ATTACHMENT #1





September 30 - October 6, 2024

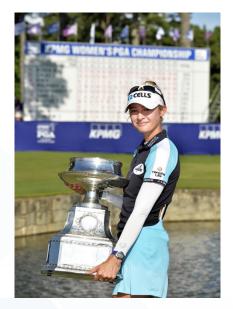
About the Epson Tour

The Epson Tour is the official qualifying tour of the LPGA Tour and enters its 44th competitive season in 2024. With the support of the entitlement partner Seiko Epson Corporation, the Tour's mission is to prepare the world's best female professional golfers for a successful career on the LPGA Tour. In the last decade, the Epson Tour has grown from 15 tournaments and \$1.6 million in prize money to \$5 million awarded across 20+ events in 2023. With more than 600 graduates and alumnae moving on to the LPGA Tour, former Epson Tour players have won 466 LPGA titles.

Each year the top ten (10) money earners on the Epson Tour graduate to the LPGA Tour for the following season.

Recent Epson Tour graduates include top ranked American and Olympic Gold Medalist Nelly Korda, current world #1 Lilia Vu, as well as fellow major champions Celine Boutier and Hannah Green.

Follow the Epson Tour at <u>www.epsontour.com</u> or on Epson Tour Social Media channels @epsontour #Road2LPGA



EPSON TOUR

Tournament Week - Schedule of Events

SCHEDULE OF EVENTS

Monday, September 30 Athlete and Epson Tour Team Arrival & Setup Tuesday, October 1st **Official Practice Rounds** Epson Tour "Meet the Pros Party" AM Wave - Pro-Am Experience - Epson Wednesday, October 2nd PM Wave – Pro-Am Experience Thursday/Friday, October 3rd & 4th Rounds 1 & 2 Official Cut on Friday following play, low 60 players plus ties Saturday, October 5th Moving Day, round 3 Sunday, October 6th Final Round, Epson Tour Championship Trophy Ceremony LPGA Card Ceremony

EPSON TOUR

Potential Tourism Impact

EPSON TOUR CHAMPIONSHIP

TOURISM IMPACT

- The Epson Tour Championship is the season-ending Championship event
- Top 10 players on the money list awarded their LPGA Tour Cards
- Week-long professional tournament drawing 108 professionals
- 150 + volunteers
- Highest profile event on the 2024 Epson Tour Schedule
- Week concludes with LPGA Card Ceremony Typically covered by Golf Channel and other Golf Media Outlets

Epson Tour Professionals / Participants

- 108 professionals / Caddies / Family
- 65 Athletes @ 7 Nights = 455 Room Nights
- 43 Athletes @ 5 Nights = 215 Room Nights
- 150 Caddie / Family @ 6 Nights = 900 Room Nights
- Total Epson Tour Professional Nights = 1,530 Room Nights

Seiko Epson Corporation Guests and Executives

- 80 guests & Executives for 2 -3 nights
- 200+ room nights

Epson Tour Staff / Vendors

• 20 Out of Town Staffers & Vendors = 200+ Room Nights

Total Potential – 1,930 Room Nights, 100+ Rental Cars for the week, and 7 days of Dining in Local Restaurants, including high-end client entertainment by Seiko Epson Corporation, Epson Tour and Epson Tour Partners

Special Events Hosted in Indian Wells

Monday – Sunday - Epson Tour Championship presented by Indian Wells - 7 Day course rental at Indian Wells Resort

Tuesday - Meet the Pros Reception and Party – 200+ guests

Wednesday – The Pro-am Experience – Breakfast, Lunch and Post Round Reception – 50 Professionals, 150 amateurs

Sunday – LPGA Card Ceremony – 10 Athletes and Family , Staff, Media – 50+ guests



2023 Earned Media Exposure

KEY FINDINGS – FROM THE EPSON TOUR CHAMPIONSHIP

PR MEDIA VALUE

Over 1,015 articles mentioned the tournament, generating over \$2.8M in value.

PR / MEDIA VALUE	\$2,831,231
DIGITAL VALUE	\$120,911
ON-SITE & MARKETING VALUE	\$213,958

TOTAL MEDIA VALUE \$3,166,099



MEDIA COVERAGE

Over **1,015 articles** mentioned the tournament, leading to over **\$2.8M** in value.

Articles mentioning the tournament reached **26 different countries** and were written in **8 languages**.



Epson Tour pro needed this incredible finish to grab last of 10 LPGA Tour cards ... and delivers

Story by Kent Paisley • 2w

K risten Gillman's redemptive season on the Epson Tour came down to the final two holes of the Tour Championship. Starting the week in 13th place on the tour's Race for the Card standings, three spots away from earning an LPGA card for 2024, the 26-year-old peered over at the leaderboard while walking off the 16th green at 16 under par. Quickly, the two-time U.S. Women's Amateur champion deduced that her then five-under day was not enough. Gillman believed she had to go birdie-eagle to move into 10th place on the money list.

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For Kristen Gillman, it was two big holes.

Kim won the Epson Tour Championship on Sunday at LPGA International in Daytona Beach, Florida, to earn \$37,500 and vault to third on the final money list, earning one of 10 LPGA cards up for grabs. Gillman, meanwhile, capped a closing 8-under 64 with a birdie-eagle finish to tie for fourth and secure the final card by \$1,700 over Becca Huffer.

Source:

Online Media Exposure- Meltwater Coverage; December 1, 2022- October 23, 2023. Includes mentions of "Epson Tour Championship"

DIGITAL – SOCIAL & WEBSITE

DIGITAL

epsontour.com

Total Users Total Sessions Total Views

43,566 100,645 258,468

SOCIAL

Epson Tour & Other Social **Total Impressions Total Engagements** Total Likes



#Road2LPGA #EpsonTourChamp #LoveDaytonaBeach

Like () Comment

13 comments · 58K views



@LPGA

~

What a final day at the **#EpsonTourChamp**

@HopeBarnett_ recaps Sunday in Epson Tour Now! Check out who will be making their way to the LPGA Tour next year 👇



Source:

3,127,214

111,831

55,914

Digital- Google Analytics GA4; October 3-9, 2023

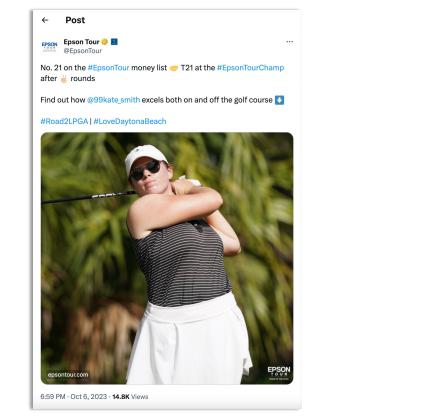
Social- Zoomph; Posts that mention Epson Tour Championship or #EpsonTourChamp; January 1 – October 23, 2023 Number of Total Engagements includes Total Interactions. Total impressions is only on owned handles.

••••

More

DIGITAL – SOCIAL & WEBSITE

OTHER TOP SOCIAL POSTS BY ENGAGEMENTS:



Source: Social- Zoomph; Posts that mention Epson Tour Championship or #EpsonTourChamp; January 1 – October 23, 2023



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TV EYES

TV exposure generated over **\$23K.** Outlets included **The Golf Channel,** among others.



Source: Peripheral TV Exposure – TV Eyes; January 1 – October 23, 2023. Includes mention of "Epson Tour Championship"

PRO-AM & MEET THE PROS PARTY

Epson executives, **employees**, **customers**, and **guests** enjoyed the Pro-Am experience during tournament week.

The **Meet the Pros Party** was held at the **Daytona International Speedway** the Tuesday before the tournament. Athletes and guests were able to get inside a racecar and do a "hot lap" around the track.





2023 "Race for the Card" Ceremony

10 LPGA Cards for awarded for the 2024 Season to 10 athletes from: United States, Mexico, Italy, South Korea, Malaysia, France and Australia. The Card Ceremony is followed by a celebration for the Athletes and their Families.





Epson Tour Championship Presented by Indian Wells

Championship Presenting Sponsorship – V1

Tournament Assets:

- City name incorporated into official tournament name and logo
- City name and logo incorporated into all tournament collateral
- Opportunity for City Officials to participate in tournament trophy ceremony
- One (1) Press Release drafted and distributed by the Epson Tour announcing partnership
- Two (2) Pro-Am teams in the official tournament pro-am (three amateurs per team)
- Twenty (24) Invitations to the Meet the Pros Party
- Seventy-Two (72) Four-day VIP Hospitality passes Thursday-Sunday of tournament week
- On-site signage and branding to include two (2) Tee Signs throughout tournament week
- Eight (8) Advertising units on daily live stream telecast (2 per day)
- Daily content filmed, produced and distributed on Epson Tour digital platforms highlighting Indian Wells Resort and surrounding Community
- Discounts on Pro-Am, VIP Hospitality, and Grounds Tickets for Indian Wells resident card holders, marketed through Indian Wells and Troon email lists
- Dedicated City of Indian Wells Resident viewing area on 18th Green defined by Rope and Stake. If City would like to include chairs (versus bring your own), that is at City expense

2024 Investment: \$100,000

Epson Tour Championship Presented by Indian Wells

Championship Presenting Sponsorship – V2

Tournament Assets:

- City name incorporated into official tournament name and logo e.g. "Epson Tour Championship at Indian Wells"
- Official Tournament Logo including city name incorporated into all tournament collateral
- Opportunity for City Officials to participate in tournament trophy ceremony
- One (1) Press Release drafted and distributed by the Epson Tour announcing sponsorship
- One (1) Pro-Am team in the official tournament pro-am (three amateurs per team)
- Ten (10) Invitations to the Meet the Pros Party
- Two (2) thirty second or longer pieces of content filmed, produced and distributed on Epson Tour digital platforms highlighting Indian Wells Resort and surrounding Community
- Discounts on Pro-Am, VIP Hospitality, and Grounds Tickets for Indian Wells resident card holders, marketed through Indian Wells and Troon email lists
- Dedicated City of Indian Wells Resident viewing area on 18th Green defined by Rope and Stake. If City would like to include chairs (versus bring your own), that is at City expense.

2024 Investment: \$50,000

Contact Info

EPSON TOUR

CHAMPIONSHIP

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