



**WOMEN'S[®]
GOLF DAY**



June 6, 2023

INTRODUCTION





A year long platform
culminating in a weeklong celebration
with digital and live activation.
The one proven authentic golf vehicle to
engage and connect to
Women around the world.

OUR STORY

Engage. Empower. Support.

Women's Golf Day (WGD) is a network of women and men around the world supporting golf and one another.

Our events and partnerships provide new and experienced golfers with a myriad of resources and access to the game.



OUR PLATFORM

WGD supports girls and women throughout the year, providing resources to comfortably get involved in the game and stay involved in the game. In turn, we drive value for our partners through brand exposure, engagement, and conversion with our community.

**WGD
COMMUNITY**

EVENTS



RETAIL
EXTENSIONS

PR EXPOSURE

RESOURCES

DIGITAL & SOCIAL
MEDIA



C O M M U N I T Y





OUR MEMBERS

WGD launched a VIP membership program, providing resources throughout the year to women and men looking to further engage in the game of golf. Our members receive access to travel experiences, apparel, discounts, and other resources.





WOMEN'S GOLF DAY

Stats & Data

Women own 40% of all American private businesses.

Senior women age 50+ have a combined net worth of \$19 trillion

1.3 million women earn more than \$100,000 in annual salary.

Over the course of a family's life, 90% of married women will control its wealth.



\$7 trillion

is contributed by women in the United States in consumer and business spending.

91%

of women say they think advertisers do not understand them.

85%

of purchases and purchase influences are made by women.



2/3

of consumer wealth in America will belong to women within the next decade.

50%

of products typically marketed to men are purchased by women.



OUR REACH



Irrespective of race, religion, language, ethnicity, or location, WGD introduces new female participants to golf and celebrates existing players by joining them together.



OUR TOUCHPOINTS

Hundreds of Locations.
Thousands of People.

One Voice.

WGD brings together people from 6 continents, over 80 countries, and 1,200 locations; showcasing the power of the platform and women around the world.



2022 Social Media Performance

#WomensGolfDay and "Women's Golf Day" keywords were tracked globally across Instagram, Twitter, and Facebook. WGD's record day pointed to the fact that the event week reached over 89 million people exclusively through Women's Golf Day content.

Engagements

1,098,217 

Reach

89,533,954 

Impressions

112,532,778 



MEDIA EXPOSURE





MEDIA PLATFORM

WGD has developed a significant media platform, inclusive of digital assets, social assets, PR executions, and strategic media outlets/ partners that help drive meaningful exposure for our brand partners.

WOMEN'S GOLF DAY®



Public Relations Global Reach



- Australia
- Canada
- England
- France
- Hong Kong
- India
- Ireland
- Japan
- Malaysia
- Mexico
- Northern Ireland
- Scotland
- Singapore
- South Africa
- Spain
- Thailand
- The USA
- The UAE





OUR CELEBRATION

Our **weeklong celebration** begins on
May 30, 2023, with WGD Palooza and
culminates with
Women's Golf Day on June 6, 2023.



WGD Palooza 2021



Watch later



Share



WGD PALOOZA

Fun and light-heartedness is woven throughout everything at WGD.

WGDPALOOZA, initially launched in 2020, is a unique global digital event combining insights, entertainment, and celebration from many of the movers and shakers in golf.

MORE VIDEOS



3:02 / 2:15:03



YouTube





WOMEN'S GOLF DAY

Women's Golf Day takes place in over 80 countries and 1000+ locations, celebrating women and girls playing golf and learning skills that last a lifetime.

Each June, locations host a one-day event consisting of a four-hour experience, providing a simple and accessible platform to build a foundation and create a network to support the continuation of golf, no matter what skill level or interest.

On June 6, 2023, we host a global celebration of weeklong events.

PARTNERS





OUR PARTNERS

WGD is proud and appreciative of our partners who have impacted so many women and girls through the game of golf.



OUR RESOURCES & REACH

It is a collaborative effort by a dedicated team, golf management companies, retailers and organizations all working together to engage, empower and support girls and women through golf.

We bring that same collaboration to driving value for our partners.



**PARTNERSHIP
OFFERINGS**



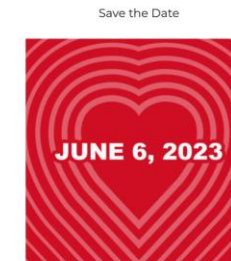
WGD – A Weeklong Celebration - Snapshot

DATE	Tues. May 30	Wed. May 31	Thu. June 1	Friday June 2	Saturday June 3	Sunday June 4	Monday June 5	Tuesday June 6
NOTEWORTHY EVENTS OF THE DAY	-WGD Palooza Digital Day Billboards have been running in Times Square & Silicon Valley PINEHURST EVENT	Ring the opening bell NYSE -for Women’s Golf Day with Acushnet Titleist / FootJoy AMERICAN FAMILY FIELD	GAMBIA – first time host!	-NEEDWOOD --Palm Beach National Event with Founder Elisa Gaudet	-PGA Tour Superstores 56 stores across the USA Events 2-4pm Elisa Gaudet@ PGATSS PGA Blvd. Gardens FL	REGATTA BAY	-LA CALA SPAIN -RBC Scarborough, Toronto START of the RBC Canadian Open	PINE RIDGE – Cathy Harbin - Evian, France - Golf Town 47 stores Canada
WGD FACT OF THE DAY	WGD Palooza Digital Day Find your inner Superhero – https://womensgolfdaily.com/wgdpalooza/ Can watch after – link on website	Off-course locations like Top Golf have charged growth in golf. Callaway and Top Tracer lead the field –(GolfNow location)	Golf’s participant base isn’t only increasing, it’s getting more diverse – younger, more females, more people of color.	“Breaking with Tradition Movie”	WGD & Partnerships Sponsorships. Companies and Orgs leading the Way R&A, USGA, PGA, Callaway, Titleist, FootJoy, PGA TOUR Superstore, Glovelt, Imperial GolfTown, Topgolf Make Golf Your Thing	\$4.6 billion raised in 2022, a 16% increase since 2016 nearly 1 percent of all charitable giving in the U.S. Regatta Bay – Play Pink & First Tee	Ryder Cup tie – in Women Owned Course... Bring in Pine Ridge, Carson Valley and Marco Simone	The game enabled 1.65 million jobs including more than 1 million directly tied to the industry – Like Scarborough GM...
MEDIA PUSH	Digital Day kicks off Weeklong Events – Ring the Opening NYSE Bell TOMORROW – for Women’s Golf Day with Acushnet Titleist / FootJoy	Find a location, Wear red and white!	FIRST TIME COUNTRIES Gambia, Greece, Peru, Japan’s Growth 139 courses hosting WGD event in 2023 up from 3 locations in 2022	Tomorrow go to PGATSS to enjoy WGD 2-4 pm . Find locations with WGD merch on website.	Memorial tournament tie in	RBC Hosting event in prep for RBC Canadian Open	TOMORROW IS WGD – and ending a weeklong celebration _ Go to a GolfTown event in Canada	Recap of images from the week & highlights from around the globe Video recap
Available assets / Social Media	<ul style="list-style-type: none"> WGD Palooza “Tag WGD & use #womensgolfdaily” Glovelt feature 	<ul style="list-style-type: none"> NYSE Bell Titleist / FJ feature Pinehurst highlights Participant submissions 	<ul style="list-style-type: none"> Palm Beach National highlights Callaway feature Participant submissions 	<ul style="list-style-type: none"> Gambia highlights USGA + R&A feature WGD Shop / Imperial feature 	<ul style="list-style-type: none"> Needwood highlights PGATSS feature Participant submissions 	<ul style="list-style-type: none"> PGATSS highlights PGA feature Participant submissions 	<ul style="list-style-type: none"> Regatta Bay highlights RBC feature Tomorrow is WGD! Participant submissions 	<ul style="list-style-type: none"> Weeklong highlights HAPPY WGD Participant submission

WGD Media Access

<http://www.womensgolfdays.com/press>

- Image Gallery: location to find approved images from the day
- B-roll: video from the day
- Promotional Materials: logos, social media graphics, etc
- Top 5 Posts of the day
- Daily Media Alert Notes



Media Alert Sheet – Tuesday, May 30th

Tomorrow Women's Golf Day to ring the opening bell at the New York Stock Exchange

- Founder of Women's Golf Day, Elisa Gaudet will be joined by a delegation of women including representatives from official partner Acushnet and LPGA player Danielle Kang, to ring the opening bell at NYSE
- Women's Golf Day branding is also running on the famous ABC supersign on Time Square – next to the Good Morning American Studio
- And on a second sign in Silicon Valley

Contacts:

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Mary Kay Willson, WGD COO, marketing@womensgolfday.com, 561-252-6023



Media Alert Sheet – Wednesday, May 31st

New York Stock Exchange - Women's Golf Day Rings the Opening Bell of the New York Stock Exchange with our partners Acushnet (Titleist & FootJoy) for Women's Golf Day Watch Live <https://www.youtube.com/@NYSEofficial/streams> Photos will be posted on June 1st of event & Times SQUARE WOMEN'S GOLF DAY JUMBROTRON highlighting NYSE bell ringing and WEEKLONG CELEBRATION

New Countries for 2023 take the total WGD country count up to 84!

- Peru, Virtual Women's Golf Day Tournament - WGD Event: May 28th <https://womensgolfday.com/location/peruvian-golf-federation/>
- Gambia, The Fajara Club - WGD Event: June 1st <https://womensgolfday.com/location/the-fajara-club-sir-dawda-jawara-golf-course/>
- Zambia, The Bonanza Golf Club - WGD date: June 6th <https://womensgolfday.com/location/bonanza-golf-course/>
- Greece, Golf Glyfada - WGD Event: June 6th <https://womensgolfday.com/location/golf-glyfada/>

#WomensGolfDay @WGDunites WEAR RED AND WHITE - POST A TAGGED PHOTO on SOCIAL TO CELEBRATE WITH US!

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Media Alert Sheet – Thursday, June 1, 2023

STORY IDEA: Japan: Celebrating Women: Growth Across a Nation

Women's Golf Day has experienced unprecedented growth in the country this year.

- The first Japanese WGD events were held in 2021
- WGD launched a Japanese language version of the website to support locations and golfers
- Only 3 events in took place in 2022, but were well attended
- Collaboration with Japanese Federation over the course of the 12 months has led to unprecedented growth in the country
- There are 139 events registered in Japan – the 2nd highest number of events after the USA
- Asian players have dominated women's golf; they have captured 11 of the last 15 editions of the U.S. Women's Open Championship

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Media Alert Sheet – Friday June 2, 2023

Tomorrow PGA TOUR Superstore holds its in store events

- PGA TOUR Superstore are official partners of WGD
- Women are invited to take part in specially curated WGD events at every store across the US
- These instore activations prove especially popular with women who may feel less inclined to attend a traditional golf venue.
- There will be a team of Performance Center Certified Instructors and Fitters, as well as apparel, footwear, and equipment specialists, to provide tips and insight on the latest services and products
- WGD Merchandise will also be available to purchase
- Time: 2.00-4.00pm
- Various locations across the USA – Elisa Gaudet attending in Palm Beach Gardens

#WomensGolfDay @WGDunites WEAR RED AND WHITE - POST A TAGGED PHOTO on SOCIAL TO CELEBRATE WITH US!

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Media Alert Sheet – Friday, June 2, 2023

Premier Event: Palm Beach National Country Club, Lake Worth, FL 33467

- Elisa Gaudet to attend event at 5:00 PM
- <https://womensgolfdays.com/location/palm-beach-national-golf-club/>

Tomorrow June 3, 2023 PGA TOUR Superstore holds its in store events

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Media Alert Sheet – Saturday, June 3, 2023

LOOK FOR A LOCATION NEAR YOU! TODAY PGA TOUR Superstore holds its in store events

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- Time: 2.00-4.00pm
- Various locations across the USA – Elisa Gaudet will be at the Palm Beach Gardens, FL location.

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Media Alert Sheet – Sunday, June 4, 2023

Tomorrow, June 5th - RBC holds its Women's Golf Day event in Toronto!

- As part of its build up to the RBC Canadian Open, RBC will hold its second Women's Golf Day event
- The first event took place last year and was attended by Dame Laura Davies as well as WGD Founder Elisa Gaudet
- The 2023 event takes place at Scarborough Golf & Country Club in Toronto, Canada from 9 – 2.15pm

<https://womensgolfday.com/location/wgd-rbc-toronto/>

#WomensGolfDay @WGDunites WEAR RED AND WHITE - POST A TAGGED PHOTO on SOCIAL TO CELEBRATE WITH US!

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Media Alert Sheet – Monday, June 5, 2023

TODAY, June 5th - RBC holds its Women's Golf Day event in Toronto!

- As part of its build up to the RBC Canadian Open, RBC will hold its second Women's Golf Day event
- Scarborough Golf & Country Club in Toronto, Canada from 9 – 2.15pm

<https://womensgolfdays.com/location/wgd-rbc-toronto/>

TOMORROW, June 6th EVENTS TO WATCH FOR - Major venues ready to host around the globe!

Evian Resort Golf Club – Hosts of the 5th Women's Major

- The Amundi Evian Championship 29 years ago, became a Major event in 2013
- In 2022 it significantly raised its prize purse to include a \$1 million prize for the winner
- Over the last few years, the Paris venue has hosted several Women's Golf Day events

<https://womensgolfdays.com/location/evian-resort-golf-club-academy/>

Marco Simone Golf & Country Club – Hosts of the 2023 Ryder Cup Matches

- Marco Simone has strong female leadership
- Its owner is Lavinia Biagotti and its superintendent is Lara Arias
- Marco Simone has been running Women's Golf Day events since the very beginning, 2016, and will continue to do so even in its Ryder Cup year

<https://womensgolfdays.com/location/marco-simone-golf-country-club/>

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Media Alert Sheet – Monday, June 5, 2023

TOMORROW, June 6th EVENTS TO WATCH FOR - Major venues ready to host around the globe!

Firestone Golf & Country Club

- Firestone have been holding annual WGD events for several years
- On the day of the event, attendees either team up with their golf professionals and visit different stations set up at the range or head out to play nine holes on the Fazio Course
- Then, it's time to enjoy food and drinks, games, and talk about ways to get involved in golf
- Most importantly, no one takes themselves too seriously, so you make new friends and have a great time

<https://womensgolfday.com/location/firestone-country-club/>

PGA Frisco – the Home of the PGA of America

- This event includes a variety of activities to suit all abilities
- A tee time on The Swing, the 10-hole par-3 course
- Play on (2) 9-hole putting courses on The Dance Floor
- Games and competitions, like a Closest to The Pin, 100ft. Putting Challenge
- The day will be concluded with light bites, socializing, and outdoor yard games at Ice House as well as a signature drink

<https://womensgolfday.com/location/pga-frisco/>

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Media Alert Sheet – Tuesday, June 6, 2023

1 of 3

EVENTS TO WATCH OUT FOR TODAY

Major venues to host around the globe!

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Media Alert Sheet – Tuesday, June 6, 2023

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Media Alert Sheet – Tuesday, June 6, 2023

3 of 3

Golf Town, Canada

- Golf Town partnered with Women's Golf Day
- This year events will take place in all 47 stores, nationwide on 6th June
- <https://blog.golftown.com/en/community/celebrate-womens-golf-day-with-golf-town-on-june-6/>

Fun facts about events happening today!

- Farthest North: Saugeen Golf Club, Port Elgin, Canada <https://womensgolfday.com/location/saugeen-golf-club/>
- Farthest South: Club de Golfe, Argentina <https://womensgolfday.com/location/club-de-golf-palihue/>
- Farthest East: Australian Women's Golf Network, Royal Melbourne Golf Club, Australia
- <https://womensgolfday.com/location/peppers-moonah-links-resort-mornington-peninsula/>
- Farthest West and last event of the week:
- Moorea Green Pearl Golf Course, French Polynesia
- <https://womensgolfday.com/location/moorea-green-pearl-golf-course/>

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A WGD STORY – Bonanza – The Full Story



[About](#) [VIP Membership](#) [WGD Palooza](#) [Shop](#) [Travel Resources](#) [Contact Us](#) [Login](#)

[REGISTER A LOCATION](#)

[FIND A LOCATION](#)



Bonanza Golf Course



Bonanza Golf Course, situated in the Bonanza Residential Community Estate, North East of Lusaka offers a Peter Matkovich course, designed and signed by Louis Van Der Walt, offering Lusaka and tourists alike with world class golfing and practice facilities, social clubhouse, along with conferencing and function opportunities.

Event Registration Information



June 6, 2023

Bonanza Golf Course, D753
Chongwe District, Lusaka Province Zambia

[Get Directions](#)

260966874746

reception@bonanzagolfcourse.com

<https://bonanzagolfcourse.com/>

[Travel / Trips:](#)

Surround yourself in Zambia's number one golfing resort, a lavish retreat located just 15 minutes from the Kenneth Kaunda International Airport, Ciêla Resort & Spa is embraced by beautiful scenery and sprawling lawns. Defining a new chapter in African hospitality, this luxury lifestyle resort balances countryside living and

Event Date: June 6th

Location:

Bonanza Golf Course, Chongwe District, Lusaka Province Zambia

Story angle:

Zambia is one of 4 new countries participating in 2023

Contact information:

Samantha Jerrard

samj@bonanzagolfcourse.com

WGD Link URL:

<https://womensgolfdays.com/location/bonanza-golf-course/>

Why it's relevant:

After meeting Elisa Gaudet at the International Golf Travel Market in 2022 Charles Jerrard, Director of Golf at the Bonanza Club has registered to become the first location to host a Women's Golf Day event in Zambia, Africa. They are hoping that their involvement will raise awareness of women's golf development in the region.

A WGD STORY – Pinehurst – The Full Story

The screenshot shows the Women's Golf Day website interface. At the top left is the 'WOMEN'S GOLF DAY' logo. Navigation links include 'About', 'VIP Membership', 'WGD Palooza', 'Shop', 'Travel', 'Resources', 'Contact Us', and 'Login'. Two red buttons are present: 'REGISTER A LOCATION' and 'FIND A LOCATION'. The main content area features the Pinehurst Resort & Country Club logo and a large photograph of a golf course. To the right, an 'Event Registration Information' sidebar displays a map, the event date 'May 30, 2023', the address '80 Carolina Vista Drive, Pinehurst, North Carolina 28374, United States', a 'Get Directions' link, contact information '(910) 235-8140', 'giulia.mallmann@pinehurst.com', and 'https://www.pinehurst.com/'. Social media icons for Facebook, Twitter, Instagram, LinkedIn, and YouTube are listed at the bottom of the sidebar.

WOMEN'S GOLF DAY

About VIP Membership WGD Palooza Shop Travel Resources Contact Us Login REGISTER A LOCATION FIND A LOCATION

Pinehurst Resort & Country Club

Event Registration Information

May 30, 2023

80 Carolina Vista Drive
Pinehurst, North Carolina 28374
United States

Get Directions

(910) 235-8140
giulia.mallmann@pinehurst.com
https://www.pinehurst.com/

Facebook
Twitter
Instagram
LinkedIn
YouTube

The Cradle of American Golf
Pinehurst Resort & Country Club has 9 signature golf courses and is the home of the 1999, 2005, 2014 and 2024 U.S. Open Championships, the 2014 U.S. Women's Open Championship and the 2008 and 2019 U.S. Amateur Championship.

Event Date: May 30th

Location:

Pinehurst Resort & Country Club
80 Carolina Vista Drive
Pinehurst, North Carolina 28374

Story angle:

Major golf locations supporting Women's Golf Day on an annual basis

Contact information:

[\(910\) 235-8140](tel:(910)235-8140)
giulia.mallmann@pinehurst.com

WGD Link URL:

<https://womensgolfday.com/location/pinehurst-resort-country-club-2/>

Why it's relevant:

Pinehurst Resort & Country Club has participated in Women's Golf Day annually since the campaign began in 2016 attracting more than 100 women to each event.

A WGD STORY – Pineridge – The Full Story



About VIP Membership WGD Palooza Shop Travel Resources Contact Us Login REGISTER A LOCATION FIND A LOCATION

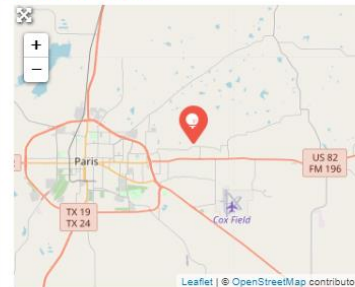


Pine Ridge Golf Course



Pine Ridge Golf Course in Paris, Texas, provides 18-holes of unforgettable golf. Set amidst the beautiful Texas landscape, our course provides the perfect layout for golfers of all levels, from seasoned veterans to those who recently picked up their first putter.

Event Registration Information



5615 Pine Mill Rd
Paris, Texas 75462
United States

[Get Directions](#)

903-785-8076

cathyharbin@oncourseops.com

<http://www.golfatpineridge.com>

[Event Landing Page URL](#)

Event Date: June 6th

Location:

Pineridge Golf Course

Paris, Texas 75462

Story angle:

Female business owner creating opportunity for women

Contact information:

[903-785-8076](tel:903-785-8076)

cathyharbin@oncourseops.com

WGD Link URL:

<https://womensgolfday.com/location/pine-ridge-golf-course-2/>

Why it's relevant:

Pine Ridge Golf Course is owned by Cathy Harbin, a Class A Member of the PGA of America since 1992 and a PGA Master Professional since 2000. She is also a member of the LPGA and CMAA. Pine Ridge has hosted events annually with the emphasis on fun. For 2023 alongside a series of competitions there will be wine tasting available for participants.

WGD – GolfNow* & Elite Locations

Carson Valley Golf Course

Pinehurst

Regatta Bay Golf and Yacht Club*

Firestone Country Club

Pine Ridge

Marco Simone GC

Teshua Knolls Golf Course * TBD

Palm Beach National *

RBC -Scarborough



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