



 **cognizant**
FOUNDERS CUP

May 6-12, 2024
Upper Montclair Country Club

LPGA
GOLF WEAR

삼다수
DAOL
다음금융그룹

LG SIGNATURE

Partnership
Opportunities

OVERVIEW

The LPGA is partner focused. We listen first, then create customized programs based on our partners' goals and objectives. From junior clinics to Pro-Ams, Women's Leadership Forums to hospitality suites, we are uniquely positioned to create a lifetime of memories with some of the world's best golfers.

LPGA players deliver outstanding client experiences like no other sport. They "get it" in terms of being personable and engaging with our partners. They give much more of their time and attention to partners than any other professional athlete from any sport.

It was recently said best by GOLF and Sports Illustrated Senior Writer Alan Shipnuck, "The LPGA is a tour that offers some of the rarest commodities in professional sports: intimacy, value and player interaction with fans and sponsors."





TOURNAMENT SCHEDULE

| | |
|-----------------|--|
| Monday | The John Shippen Cognizant Cup Monday Qualifier |
| Tuesday | Practice Rounds Pro-Am Pairings Party |
| Wednesday | Official Pro-Am Pro-Am Reception |
| Thursday | Round 1 Women's Leadership Day Luncheon |
| Friday | Round 2 |
| Saturday | Round 3 |
| Sunday | Final round Award ceremony, & Trophy Presentation |
| Other Events | LPGA*USGA Girls Golf clinic NJGF & USGA Junior Clinic Mother's Day Pavilion Activities LPGA Lesson Zone |

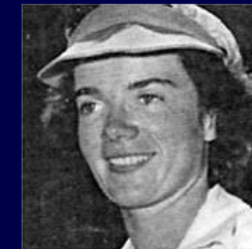
PAST, PRESENT, FUTURE

Inspired by the creative initiative and determination of the 13 Founders in 1950, the LPGA continues to “Act Like A Founder” each and every day. LPGA players and staff embody the spirit of the Founders and encourage others to live with the same Passion, Pride, and Perseverance.

The LPGA is the longest running women’s sports organization in the world. With such a title comes great responsibility. The words “Act like a Founder” greet all that enter the headquarters of the LPGA. The aged script and simple message convey the history and pride of all who have come before, and the amazing road ahead.

The Cognizant Founders Cup embodies all that our motto stands for. Our job is to grow the game of golf and to leave the game better than we found it.

Act Like a Founder





PLAY IT FORWARD

Since its founding in 1989, the LPGA-USGA Girls Golf program has grown into a community of more than 90,000 girls (ages 7-17) with over 500 Girls Golf sites around the world. Girls under the age of 18 is the fastest growing segment in golf and truly the future of the game. Since 2011, the Cognizant Founders Cup has donated tournament proceeds to the Girls Golf Program to help secure the future of the game through this younger, growing generation. To date, over \$4 million in tournament proceeds and donations have been donated to the LPGA*USGA Girls Golf program.

Your support of the Cognizant Founders Cup will allow us to continue to grow the game of golf around the world.

A portion of every sponsorship goes to support the LPGA Foundation to fund LPGA*USGA Girls Golf. When it comes to entertaining your partners, clients or top performers, no course is better suited than Upper Montclair Country Club. No event is better suited than the Cognizant Founders Cup. Choose one of our hospitality packages for the ultimate business meeting all while giving back to youth and empowering women.

Packages may include:

- Reserved viewing areas within one or more hospitality venues: Founders Club, 1950's Club, Drive On Pavilion, Tees & Greens
- Catered breakfast, lunch and afternoon snacks
- Select beer, wine and spirits
- Official Commemorative Programs

Enhance your package with one-of-a-kind experiences. For the golfer, reserve a spot or team in the Official Pro-Am. Spend the day with your favorite client or win over one during a round with two LPGA Professionals. You'll enjoy playing the tournament course with one LPGA player on the front nine and another LPGA player on the back nine. It's truly a unique and unforgettable experience.

Need one-on-one time with that hard to please client? Invite your guest to join you Inside the Ropes. You'll walk alongside the official walking scorer during a competition round, with an up-close look at the LPGA Pros. Includes an introduction to the LPGA players and caddies.




UNIQUE EXPERIENCES AWAIT

- Community Event Launch
- Pro-Am Pairings Party
- Official Pro-Am
- Junior Golf Clinic
- Private Sponsor Clinic
- Women's Leadership Forum
- Junior Golf Day
- Champions Dinner
- Exclusive Sponsor Benefits

“As a first-year LPGA partner, we could not have been happier with the results of our additional activations at the Cognizant Founders Cup. Our colleagues at the LPGA sat down with us to understand the prioritized goals we had for our LPGA partnership. With a plan in place, our extended team worked to ensure that the creative marketing and onsite logistics were delivered, monitored, and promoted seamlessly across all the key locations and communication channels of our partnership. The LPGA helped us envision what was possible, they were extremely open to our suggestions and requests and delivered a result noticed by customers, employees and even other SHI and LPGA partners. I am already looking forward to what is possible in 2024 and beyond!”

– Ed McNamara,
Sr. Director of Marketing &
Communications at SHI

Allisen Corpuz
Major Champion, Solheim Cup 2023



We drive because they did. We strive because they did.
We stand tall because we stand on their shoulders,
just as every girl who follows will stand on ours.

DRIVE ON™



LPGA

#DRIVEON

Louise Suggs, Founder

ALIGNED IN OUR DRIVE

The **LPGA** captures the power and potential in each of us and celebrates the hard work, focus and tenacity that it takes to achieve our goals.

(company) strives to help build a better world, where every person is free to move and pursue their dreams. Let's shorten the distance between where you are and where you want to go together.

Let's **Drive On**, Together.

WHY GOLF?

WHY THE LPGA?

A GROWING GAME

On-course participation amongst women has grown by 800K over the last 3 years.



64M+ GLOBAL

Fans who either watch, follow or have interest in the LPGA.



LPGA FANS

Are influential, affluent, philanthropic, global and loyal.



83% OF FANS

Feel sponsors of the LPGA are a higher caliber company.



67% OF FANS

Are more likely to support a business that sponsors LPGA.



THE FUTURE IS FEMALE

“Sponsors should capitalize on the potential for growth in women’s sports. Not only are women’s sports sponsorships a great value relative to those for men’s events, but they serve as a signal of commitment to positive changes in society.”

- Wall Street Journal

Women drive **85%**
of all household
spend, including
84% of all vehicle
purchase decisions.

IMPACTING LOCALLY

REACHING GLOBALLY

The LPGA's network extends across the globe and into our communities for an "always-on platform" where we can create impact at every level.

Broadcasted in
233+
MARKETS

570M+
households
reached
worldwide

20M+
in total social
media following

**5.1M
PEOPLE**
on avg. consume
LPGA content weekly

1.5M+
Fans on-site annually
(40-60K on avg.
per event)



LEGEND

- LPGA Tour
- Epson Tour
- Ladies European Tour

**83 Tournaments in 27 Countries & 21 U.S. States.
Athletes from 53 countries.**

**EPSON
TOUR**

TITLE SPONSOR OVERVIEW

The Cognizant Founders Cup returns May 6th-12th, 2024 to Upper Montclair Country Club in Clifton, New Jersey for the third consecutive year as host of this prestigious event, which pays tribute to the 13 founding members of the LPGA Tour created in 1950. This will also mark the fourth year with Cognizant serving as the title sponsor since the tournaments transition to northern New Jersey in 2021.

Cognizant, headquartered in Teaneck, New Jersey is one of the leading technological services and consulting companies in the world. They have been a huge proponent of diversity and inclusion efforts across their company culture and have been leaders of moving the needle for more equality in women's sports, offering a \$3 million purse, the second largest of any LPGA Tour event outside of the majors and CME Group Tour Championship.





2023 RECAP – MEDIA VALUE

MEDIA CONSUMPTION

Approximately, **5.3M PEOPLE CONSUMED LPGA CONTENT** during the week of the tournament across linear, streaming, social, and web.

| | |
|---------------------------------------|------------------|
| Social Posts | 1,702 |
| Engagements & Interactions | 229,401 |
| Video Views* | 2,195,034 |
| Potential Impressions** | 4,615,820 |

Source: Zoomph; Social Value

*Video Views on LPGA Handles | **Potential impressions on LPGA handles

2023 RECAP - INTERNATIONAL TV DISTRIBUTION

AMERICAS
92,498,327
Households
51 Territories

EUROPE
65,943,900
Households
31 Territories

ASIA
326,650,000
Households
15 Territories

AFRICA
20,000,000
Households
53 Territories

AUSTRALIA
3,730,000
Households
2 Territories

GLOBAL TOTAL
508,972,227
TV HOUSEHOLDS

GLOBAL TOTAL
152 TERRITORIES

TOTAL
459 HOURS*

**Live, delayed, repeat & highlights*

2023 RECAP – MEDIA COVERAGE

SUMMARY

Pre-tournament availability included defending champion Minjee Lee, The John Shippen Cognizant Founders Cup 2023 champion Paige Crawford, 2023 JM Eagle LA Championship winner Hannah Green, LPGA Tour Moms Stacy Lewis and Brittany Lincicome, and LPGA Girls Golf Ambassador Lizette Salas alongside Girls Golf e-Leaders Eva Moawad and Sara Matos.

Throughout tournament week, national, regional, and local sports media shared tournament updates and news including overseas coverage from: *AP News*, *ESPN*, *FanSided*, *Golf Channel*, *Golf Digest*, *Golfdom*, *Golf Monthly*, *Golf News Net*, *Golfweek*, *The Golf Wire*, *The Hindu*, *Korea JoonAng Daily*, *KXAN Sport*, *News Tribune*, *NJ.com*, *NJ Biz*, *NJ Family*, *ROI-NJ*, *sportskeeda*, *Sports Illustrated*, *The Times of India*, *Toronto Sun*, and more.



4,500
+
98+
45+

ARTICLES WRITTEN
CREDENTIALLED MEDIA on-site &
virtual
PLAYER INTERVIEWS tournament week



ENVISIONING A PARTNERSHIP

PARTNERSHIP OPPORTUNITIES

Partnership opportunities are designed to maximize what is important to you. Continued impressions, a bold presence, a special takeaway for guests and attendees, all are possible thanks to our wide variety of options.

We will work with you to customize a partnership to deliver your goals and objectives on multiple levels.

The LPGA family of corporate partners is composed of an elite group of global brand leaders where business relationships are encouraged. The LPGA hosts several partner events and networking functions throughout the year to provide companies with the opportunity to build relationships with other LPGA partners. You are in good company.



PARTNERSHIP OPPORTUNITIES



PRO-AM SPONSORSHIP

MIX & MINGLE - Tuesday, May 7th Pairings Party

You and your guest will mingle with both amateur and professional players over drinks and heavy hors d'oeuvres. Pairings for the Pro-Am will be announced.

TEE IT UP - Golf with two LPGA Pros

What's better than golfing with an LPGA Professional? Golfing with two! During your pro-am round you will play with one LPGA Pro on the front nine and a different pro will join you for the back nine. Introductions will be made on the tee box.

BE OUR GUEST - Drive On Pavilion

Join us throughout competition rounds Thursday - Sunday as you and our guest will have access to the Drive On Pavilion. Your credential will provide access to a special viewing area as well as beverages including beer, wine, and select spirits.

PRO-AM GIFTING - Shopping & Gifting Experience

To play the part you must look the part! Your package includes a unique shopping and gifting experience. Items will vary.

INVITE A FRIEND

Each participant will receive a Pro-Am participant credential and a Pro-Am guest credential which allows access to parking and select hospitality Wednesday - Sunday. In addition, each player will receive 8 (eight) any-one-day general admission tickets to share with family and friends.

\$20,000 - Team (Foursome) | \$5,000 - Individual



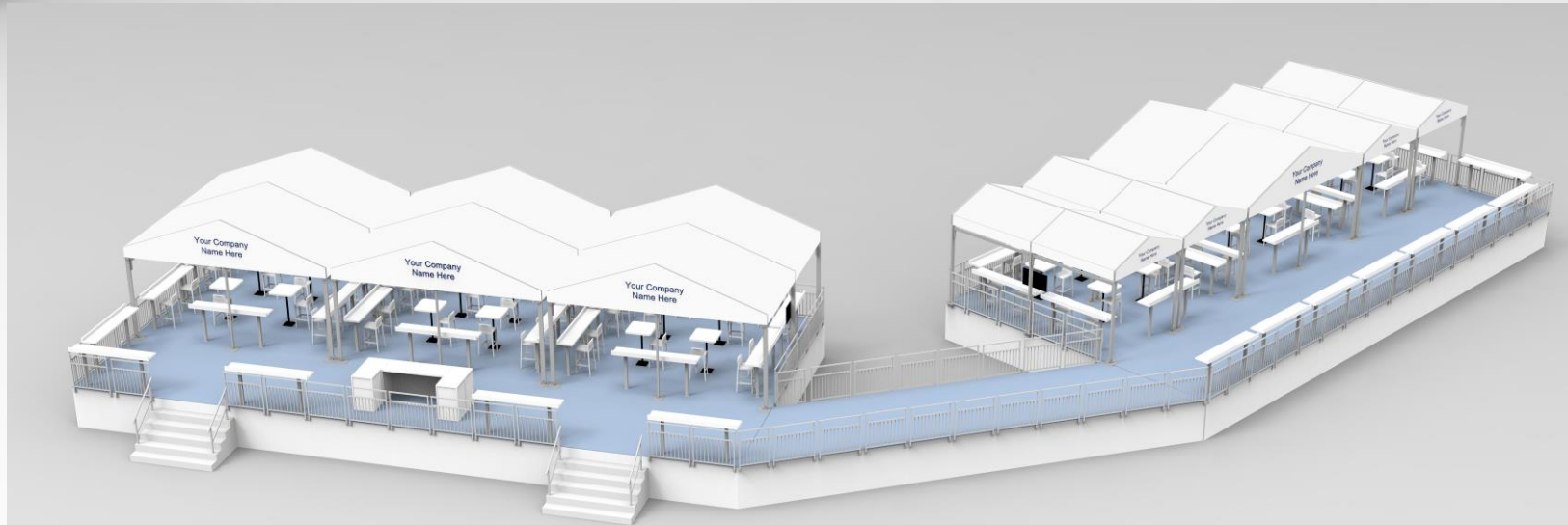


**Please reach out to discuss
package pricing and details!**

1950 CLUB

- Tickets allow for event entrance and access to semi-private hospitality cabana located at the 17th green, which also include views of 11th tee, 14th green, and 18th tee.
- All ticket holders will have access to shared Food & Beverage service which includes continental breakfast, hot lunch, afternoon snack, water, coffee, soft drinks, beer, wine and select spirits.
- General parking is included with each ticket.
- Each cabana purchase includes twenty-four (24) tickets for each day of competition Thursday-Sunday; not available for purchase online.
- Includes company name prominently featured on your own front and rear tent gable which will include TV coverage of 14 and 17 green.

1950 CLUB





PIONEER PAVILION

- Tickets allow for event entrance and access to hospitality located at the 15th green, which also includes views of 7th green, 8th green, and 16th tee.
- Ticket sales are open to sponsors and general public Thursday – Sunday.
- All ticket holders will have access to shared Food & Beverage services which includes continental breakfast, hot lunch, afternoon snack, water, coffee, soft drinks, beer, wine and select spirits.
- General Parking included.
- Two-hundred (200) maximum tickets to be sold per day

\$190 Single-Day Ticket | \$570 Weekly Ticket

Available for Online Purchase. Anyone over the age of three (3) will require their own ticket

PIONEER PAVILION





DRIVE ON PAVILION

- Tickets allow for event entrance and access to hospitality located at the 9th green, which also includes views of 1st tee.
- Ticket sales are open to sponsors and general public Thursday – Sunday.
- Includes bottled water, coffee, soft drinks, beer, wine and select spirits. Food available for purchase.
- General Parking included
- One-hundred (100) maximum tickets to be sold per day

\$125 Single-Day Ticket | \$375 Weekly Ticket

Available for Online Purchase. Anyone over the age of three (3) will require their own ticket

DRIVE ON PAVILION





FOUNDERS CLUB

- Ticket allows event entrance and access to hospitality located at the 18th green.
- Reserved for corporate partners at the supporting level of \$100K and above.
- All ticket holders will have access to shared Food & Beverage which includes continental breakfast, hot lunch, afternoon snack, water, coffee, soft drinks, beer, wine and select spirits.
- General parking is included in each ticket; VIP parking passes available.

FOUNDERS CLUB





NAMING RIGHTS

- Pro-Am
- On-site Activations
- Quiet Paddles
- Clinic Sponsorship
- Special Event
- Hospitality Venues
- Mother's Day Pavilion
- Front Entrance



1

PAR 4
410 YARDS



Girls GOLF
LPGA * USGA
Changing Lives one Swing at a Time

ON-COURSE ADVERTISING

- Digital Scoreboard Advertisement / Panel
- Tee Fence (Front Nine and Back Nine)
- Spectator Guide
- Community Events
- Junior Golf Clinic
- Private Sponsor Clinic
- Junior Golf Day
- Women's Leadership Forum
- Pioneer/Champions Dinner



THANK YOU

& Next Steps

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