

EPSON
T O U R

CHAMPIONSHIP



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 www.epson.com or on Epson Tour Social Media channels @epsontour #Road2LPGA



EPSON
TOUR
ROAD TO THE LPGA

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”

Wednesday, October 2nd

AM Wave – Pro-Am Experience – Epson
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
ROAD TO THE LPGA

Potential Tourism Impact

EPSON TOUR CHAMPIONSHIP

- 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

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

TOURISM IMPACT

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

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



Auston Kim
2023 Champion

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**.

Golf Digest [+ Follow](#)

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

Story by Kent Paisley • 2w

Kristen 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.

The screenshot shows a web page from Golf Channel. At the top, there is a search bar and navigation links for 'News' and 'Finance'. The article title is '10 players who earned LPGA cards at Epson Tour finale'. Below the title, it says 'Golf Channel' and 'Sun, Oct 8, 2023 · 2 min read'. There are share and comment icons. The main image shows ten female golfers standing on a stage, each holding a green LPGA card. Below the image is a caption: '10 players who earned LPGA cards at Epson Tour finale'. The text of the article begins with 'Austin Kim knew she needed a big week.' and 'For Kristen Gillman, it was two big holes.' It then describes how Kim won the Epson Tour Championship and how Gillman secured her LPGA card.

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 43,566
 Total Sessions 100,645
 Total Views 258,468

SOCIAL

Epson Tour & Other Social

Total Impressions 3,127,214
 Total Engagements 111,831
 Total Likes 55,914



Lets go golfing !! Michelle Zhang tee's off 13 at 5-under (T1) #EpsonTour #Road2LPGA #EpsonTourChamp #LoveDaytonaBeach

Like Comment Share

820 · 13 comments · 58K views



Source:
 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.

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

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

Jody Brothers
Chief Business and Operating Officer
The Epson Tour
Jody.Brothers@LPGA.com
(210) 355-3289