

2023 Champion – Minjee Lee



The Queen City's Premier  
Women's Sporting Event

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September 16-22, 2024



# ABOUT THE TOURNAMENT

The Kroger Queen City Championship presented by P&G is the premier golf event in the Greater Cincinnati / Northern Kentucky region, supporting the local community and driving women's sports forward. Don't miss out on the opportunity to entertain key clients, prospects, partners and colleagues and get exclusive access to the action while supporting the growth of women's golf!

- THE BEST FEMALE GOLFERS IN THE WORLD
- DRIVING DIVERSITY, EQUITY & INCLUSION
- PLAY WITH THE PROS
- FIRST-CLASS HOSPITALITY & B2B ENGAGEMENT
- BRANDING & NAMING RIGHTS
- COMMITMENT TO THE LOCAL COMMUNITY



# TOURNAMENT OVERVIEW

## DATES

September 16 - 22, 2024

## VENUE

TPC River's Bend

## FIELD

144 Players, cut to top 65 + ties

## FORMAT

Stroke Play

## PURSE

\$2 Million

## TELEVISION

12 hours of live coverage on Golf Channel (Thurs-Sun)

## DEFENDING CHAMPION

Minjee Lee

### MONDAY, SEPT. 16

Practice Rounds  
Qualifier

### TUESDAY, SEPT. 17

Practice Rounds  
Pro-Am Pairings Party

### WEDNESDAY, SEPT. 18

Official Pro-Am

### THURSDAY, SEPT. 19

Gates Open  
Round 1

### FRIDAY, SEPT. 20

Round 2 - Cut to top 65 + ties

### SATURDAY, SEPT. 21

Round 3

### SUNDAY, SEPT. 22

Final Round  
Crown the Champion

# AUDIENCE REACH & ALIGNMENT



## ON-SITE

**1M+ FANS**

attend events. Avg. **50K** spectators at each event (domestic non-major)



## SOCIAL MEDIA

**15M+ TOTAL**

Social audience **2M+** LPGA-owned platforms



**525+ HOURS**

of broadcast coverage (**90% LIVE**) & all rounds streamed live



## LPGA NETWORK

**3M+ TOTAL**

Sessions per month, averaging **8M** pageviews & 3+ minutes per user



## TELEVISION

AVG. **4.4M+ PEOPLE** consumed LPGA content each week across TV, digital/social, streaming and OOH



Broadcast in **223+** markets reaching **570M+ HH** worldwide

# IN THE FIRST TWO YEARS



**LOCAL  
ECONOMIC  
IMPACT**



**CHARITABLE  
IMPACT**



**WOMEN'S  
LEADERSHIP  
PARTICIPANTS**



**LOCAL +  
NATIONAL  
CORPORATE  
PARTNERS**

# SPONSORSHIP OPPORTUNITIES

The Kroger Queen City Championship presented by P&G offers a unique opportunity to align your company with the premier women's sports organization in the world and also become a valued community member. The LPGA is a perfect platform to use for:

- TEAM // CLIENT HOSPITALITY & ENTERTAINMENT
- NAMING RIGHTS & ENTITLEMENT PROGRAMS
- BRAND EXPOSURE & SAMPLING
- COMMUNITY ENGAGEMENT
- WOMEN'S LEADERSHIP



# OFFICIAL PRO-AM

Experience an unforgettable day with the world's best LPGA Tour professionals! This unique format gives you the opportunity to play inside the ropes with one pro on the front 9 and a different pro on the back 9.

## PRO-AM PACKAGE:

- One (1) foursome (4 individual playing positions)
- Invitation for each amateur & one (1) guest to the Tuesday night pairings party
- Luxury gifting experience & printed Pro-Am team photo
- Food and beverages provided during Pro-Am
- VParking / Transportation for the Pro-Am
- Two (2) upgraded weekly (Thur – Sun) tournament tickets

**\$20,000 PER FOURSOME**

**\$6,000 SINGLE SPOT – LIMITED AVAILABILITY**



# VIP HOSPITALITY – 18 GREEN

Enjoy an upgraded viewing experience overlooking the action on 18<sup>th</sup> Green! Get a front row seat as the leaders come down the final stretch and a Champion is Crowned!

## QUEEN CITY CHALETs

- Fifteen (15) chalet tickets per day Thursday - Sunday
- Open-aired, semi-private covered hospitality
- Premier all-inclusive food and beverage
- Brand recognition on suite signage, tournament sponsor board and website
- Private access to upgraded restroom facilities
- Parking and transportation
- Closed circuit TVs with live GOLF Channel broadcast

INVESTMENT: \$25,000

## CROWN CLUB

- Shared, open-aired, covered hospitality Thursday – Sunday
- Premier all-inclusive food and beverage
- Private access to to upgraded restroom facilities
- Parking and transportation
- Closed circuit TVs with live GOLF Channel broadcast

INVESTMENT:

4 WEEKLY BADGES: \$4,500

8 WEEKLY BADGES: \$8,500

## CHAMPIONS CLUB

- Covered open-aired and outdoor seating (Thursday – Sunday)
- Inclusive snack and bar service (beer, seltzer, wine soda and water)
- Daily hot item
- Private access to upgraded restroom facilities
- Parking and transportation
- Closed circuit TVs with live GOLF Channel broadcast

INVESTMENT:

WKLY SINGLE TICKET: \$550

DAILY SINGLE TICKET: \$150

\*\*Available for purchase on-line

# BRANDING & NAMING RIGHTS

Own part of the week by sponsoring a unique promotional tournament element. Each opportunity is customizable and can serve as a valuable business tool to build brand awareness and align your company with a week-long celebration of world class golf.

## CUSTOM PACKAGES

- On-Course Hospitality
- Ads on the electronic scoreboards throughout the course
- Tee Fences (can include GOLF Channel visibility)
- Logo inclusion on sponsor board
- Women's Leadership
- Naming Rights to:
  - Pro-Am
  - General Admission and / or Parking
  - Sustainability
  - Golf Carts
  - Driving Range
  - Fan Zone
  - Autograph Alley
  - Shared / On-Course Hospitality
  - Volunteer Appreciation Party





# WOMEN'S LEADERSHIP

The **Queen City Game Changers** was developed to champion women in sports, business and education – a world-class women's leadership program – to accelerate female advancement into executive leadership roles. Participants take part in an eight-month curriculum with hands-on learning and mentorship provided by executive coaches, along with connections to Cincinnati-based senior executives and entrepreneurial leaders.

In the two years, 25% of our Game Changers earned promotions within their companies, and numerous entrepreneurs in the program received new business accounts and access to corporate collaborations.

LIMITED OPPORTUNITIES AVAILABLE FOR 2024



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# THANK YOU!

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X Follow us!  
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