



PARTNERSHIP PROPOSAL

REGIONAL QUALIFYING
EVENTS FOR WOMEN

WAGGA WAGGA COUNTRY CLUB
NOVEMBER 23RD - 24TH, 2023



PROMOTING AND
GROWING THE
SPORT OF GOLF





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ABOUT GOLF NSW

Golf NSW is the peak representative body for the sport in New South Wales and the Australian Capital Territory. The organisation's role is to raise the level of interest and participation in the game from grassroots golfers through to the elite levels, spectators and volunteers and to encourage participation, fellowship, fair play, and the well-being of member Clubs and Districts.

The organisation supports over 380 Clubs and 30 Districts across the State to promote and grow the sport and provides the following benefits:

- Resources and expertise to support participation, administration, and event management
- Advice to strengthen governance, strategy, operations, legal and financial management
- Partnerships and programs that increase interest and demand for the sport
- Advocacy of the unique individual and community benefits of the game

To achieve the above, Golf NSW administers the following functions:

- Management of major statewide golf tournaments – amateur and professional
- Management of inter-club and district tournaments
- The Rules of Golf
- Course Ratings
- Handicapping
- High Performance
- Participation Programs
- Marketing and Promotion
- Club Support
- Government Relations

Golf NSW also oversees the NSW Golf Foundation - a charitable body that administers and manages grants throughout the NSW golf community. The Foundation awards grants toward projects, programs and services that benefit both golf, and the community, including:

- Participation initiatives
- Community awareness campaigns and charitable golfing projects
- Innovative means of promoting golf
- Special support to assist in the recovery from disaster, e.g., floods



EVENT OVERVIEW

The Regional Qualifying Series for Women is a new program of six qualifying events in regional NSW that give the top two placegetters at each event, the opportunity to compete in the State's premier tournament, the Women's NSW Open Championship, and a share of the \$50,000 in prize money at each location.

The NSW Government is a strategic partner for both the Women's NSW Open Championship and the Regional Qualifying Series. The host locations are critical to supporting clubs and communities that have experienced financial stress and pressures from floods, drought and COVID-19.

Hosting a regional qualifying event brings many benefits to the local economy - driving visitation, boosting interest and participation in the sport of golf, and showcasing the great things that regional NSW has to offer - amazing scenery, world-class food and wine experiences, festivals, and the most welcoming hospitality.

The events also give regional players the opportunity to compete at a professional level within their communities - one which is relished by amateurs and professionals alike.

The format for the three days will be as follows:

- Day 1 - Tournament Pro-Am
- Day 2 - Tournament Round 1 + Tournament Pro-Am
- Day 3 - Tournament Round 2

Day 3 will be live streamed via Golf NSW digital channels, the SEN TV App, and 7+ or Kayo (TBC) with the leading players seeded in the last groups. It is anticipated that the broadcast for each event will reach an audience of 30,000 viewers.



KEY EVENT OBJECTIVES

The key objectives for the Regional Qualifying Series are to:

- Deliver events that attract players, officials and spectators from outside the host region
- Deliver a memorable experience for all participants
- Promote NSW as a tourism and sporting destination that offers players and spectators unique experiences, with a strong focus on regional NSW - the key to the future of the State's visitor economy
- Boost visitor expenditure at each event host location - accommodation, dining and tourism activities
- Increase industry stakeholder and customer engagement within each host community
- Increase interest and participation in the sport of golf





EVENT SCHEDULE

The schedule for players competing for a spot in the 2024 NSW Women's Open Championship via the Regional Qualifying Series is as follows:

| VENUE | PRO-AM DATE | TOURNAMENT DATES |
|--------------------------|---------------------|----------------------------|
| Mollymook Golf Club | November 18th, 2023 | November 19th - 20th, 2023 |
| Wagga Wagga Country Club | November 22nd, 2023 | November 23rd - 24th, 2023 |
| Duntryleague Golf Club | March 3rd, 2024 | March 4th - 5th, 2024 |
| Bathurst Golf Club | March 6th, 2024 | March 7th - 8th, 2024 |
| Dubbo Golf Club | March 10th, 2024 | March 11th - 12th, 2024 |
| Narrabri Golf Club | March 14th, 2024 | March 15th - 16th, 2024 |





WOMEN'S NSW OPEN CHAMPIONSHIP

While professional players only can share in the \$50,000 prize money pool at each event, both amateurs and professionals are competing for one of two spots at the state's premier women's Championship - the 2024 Women's NSW Open.

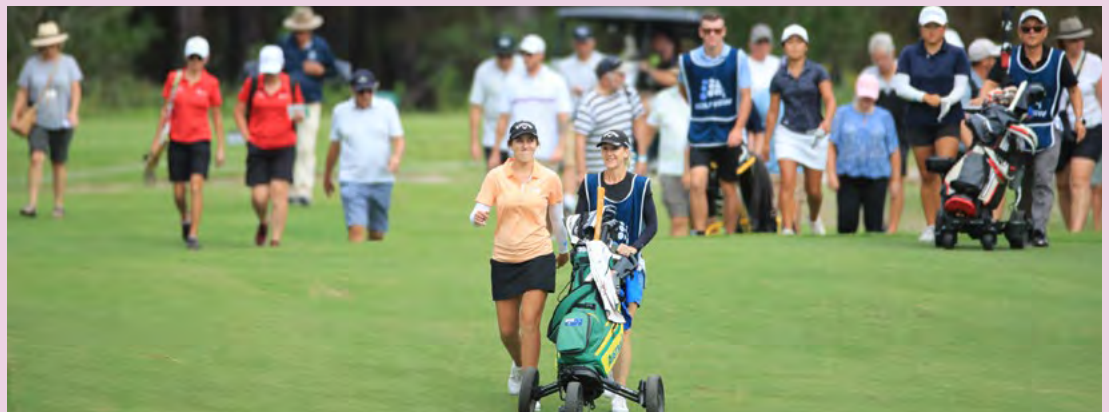
The Women's NSW Open was first held in 2006, largely due to a lack of professional female tournaments in NSW at the time, but has since seen some of the best players from around the world compete for the title. The Ladies European Tour co-sanctions the event which attracts some of the best female golfers from Europe, Asia and the United States, together with Australia's best professionals and elite amateurs.

Two former world No.1's have become tournament champions in Laura Davies and Lydia Ko. At the 2012 NSW Women's Open as a 14 year old amateur, New Zealander Ko, secured her first win in a professional tournament, which brought worldwide attention.

The event is hosted in regional NSW and the location changes annually – recent venues include Coffs Harbour, Queanbeyan, Dubbo, Coolangatta & Tweed Heads Golf Clubs, and this year, Forster Tuncurry Golf Club.

The event is broadcast live for the final two days of play.

| | |
|--------------|--|
| DATE: | MARCH 29 TH - 31 ST , 2024 |
| LOCATION: | MAGENTA SHORES GOLF & COUNTRY CLUB |
| COMPETITORS: | 132 - PROFESSIONALS & ELITE AMATEURS |
| PRIZE MONEY: | \$500,000 |





PARTNERSHIP OPTIONS

The following pages detail the packages available as a partner of the Regional Qualifying Event at Wagga Wagga Country Club, all of which can be tailored to suit your company's needs and budget.

NAMING RIGHTS

Benefits include:

- Naming rights for the tournament, including mentions during the broadcast
- Corporate display and signage on three dedicated holes and around the clubhouse (cost to produce not included)
- An invitation for 12 guests to attend the gala dinner, with a high profile professional as your guest
- Four groups in the tournament Pro-Am - each group consisting of three players, with all groups guaranteed a high profile professional - includes lunch each day
- Acknowledgement of your business on the dedicated sponsor display banner
- Exposure in the club's e-newsletter, the Almost Friday Review, with over 2,000 subscribers
- Signage display in prominent position for the broadcast (cost to produce not included)

CONSIDERATION: \$25,000 + GST





PARTNERSHIP OPTIONS

MAJOR CORPORATE

Benefits include:

- Corporate display and signage on one dedicated hole and around the clubhouse (cost to produce not included)
- An invitation for six guests to attend the gala dinner, with a high profile professional as your guest
- Two groups in the tournament Pro-Am - each group consisting of three players, with both groups guaranteed a high profile professional - includes lunch each day
- Acknowledgement of your business on the dedicated sponsor display banner
- Exposure in the club's newsletter, the Almost Friday Review, with over 2,000 subscribers
- Signage display in prominent position for the broadcast (cost to produce not included)

CONSIDERATION: \$5,000 + GST





PARTNERSHIP OPTIONS

ONE
PACKAGE
ONLY

SUPER SHOOT SPONSOR

A shoot out competition will take place on the evening of the Gala Dinner.

Benefits include:

- Naming rights for the Gala Dinner Shoot Out
- An invitation for four guests to attend the gala dinner
- One group in the tournament Pro-Am for Day 1 - consisting of three players, with a professional - includes lunch each
- One group in the tournament Pro-Am for Day 2 - consisting of three players, with a professional - includes lunch each
- Signage display in prominent position for Pro-Am and Regional Qualifying Tournament (cost to produce not included)

CONSIDERATION: \$3,000 + GST





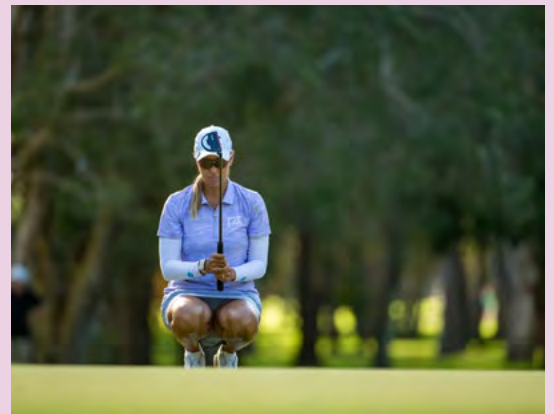
PARTNERSHIP OPTIONS

LOCAL CORPORATE

Benefits include:

- Signage on one dedicated hole (cost to produce not included)
- An invitation for three guests to attend the gala dinner, with a professional as your guest
- One group in the tournament Pro-Am - consisting of three players, with a professional - includes lunch each day
- Acknowledgement of your business on the dedicated sponsor display banner
- Exposure in the club's newsletter, the Almost Friday Review, with over 2,000 subscribers
- Signage display for television broadcast (cost to produce not included)

CONSIDERATION: \$1,650 + GST





IMPORTANT DATES



women's **nsw** open
regional **qualifying** event

TUESDAY, NOVEMBER 21ST, 2023

GALA DINNER
PRO SHOOT OUT

WEDNESDAY, NOVEMBER 22ND, 2023

PRO-AM EVENT

THURSDAY, NOVEMBER 23RD, 2023

PRO-AM EVENT
TOURNAMENT DAY 1

FRIDAY, NOVEMBER 24TH, 2023

TOURNAMENT DAY 2
LIVE BROADCAST OF EVENT





GOLF NSW

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