players thrive.

THE AUDIENCE-DEVELOPMENT STRATEGY

The Audience Is Built. *Not Assumed.*

The strongest sponsor proposition is not a promise that diverse families will magically appear at a golf tournament. It is a deliberate model for reaching and welcoming new audiences—through trusted community institutions, relevant experiences and a tournament environment where everyone can feel included.

01

COMMUNITY PARTNERS

Churches, schools, HBCU networks, Hispanic organizations, women's groups, youth programs and local businesses become invitation and registration partners in each host market.

02

A CULTURAL SPORTING EXPERIENCE

Player connections, junior and women's clinics, the Pro-Am, hospitality, music and locally relevant storytelling make the event meaningful for families, first-time fans and lifelong golf followers.

03

MEASUREMENT + CONTINUITY

Partner referrals, advance registrations, daily scans, surveys, attendance patterns and opt-in engagement data help Sapphire understand who came, why they came and whether they return.



THE GOAL: TURN FIRST-TIME ATTENDEES INTO A LONG-TERM SAPPHIRE COMMUNITY.

Audience and attendance targets are planning objectives, not contracted or guaranteed demographic results.

A Local Activation.
A Wider Conversation.

The Sapphire Digital Golf Experience is a proposed content model, not a promise of a live television broadcast. Its purpose is to turn authentic competition and the people surrounding it into professionally edited stories that audiences can watch, share and revisit—while giving partners new ways to become part of the narrative.

THE PRODUCTION MODEL

01 / Capture
Competition, interviews, player journeys, clinics and meaningful community moments.

02 / Edit
Highlights and feature stories shaped into a broadcast-style viewing experience.

03 / Distribute
Proposed release across social, online video and connected-screen platforms.



WHY THIS MATTERS TO BRANDS

A brand can host customers or activate products in a host market, then extend the value through agreed player features, digital storytelling, creator collaborations and post-event content. Rather than treating an event activation as a one-time impression, Sapphire is designing a content engine that can give experiences a longer life.

One tournament. Multiple stories. More ways to engage. Rights and deliverables would be defined by partner scope and production budgets; distribution, views, and reach will be measured, not guaranteed.

The Course Is the Stage.
The People Make It Matter.

Four days create many reasons to arrive, connect and return. Previous Sapphire event imagery shows how professional competition can sit alongside the human moments that make an event memorable for guests, community members and brand partners.



THE PEOPLE BEHIND THE MOMENT



FANS & THE LIVE EXPERIENCE



COMMUNITY & CONNECTION



CULTURE BEYOND THE COURSE



GOLF BRINGS US TOGETHER



FRIENDSHIPS THAT LAST

A VISIBLE PORTFOLIO OF NAMING RIGHTS

Every Moment Has *A Brand Opportunity.*

Choose a category, claim an eligible signature experience, or secure a distinctive, high-visibility asset. These rights may be packaged nationally, across selected markets or for a single host event. The inventory below is a commercial menu—not a claim that every asset is included in every tier.

OFFICIAL CATEGORY PARTNERS

- Airline / Travel
- Hotels & Accommodations
- Vehicle & Mobility
- Hydration
- Beauty & Skincare
- Lip Care
- Eyewear
- Apparel & Style
- Financial Services
- Technology & Connectivity

EVENTS + NAMED EXPERIENCES

- Welcome Reception
- Charity Golf Classic / Pro-Am
- Prosecco & Pros
- Women's Golf Clinic
- Junior Golf Clinic
- Sapphire Players Lounge
- Sapphire 19th Hole
- VIP Hospitality Tent
- Sapphire Trophy Presentation
- Player Development / HBCU Pathways

HIGH-VISIBILITY BRAND ASSETS

Caddie Bibs | Volunteer Gear | On-Course Signage | Credentials | Golf Carts | Welcome Gifts | Hydration Stations | Digital Content Integration

Final asset availability, naming, category exclusivity, approvals, production and delivery are agreement-specific.

Four Categories.

Own the Category. Own the Event.

Participation in Sapphire is not limited to placing a logo beside professional golf. Brands can build a meaningful position within a growing women's professional sports property, selecting the markets, communities, experiences and commercial categories most relevant to their business. From a single welcome reception in a host market to an official relationship spanning the season, each partnership can be designed around a clear business objective.

Sapphire combines professional competition with premium hospitality, charity and corporate golf, women?s and junior clinics, fan experiences, local culture, and creator-led storytelling. This integrated approach creates multiple ways to connect with customers in person while generating content and brand visibility that can travel beyond the host city.

CATEGORY

I Travel & Hospitality

Where the Tour moves, gathers and welcomes.

Connect with players, executives and guests through the journeys and spaces that make tournament week possible. Turn every arrival, stay and hosted conversation into a premium brand encounter.

PARTNERSHIP OPPORTUNITIES

Airline · Accommodations · Vehicles · VIP Tent · Welcome Reception

CATEGORY

II Lifestyle & Beverage

The social energy surrounding the sport.

Shape the moments fans talk about beyond the leaderboard. From curated receptions to lively post-round gatherings, position your brand at the intersection of culture, celebration and connection.

PARTNERSHIP OPPORTUNITIES

19th Hole · Prosecco & Pros · Hydration · Food & Beverage

CATEGORY

III Personal Care & Style

Where personal expression meets performance.

Meet a highly engaged audience through relevant products, athlete experiences and authentic discovery. Create touchpoints that travel from the course to everyday routines and personal style.

PARTNERSHIP OPPORTUNITIES

Beauty & Skincare · Lip Care · Eyewear · Apparel · Players Lounge

CATEGORY

IV Business, Community & Development

Leadership with commercial and lasting impact.

Put a company?s resources and reputation behind professional opportunity, meaningful relationships and the next generation. Connect corporate visibility with player development and youth pathways.

PARTNERSHIP OPPORTUNITIES

Financial Services · Technology · Pro-Am · Junior Clinic · HBCU Pathways

NATIONAL RIGHTS · REGIONAL OWNERSHIP · SIGNATURE EXPERIENCES

Four connected categories. Flexible opportunities tailored to your business objectives.

PROPOSED PARTNERSHIP INVESTMENT LEVELS

Choose Your Level of Presence.

A partnership designed around your brand, your audience, and your business objectives.

Every partner receives brand recognition, Pro-Am access and VIP hospitality access, with allocations scaled to investment. Presenting and Diamond partners receive priority rights; Emerald and Sapphire partners also receive eligible category naming rights, a selected named experience, and opportunities to activate across all four days.

EXCLUSIVE PARTNER TIERS + BENEFITS	PRESENTING $50K	DIAMOND $25K	EMERALD $15K	SAPPHIRE $10K	SUPPORT $5K	COMMUNITY $2.5K
Brand recognition	✓	✓	✓	✓	✓	✓
Pro-Am access	✓	✓	✓	✓	✓	✓
VIP hospitality access	✓	✓	✓	✓	✓	✓
Event presenting rights	✓	—	—	—	—	—
Category naming rights*	✓	✓	✓	✓	○	○
Choice of named experience*	✓	✓	✓	✓	○	○
Four-day brand activation*	✓	✓	✓	✓	○	○
Priority branding placements	✓	✓	✓	✓	○	○
Creator / content integration	✓	✓	✓	✓	○	○
Premium hospitality allocation	✓	✓	✓	✓	✓	✓

PARTNERSHIP RIGHTS AT A GLANCE

$50K Presenting: Full core benefit suite and an available category designation, subject to the season-wide title sponsor's reserved rights and pre-existing category commitments.

$25K Diamond: An eligible category designation and one chosen signature experience, subject to inventory and contractual rights.

$15K Emerald + $10K Sapphire: Eligible category naming rights, choice of an available named experience, and four-day activation access. Prominence and allocations vary by tier.

* Rights are proposed and subject to availability, production costs and category conflicts. A season title sponsor retains priority. All six tiers receive Pro-Am, VIP and recognition benefits with differing allocations.

Sponsorship Opportunities

Defined investment. Specific benefits. Clear partner value.

Community Partner - Par Package

$1,000

PROPOSED PARTNER BENEFITS

- 2 VIP weekend credentials valid Saturday and Sunday; spectator admission included.
- 2 guaranteed invitations to the private, invitation-only Welcome Reception.
- VIP admission reference value: $400 total ($100 per person per day).
- Business name/logo recognition; placements and frequency to be confirmed.

Community Partner | Birdie

$1,500

HISTORICAL PACKAGE REFERENCE

- 4 VIP hospitality badges plus 8 additional spectator tickets; 2 Welcome Reception invitations.
- Twosome in the Charity Golf Classic; on-course Jumbotron recognition across three days.

Community Partner | Eagle

$2,500

HISTORICAL PACKAGE REFERENCE

- 4 VIP hospitality badges plus 12 additional spectator tickets; 6 reception invitations.
- 6 golf positions (event/day to confirm); on-course digital signage and Community Partner Wall.
- Vendor activation table opportunity, subject to availability.

Golf Classic Awards Reception

$10,000

HISTORICAL PACKAGE

- Breakfast/service-area and awards signage; program and announcement recognition.
- Branded napkins/table tents; social and recap recognition; 4 Charity Golf Classic positions.

Media Tent

$10,000

HISTORICAL PACKAGE

- Logo on media tent, backdrop and press materials; branding in interviews and coverage.
- Press/media recognition; product distribution to media/influencers; 3 Charity Golf Classic positions.

Tour Breakfast & Lunch

$5,000

PROPOSED PACKAGE PRICING

- Breakfast and private player-lunch signage; program and announcement recognition.
- Branded napkins/table tents; social and recap recognition; 4 Charity Golf Classic positions.

ADDED BENEFIT | ALL SPONSORSHIPS $2,500+

Include approved custom-branded swag in Tour Player gifts, Charity Golf Event gifts, and Women's Clinic gifts. Sponsor supplies items; quantities and deadlines confirmed in agreement.

CONCEPT FOR REVIEW · Historical benefits are references; local event rights require confirmation.

Final agreements must specify dates, credential validity, quantities, placements, exclusivity and media deliverables.

Signature Experience Sponsorships

Own a distinct event moment with itemized sponsorship rights.

Practice Range

$2,500

PROPOSED PACKAGE PRICING

- Branded range dividers, player station signs and exclusive warm-up area signage.
- Practice content; program, announcement and digital recognition; 4 Charity Golf Classic positions.

Youth Clinic

$5,000

PROPOSED PACKAGE PRICING

- Logo on clinic signage, shirts and giveaways; community-impact recognition.
- Social, local press and recap mentions; speaking opportunity; option to supply participant swag.

Volunteer Gear

$5,000

HISTORICAL PACKAGE REFERENCE

- Volunteer apparel includes two (2) shirts and one (1) hat per volunteer for the event weekend.
- Sponsor logo placement and recognition as agreed.

Beverage Cart

$2,500

HISTORICAL PACKAGE REFERENCE

- Beverage cart activation available only on Charity Golf Clinic Day; includes branded cart signage.
- Custom cups/napkins subject to approval.

Challenge Hole

$2,000

HISTORICAL PACKAGE REFERENCE

- Tee-box signage at closest-to-pin/longest-drive holes; social and newsletter mentions.
- Name/logo on distance marker; optional winner photo/prize presentation.

Hole Sponsor

$1,000

HISTORICAL PACKAGE REFERENCE

- Historical deck includes logo/signage, clinic-related social mentions and swag.
- No tent, table or chairs included. Equipment must be arranged separately.

ADDED BENEFIT | ALL SPONSORSHIPS $2,500+

Include approved custom-branded swag in Tour Player gifts, Charity Golf Event gifts, and Women's Clinic gifts. Sponsor supplies items; quantities and deadlines confirmed in agreement.

CONCEPT FOR REVIEW · Historical benefits are references; local event rights require confirmation.

Final agreements must specify dates, credential validity, quantities, placements, exclusivity and media deliverables.

Presence You Can See.
Experiences People Remember.

From on-course signage and caddie bibs to hospitality, sponsor activations and branded spaces, the Tour offers multiple physical touchpoints. Partners can pair these assets with Pro-Am access, VIP hosting and agreed creator content to turn event recognition into a deeper customer relationship.



ACTIVATION & PARTNER TOUCHPOINTS



ON-COURSE VISUAL PRESENCE



HOSPITALITY DESIGN CONCEPT



PRO-AM & GUEST ENGAGEMENT

Past-event and illustrative imagery. Third-party marks shown do not imply 2027 partner commitments.



REAL ATHLETES. REAL COMMUNITY. A BIGGER STAGE FOR BRANDS.

GOLF FOUNDATION

OUR PHILANTHROPIC PARTNER

The GOLF Foundation is the philanthropic arm of Sapphire Golf Tour, creating pathways through golf for youth and players at every level.

REPRESENTATION · ACCESS · OPPORTUNITY · GENERATIONAL IMPACT

All charitable donations are processed through The GOLF Foundation.

thegolffoundation.com

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