

ATTACHMENT #1

EPSON
T O U R

CHAMPIONSHIP



INDIAN
WELLS

2024 Tournament Recap

About the Epson Tour

The Epson Tour is the official qualifying tour of the LPGA Tour and enters its 45th competitive season in 2025. 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. 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 fifteen (15) points 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 #2 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 @epson.com #Road2LPGA



Tournament Week – Schedule of Events

Sunday, September 29	Epson Tour Team Arrival & Setup
Monday, September 30	Epson Tour Professionals & Caddies arrival, Unofficial Practice Rounds
Tuesday, October 1	Official Practice Rounds Epson Tour “Meet the Pros Party”
Wednesday, October 2	AM Wave – Official Pro-Am – Epson PM Wave – Official Pro-Am – Community
Thursday/Friday, October 4 & 5	Rounds 1 & 2 Field is Cut on Friday following play, low 60 players plus ties
Saturday, October 5	Moving Day, Round 3 Junior Clinic benefitting First Tee – Coachella Valley
Sunday, October 6	Final Round, Tournament Trophy Ceremony LPGA Tour Card Ceremony



Tourism Impact Delivered in 2024

Tournament Host Hotel: Renaissance Esmeralda Resort & Spa

- Title Sponsor – Epson, Room nights: 150
- Major Sponsor – Reliance Matrix, Room Nights: 91
- Epson Tour Staff, Room Nights: 176
- Pre-Tournament Visit – LPGA/Epson, Room Nights: 11

Total room nights at Renaissance: 428

- Estimated average room night: \$325

Total estimated spend at Renaissance: \$139,100

Off-Site Parking Lot: Indian Wells Resort Hotel

Indian Wells Resort Hotel Parking Lot Rental: \$2,600

Additional Out of Market Guests (May have stayed in hotels in neighboring cities, rental properties, with friends/family, etc.)

- 63 Players x 7 nights each (441 nights) & 45 Player x 5 nights each (225 nights)
- 63 Player Guests x 7 nights each (441 nights) & 45 Player Guests x 5 nights each (225 nights). Est. (majority likely share accommodations w/ player).
- 60 Caddies x 7 nights each (420 nights) & 40 Caddies x 5 nights each (200 nights)
- 9 Pro-Am guests x 3 nights each (27 nights)
- 13 Volunteers x 5 nights each (65 nights)
- Spectators: 84 tickets from 13 states outside of CA. 38 tickets from 2+ hours out of market in CA (122 nights)

Total Estimated Additional Out of Market Nights: 1,500-1,800

- Estimated average room night: \$125

Total Estimated Additional Out of Market Room/Accommodation Spend: \$187,500 - \$225,000

Restaurant Impact

- Estimated spend on average of \$65 per person per day at area restaurants
- Total of 2,594 days/nights spent in greater Indian Wells area from out of market visitors

Total Estimated Spend at Area Restaurants: \$168,610

Economic Impact to Indian Wells

Revenue paid to Indian Wells Golf Resort/City of Indian Wells

Golf Course

- Tournament Site Fee: \$153,212
- Rental Clubs: \$1,600

Total Golf Course Revenue: \$154,812

Food & Beverage at IWGR

- Meet the Pros Party: \$33,045.01
- Pro-Am: \$32,304.35
- Player/Caddie Dining: \$44,285.04
- Volunteer Hospitality: \$9,236.33
- Sponsor Hospitality: \$5,998.09
- LPGA Tour Card Ceremony: \$4,658.99

Total F&B Revenue: \$129,527.81

Miscellaneous

- Admission Tax: \$217.88
- Permit Fee: \$811.42
- County First Aid: \$2,622.66

Total Miscellaneous Revenue: \$3,651.96



Total Estimated Economic Impact: \$800,000*

*Estimate includes out of market overnight stays, estimated restaurant spend, and revenue paid to IWGR / City of Indian Wells

Charitable Impact to First Tee – Coachella Valley

Epson Tour Championship at Indian Wells contributes \$2,500 to First Tee – Coachella Valley, through creation of the “Indian Wells Cup”

- “Indian Wells Cup” will be an annual competition within the Community Pro-Am where participating Economic Development/Governmental entities will compete along side the City of Indian Wells’ teams for a trophy and bragging rights, while investing in the future of golf in the Coachella Valley, as a portion of their sponsorship \$ goes directly to the First Tee – Coachella Valley.
- In 2024 \$800 was raised through the support of such groups. That \$800 was equally matched by Tour partners Epson and Reliance Matrix and was rounded up to an even \$2,500 total donation.
- In addition to the financial impact, First Tee – Coachella Valley participants had the opportunity to walk alongside the pros while serving as standard bearers and were treated to a Junior Clinic put on by the pros.



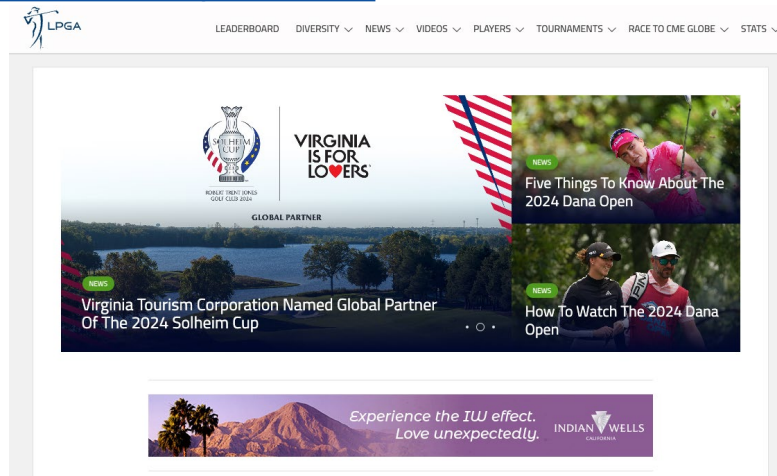
Branding and Exposure

More than 2.5 million impressions delivered through ad campaign on LPGA.com and EpsonTour.com

- Impressions – 2,521,931
- Clicks – 903
- CTR – 0.04%

Prominent Branding Displays at Tournament Site

An estimated 3.5 – 4 million impressions delivered across LA & SD markets through billboard campaign



City of Indian Wells Social / Digital Features

During tournament week the Epson Tour's content team produced several social/digital features highlighting attractions in the City of Indian Wells. These features included...

- **A Vlog showing what a travel day to Indian Wells looks like**
 - <https://www.instagram.com/p/DAkiD6-Pf3V/>
- **A social feature highlighting amenities at the Renaissance Esmeralda Resort & Spa**
 - <https://www.instagram.com/p/DAtctpbvef9/>
 - <https://x.com/EpsonTour/status/1842254264497996214>
 - <https://www.facebook.com/share/v/niY4TWap61RJ43k1/>
- **A Player Profile filmed at Indian Wells Tennis Garden (Video Below)**



Indian Wells Golf Resort Social / Digital Features

During tournament week the Epson Tour's content team produced several social/digital features highlighting Indian Wells Golf Resort. These features included...

- **Epson Tour Chief Business & Operations Officer, Jody Brothers discussing the Championship relocating to IWGR (Video Below).**



- **Indian Wells Golf Resort – Players Course Photos**

- https://www.instagram.com/p/DAmJKh7THLI/?img_index=1
- <https://www.facebook.com/share/p/RTLuuGUtT1vWYHU5/>
- <https://x.com/EpsonTour/status/1841223429871263867>

- **Former PGA Tour Player and Golf Broadcaster, Gary Christian featuring several prominent holes on the Players Course.**

- Holes 17 & 18
 - <https://x.com/EpsonTour/status/1841623906215723097>
 - https://www.instagram.com/p/DAo_HiGyCPq/?img_index=1
- Holes 9 & 10
 - <https://x.com/EpsonTour/status/1842580000291291587>
 - <https://www.instagram.com/p/DAvvoovPmdv/>

Epson Tour Championship at Indian Wells Highlights

During tournament week the Epson Tour's content team produced several social/digital features highlighting functions during tournament week to showcase facilities at Indian Wells Golf Resort. These features included...

- **Meet the Pros Party**

- <https://www.instagram.com/p/DAoYYPgyi7O/>
- <https://www.facebook.com/share/v/bzUox2fm9pbigFgN/>
- <https://x.com/EpsonTour/status/1841540327804698973>

- **Pro-Am Experience**

- <https://www.instagram.com/reel/DAPUfNvfi1/>

- **Sportscaster Fred Roggin Announcing Players to Start the Tournament**

- <https://www.instagram.com/p/DAqsCHmPKoz/>

- **Junior Clinic benefitting First Tee – Coachella Valley**

- https://www.instagram.com/p/DAw1X6Jy-TL/?img_index=1
- <https://x.com/EpsonTour/status/1842728424064077828>
- <https://www.facebook.com/share/p/AXuWfd7WowZ811mB/>

- **Fuego the Firebird Appearance**

- https://www.instagram.com/p/DAy-izETCr2/?img_index=1
- <https://www.facebook.com/share/p/ghNTLYwgZt6YhU8x/>

- **Tournament Trophy Ceremony**

- <https://www.instagram.com/p/DA1BkiDvHYb/>

- **LPGA Tour Card Ceremony**

- <https://www.instagram.com/p/DAziSg-v2DL/>



Dream Chasing Docuseries

Epson Tour produced a six-part docuseries chronicling the 2024 season concluding with an episode filmed at Indian Wells Golf Resort following along the drama of players competing to earn their 2025 LPGA Tour Card.



2024 Earned Media Value

EXECUTIVE SUMMARY

KEY FINDINGS – FROM THE EPSON TOUR
CHAMPIONSHIP AT INDIAN WELLS

PR MEDIA VALUE

Over 848 articles mentioned the tournament,
generating over \$4.3M in value.

PR / MEDIA VALUE \$4,771,831

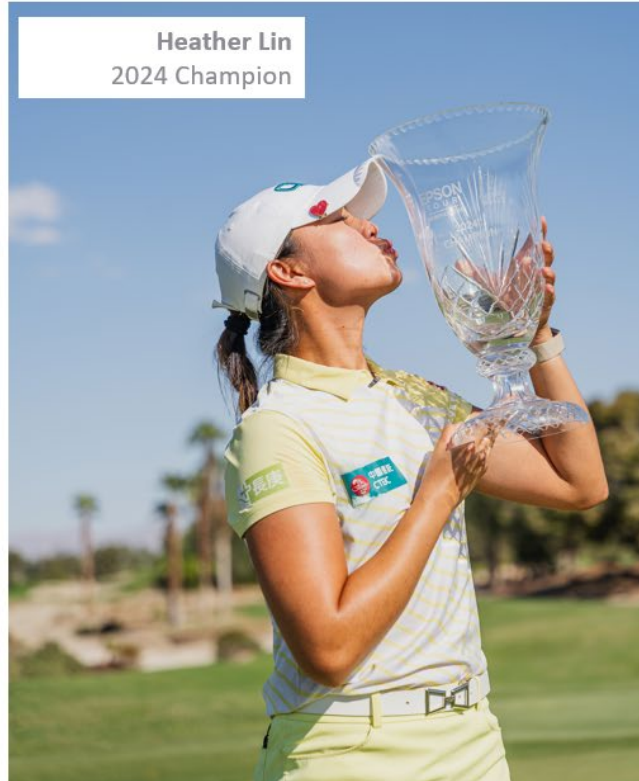
DIGITAL VALUE \$29,293

ON-SITE & MARKETING VALUE \$645,603

TOTAL MEDIA VALUE

\$5,446,727

Heather Lin
2024 Champion



2024 Earned Media Value

MEDIA COVERAGE

Over **848 articles** mentioned the tournament, leading to over **\$4.3M** in value.

Articles mentioning the tournament reached **27 different countries** and were written in **12 languages**.

Win and in: Meet Heather Lin and the 14 others who secured LPGA status at the Epson Tour Championship

Story by Kent Paisley • 1mo • 4 min read

A first professional victory in the Epson Tour Championship was the only way for Heather Lin to get into the top 15 cutoff to earn an LPGA card for 2025. The Chinese Taipei native started the week 54th in the tour's season standings but got off to a searing start, recording an ace in the first round, then carding a 63 on Friday to take the 36-hole lead. An even-par 71 on Saturday gave her a one-stroke advantage with 18 to play.



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Ad

Lin, 24, survived a sunbaked Sunday at Indian Wells Golf Resort near Palm Springs, Calif., where temperatures reached 114 degrees, with a back-nine charge after her first double bogey of the championship on the 10th.

Lin's conversation with her coach Ian Mellor on Saturday prepared her for that moment, imprinting that she would get nervous and take a deep breath when that happens. Despite Lin's hands shaking down the stretch, she birdied the 12th and 13th to wipe away the error and return to 15 under par, tied for first with Malaysian Olympian Ashley Lau, who was in the clubhouse. On the par-5 17th, Lin made birdie to take the outright lead, and with a par on the last, finished off a four-under 67 to earn her first career victory, snatching the 15th and final LPGA card the only way she mathematically could.

The screenshot shows a Yahoo Sports article page. At the top, there's a search bar and navigation links for News and Finance. Below that, a menu lists various sports categories: Golf, News, Leaderboard, Schedule, Pro Tours, Players, Stats, Masters Tournament, PGA Championship, and US Open. The main headline reads "What is the Epson Tour Championship? It's a path to the LPGA for many players". The author is identified as Larry Bohannon from the Palm Springs Desert Sun, with a date of Tuesday, October 1, 2024, and a 4-minute read time. The article text begins with "So just what is the Epson Tour Championship and why is it here in the desert this week?" and continues to explain the tournament's significance for women's golf, its role as a developmental tour for the LPGA, and the prizes awarded to the top performers.

Source: *Online Media Exposure- Meltwater Coverage; November 1, 2023- October 28, 2024. Includes mentions of "Epson Tour Championship"*

2024 Earned Media Value

DIGITAL – SOCIAL & WEBSITE

DIGITAL

[epson.com](https://www.epson.com)

Total Users	96,330
Total Sessions	41,527
Total Views	12,304

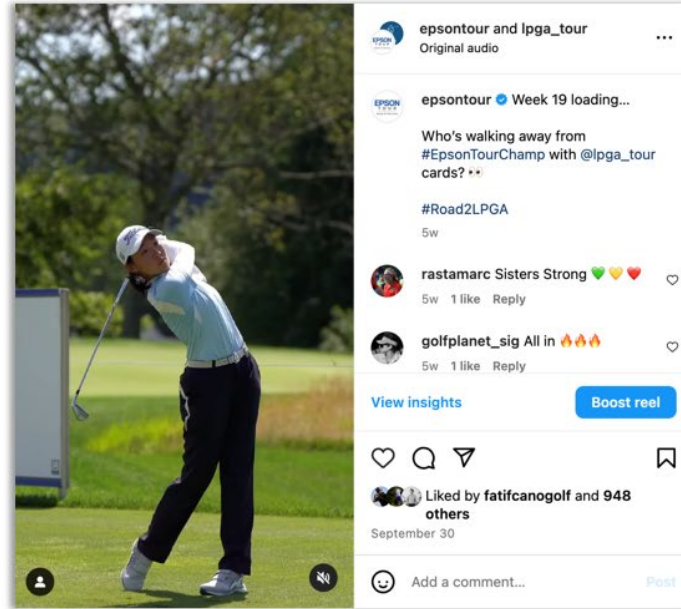
SOCIAL

Epson Tour & Other Social

Total Impressions	1,049,518
Total Engagements	32,492
Total Likes	24,599



TOP CONTENT:



Source:
Digital- Hero Digital; October 1-7, 2023
Social- Zoomph; Posts that mention Epson Tour Championship or #EpsonTourChamp; January 1 – October 31, 2024
Number of Total Engagements includes Total Interactions. Total impressions is only on owned handles.

2024 Earned Media Value

TV EYES

TV exposure generated over **\$453K**. Outlets included **KESQ (ABC)**, **KDFX (FOX)**, **KPSP (CBS)**, **KMIR (NBC)**, and **The Golf Channel**, among others.



Source: Peripheral TV Exposure – TV Eyes; January 1 – October 23, 2024. Includes mention of “Epson Tour Championship”

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**INDIAN
WELLS**

2025 - 2026 Partnership Proposal

New Partnership Enhancements in 2025 & 2026

Epson Tour Championship will return to Indian Wells Golf Resort the week of September 29 – October 5, 2025

- LPGA & Epson Tour Pre-Qualifying tournament to create two-week presence in Indian Wells (additional room nights).
- Season long Epson Tour marketing partnership creating additional exposure opportunities for Indian Wells throughout 2025 & 2026 seasons.
- Enhanced benefits for Indian Wells residents with new concepts to potentially include a Golf Clinic / Welcome Party with the pros, Pro-Am playing opportunity, expanded VIP Hospitality ticket offering, etc.
- Epson Tour to work with City on promotion of Players Course Grand Re-Opening, to include Epson Tour Professionals attending Grand Re-Opening Ceremony.

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INDIAN
WELLS

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ROAD TO THE LPGA

LPGA / Epson Tour Pre-Qualifying

LPGA and Epson Tour Pre-Qualifying Western Region tournament will take place September 22-28, 2025, at Indian Wells Country Club. Creating a two-week, back-to-back LPGA presence in Indian Wells.

Historically Pre-Qualifying has taken place with one national tournament in August across multiple different properties in the Coachella Valley. Moving to a multiple event, regional model beginning in 2025, the Western Region tournament will take place exclusively at Indian Wells Country Club.

108 players will be competing to advance to the next stage of LPGA & Epson Tour Qualifying.

LPGA will partner with a hotel property in Indian Wells during that week for Staff working Pre-Qualifying Tournament to stay at a hotel property in Indian Wells. Estimated additional 75-100 room nights. LPGA will also work to promote Indian Wells hotel partner that week to players, caddies, and others attending that are in need of accommodations.

2025 & 2026 Season Long Marketing Partnership

Additional exposure opportunities for Indian Wells throughout 2025 & 2026 seasons

- Increase in banner ads run on LPGA.com and EpsonTour.com from 2.5M impressions in 2024 to 5M in 2025 & 2026
- Branding opportunities in recurring Social Media posts on Epson Tour digital channels
 - Weekly “Winner’s Selfie” post, as each winner will secure their spot in the field of the Epson Tour Championship at Indian Wells.
 - Sponsorship of “Move of the week” which would highlight athletes who made big moves in the Race for the Card in weekly tournament recap show, tentatively named "The Clubhouse Catch Up".
- Indian Wells logo included in on-site sponsor signage displayed at all Epson Tour events



Enhanced Benefits for Indian Wells Residents

2024 Resident benefits to continue with proposed enhancements for 2025 - 2026

- 2024 Resident Benefits
 - Discounts on Pro-Am, VIP Hospitality, and Grounds Tickets
 - Dedicated City of Indian Wells Resident viewing deck on 18th Green (shaded)
 - Seventy-Two (72) Four-day VIP Hospitality passes Thursday-Sunday of tournament week
- New for 2025 – 2026 - Resident Benefit Enhancement Concepts
 - Golf Clinic and Welcome Party with Residents and Epson Tour Pros
 - Pro-Am Playing Opportunity for three residents (selected by City lottery)
 - Twenty-eight (28) additional Four-day VIP Hospitality passes Thursday-Sunday of tournament week



2025 - 2026 Epson Tour Championship at Indian Wells

Championship Presenting Sponsor

Tournament Assets to continue from 2024 to 2025 - 2026:

- City name incorporated into official tournament name and logo
- City name and logo incorporated into all tournament collateral
- Opportunity for City Official to participate in tournament trophy ceremony
- One (1) Press Release drafted and distributed by the Epson Tour announcing partnership renewal
- 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
- Daily content produced and distributed on Epson Tour digital platforms highlighting City of Indian Wells and Golf Resort
- Discounts on Pro-Am, VIP Hospitality, and Grounds Tickets for Indian Wells resident card holders, marketed through Indian Wells and Troon
- Dedicated City of Indian Wells Resident viewing deck on 18th Green (shaded). (City or residents to provide own chairs).

2025 - 2026 Epson Tour Championship at Indian Wells

Championship Presenting Sponsor

New Tournament Assets in 2025 & 2026:

- Enhanced Resident Benefits to include Clinic / Welcome Party, Pro-Am opportunity, increased # of VIP Hospitality passes
- Support for Players Course reopening in November, including:
 - Coordinating Epson Tour Athlete Appearance
 - Social Media and National Media Support – Press Release

New Epson Tour Season Long Assets in 2025 & 2026:

- Indian Wells banner ads to run across LPGA.com & EpsonTour.com until 5M impressions is achieved (double from 2024)
- Sponsorship of recurring social media series throughout 2025 - 2026 seasons (i.e. “Winner’s Selfie” post)
- Sponsorship of “Move of the week” which would highlight athletes who made big moves in the Race for the Card in weekly Epson Tour tournament recap show on YouTube, tentatively named "The Clubhouse Catch Up"
- Indian Wells Logo included in on-site sponsor signage displayed at all Epson Tour events

2025 - 2026 Investment: \$153,212 Annually (Match Tournament Site Fee)

**Epson Tour to commit to Indian Wells Golf Resort as host site for 2026 tournament and eliminate early termination clause in site agreement with a two-year commitment from City of Indian Wells as presenting sponsor.*

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Jody Brothers, Epson Tour
Chief Business & Operations Officer
Jody.Brothers@LPGA.com
(210) 355-3289

Matt Clark, Epson Tour
Tournament Director
Matthew.Clark@LPGA.com
(386) 795-0111