

#WOMENSGOLFDAY



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WOMEN & GOLF

Women's Golf Day

Untapped Opportunity & Unlimited Potential

Engage * Empower * Support

Inspire Action



- ▶ There are two important truths that are relatable for everyone:
- ▶ First universal truth we all have a Mom. So everyone of us absolutely has some relatability to women. From there obviously there are wives, daughters, sisters, aunts, grandmothers, cousins, friends, colleagues
- ▶ This is not a feminist revolution or movement to take over Saturday morning tee times.
- ▶ This presentation and the work we have been doing is to highlight the incredible economic power women have and the import role they play in influencing decisions.



HARNESS THE POWER OF WOMEN

This is an excellent video of the power of the human spirit that I often use to start presentations. Inspiring whether you are a man or woman but geared towards women.

► <https://www.youtube.com/watch?v=fia4HY9pWuo>

Unfortunately for us there is no example of a female golfer represented in this video

This just happened June 7, 2016. Proving there is an appetite and the future is bright.

► <https://www.youtube.com/watch?v=gdO4ihrPQZY>



CURRENT MARKET

The current marketplace for golf and the offerings for women is fragmented. There are many programs and organizations yet none are extremely large or dominant.

- ▶ Only 13%-20% of the 25.7 million golfers are women. **5.1 million adult female golfers**
- ▶ The US population is 321.7 MM and women make up half the population. This is a clear growth potential area for golf that has not been taken seriously in the past.
- ▶ The social media platforms in place are extremely powerful as women typically share more than men through social media.

People are looking for ways to interact in a meaningful way. For women, socializing and staying connected with family, friends and colleagues is important. **Golf Ideal**



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WOMEN AS INFLUENCERS

Women are not only a powerful economic force on their own, they are often the primary decision maker in a household— everything from the sports played by their children to family vacations, home purchases and country club participation.

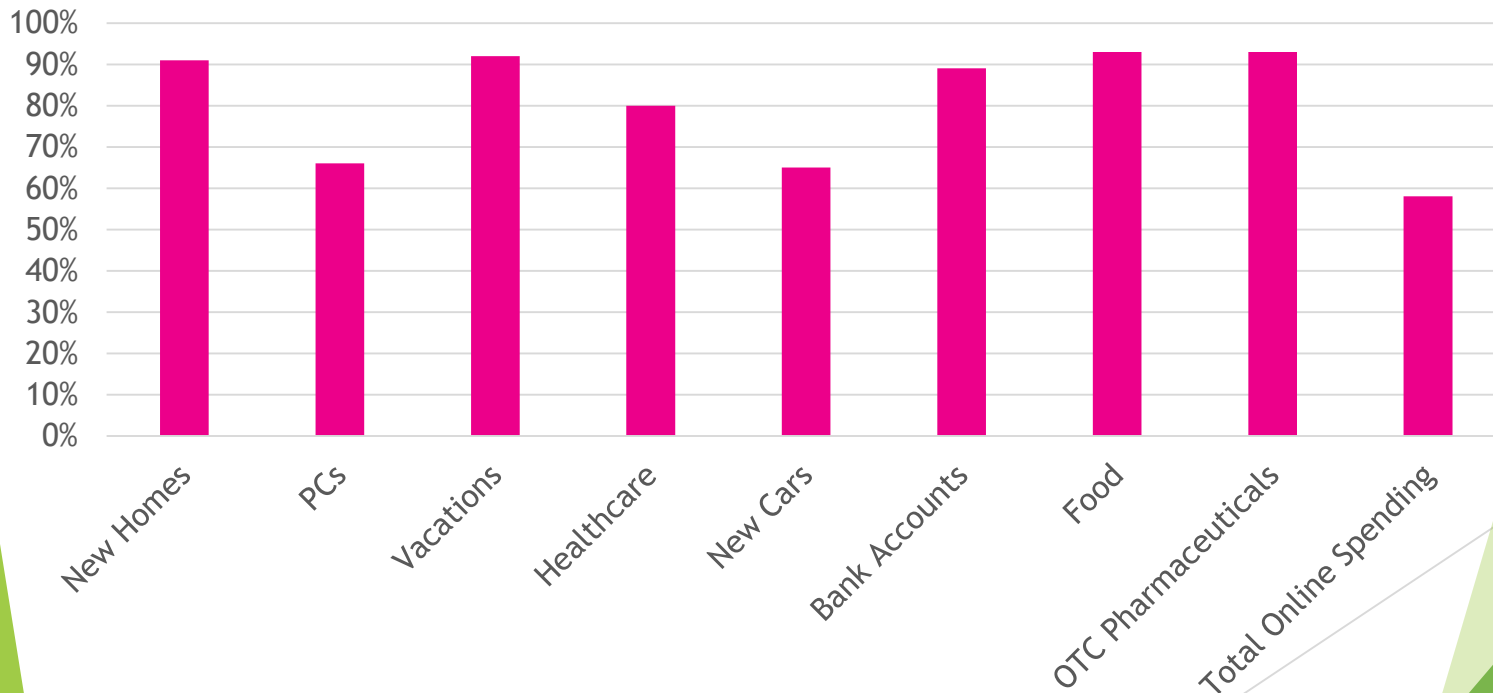
- ▶ Beyond gaining a woman as a potential golf participant there are even greater benefits to having her (at the very least) introduced to the game and having a positive experience with the sport.
- ▶ As people continue to get married later and have families later, the focus on family-friendly golf clubs and specific activities for families to enjoy together has become more prevalent.

Focusing on women having a positive experience around golf today can lead to an easier time in getting future generations involved.



WOMEN & SPENDING

- Women account for **85% of all consumer purchases** including everything from autos to health care
- Women control over **\$20 trillion in world-wide spending**.
- Women have tremendous spending power in America today—and it's growing. Market estimates their total purchasing prowess varies, ranging anywhere from **\$5 trillion to \$15 trillion** annually. ***



Source: Greenfield Online for Arnold's Women's Insight Team

**Source: Muhtar Kent, Chairman of the Board and Chief Executive Officer, The Coca-Cola Company, October 2010

*** Nielsen Consumer 04-02-2013
An Executive Golf International Production

WOMEN'S GOLF DAY



WOMEN: FACTS*

- In the U.S. there are approximately 8.6 million female-owned businesses, with \$1.3 trillion in revenue, employing 7.8 million people.
- By 2016 approximately **80% of all hires will be millennials** (born between 1980 and 1995), with at least **half being women**.
- Of the NFL's **185 million fans, 45% are women**.
- **Women spent 80% of all sport apparel dollars** and controlled **60% of all money spent on men's clothing**.
- Women comprise about **one-third (34%) of the adult audience for ESPN** sport event programs.
- **Senior women age 50 and older control net worth of \$19 trillion** and own more than three-fourths of the nation's financial wealth. ***
- **80% of the women executives surveyed played sports growing up.** **



*Source: Businessweek, September 2013 / National Golf Foundation

**Source: MassMutual Financial Group-2002 & 2007
An Executive Golf International Production

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EUROPE & WOMEN

Total number of registered golfers in Europe 2015

4,142, 661

66% Male / 25% female / 9% Juniors

Proportion of European population who actively play golf in 2015
.9%

Number of courses: 7, 097

USA: General population 324,8 M

Number of Golfers: 24-27 million golfers

87% male / 13-20% female

Number of courses USA: 15,204

Source: KPMG Golf participation report & National Golf Foundation



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WOMEN & YOUR VENUE

Exploring various areas where women have influence in your course or club and engage and market to them more substantially.

Various revenue models for golf courses:

- Membership
- Tee times
- Food & Beverage
- Retail Pro Shop
 - Housing / Hotel / Condo around course



A large one with substantial potential for increase is F & B and venue rental.

- Average **venue** cost for a wedding USA is : **\$11,000.**
- Average **tee time** cost is : **\$40.**

That same woman that decides to host an event at your club you would have to get her to play **300 rounds** of golf that year.



VACATION SPENDING & DATA

Households with women will **spend \$125 billion on vacations** over the course of the next year.

- women travelers are looking for the "emotional rewards" of a vacation

96% of women with families want vacations that give them memories. (90% of women without families)

- 82% of women use yahoo or google search engines to research vacations.
- Only 18% shared the responsibility of booking a trip with their spouse/significant other.
- Almost 20% of women took a girls only trip in the last 3 years

Top ten destinations:

- Mexico ○ Canada ○ England
- Italy ○ France ○ Germany
- Bahamas ○ Ireland ○ Japan ○ China

WHO IS PLAYING GOLF

The Percentage of people who play golf in each generation:

- 11% are part of the Silent Generation (Born before 1946).
- 27% are Baby Boomers (Born 1946-1964).
- 27% are Gen X (Born 1965-1979).
- 29% are Gen Y (Born 1980-1999).
- 6% are Gen Z (Born after 1999).

- 25% of Baby Boomers reported taking a golf trip in the previous year.

- ▶ We are looking at **women as economic influencers** so while everyone may not become an avid 18 hole golfer we would love to eradicate the phrase "golf widow".

- ▶ Women are often responsible for facilitating and influencing many economic family decisions:
 - **If the children take golf lessons or playing golf and transport**
 - **Home purchases for the family- in a golf community or not**
 - **Vacations - golf resort**
 - **Country Club membership**
 -

- ▶ We want them to have a positive feeling and experience around golf so they are more inclined to see the benefits and have the family participate in golf activities no matter what her level.

No matter what the good or service we are selling a **Piece of an experience you are willing to pay for.**



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Women's Golf Day

Celebrating girls & women playing golf & learning the skills that last a lifetime.

Working collectively and being part of a spirited global golf community.

Engage | Empower | Support

TUESDAY JUNE 6, 2017



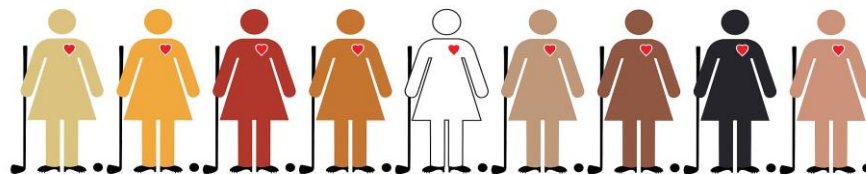
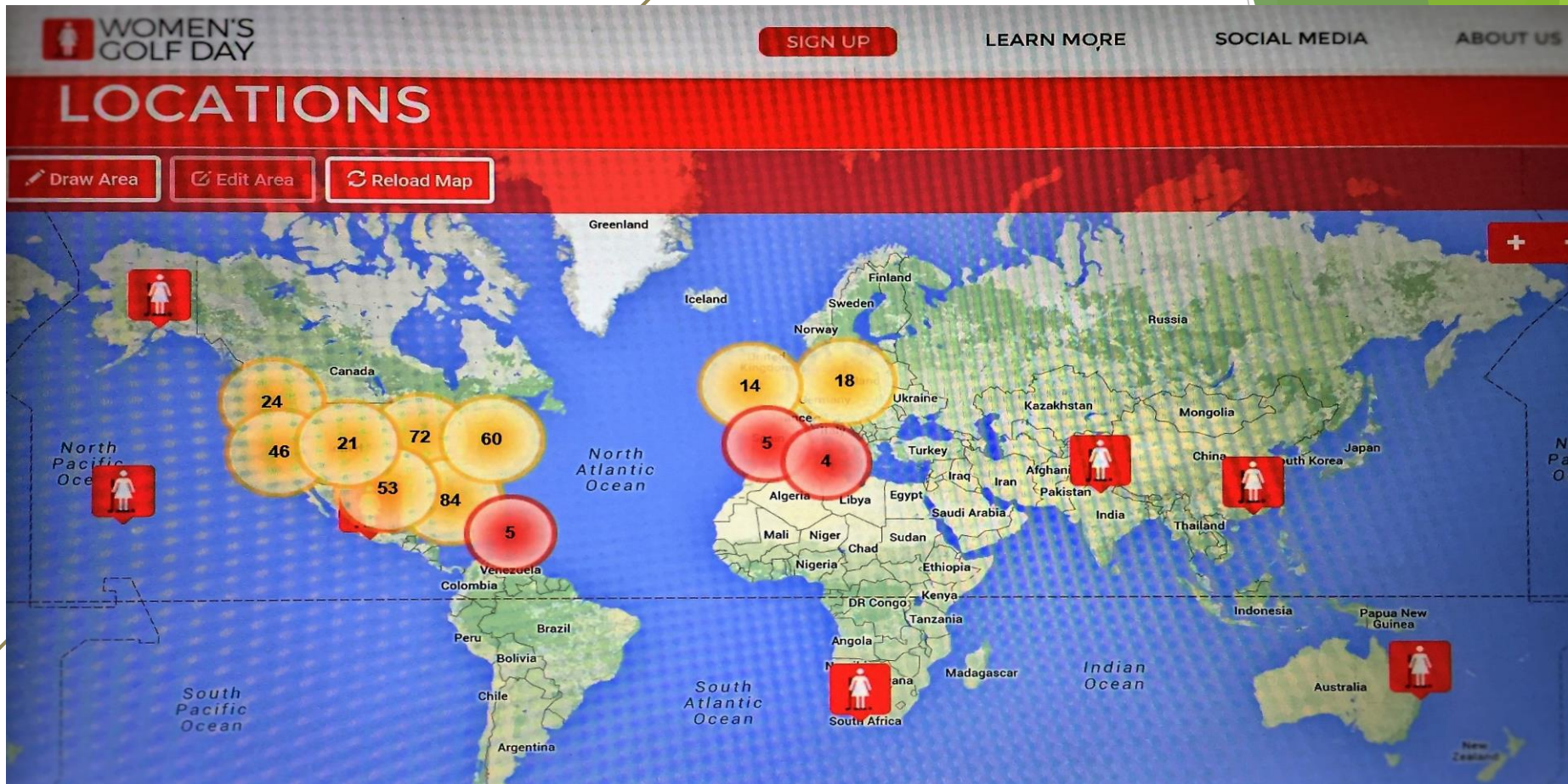
WOMEN'S GOLF DAY

WGD is an "event in a box" 4 hours, one day, meant to be very simple and universal. A Tuesday for 4 hours where a woman or girl can go and experience golf no matter what her level. Choice of 2 hours of lessons or 2 hours of 9 hole play followed by 2 hours of socializing. They have a choice of a golf course experience or an in-store experience.

Tuesday June 6th 2017



MULTICULTURAL EXPERIENCE



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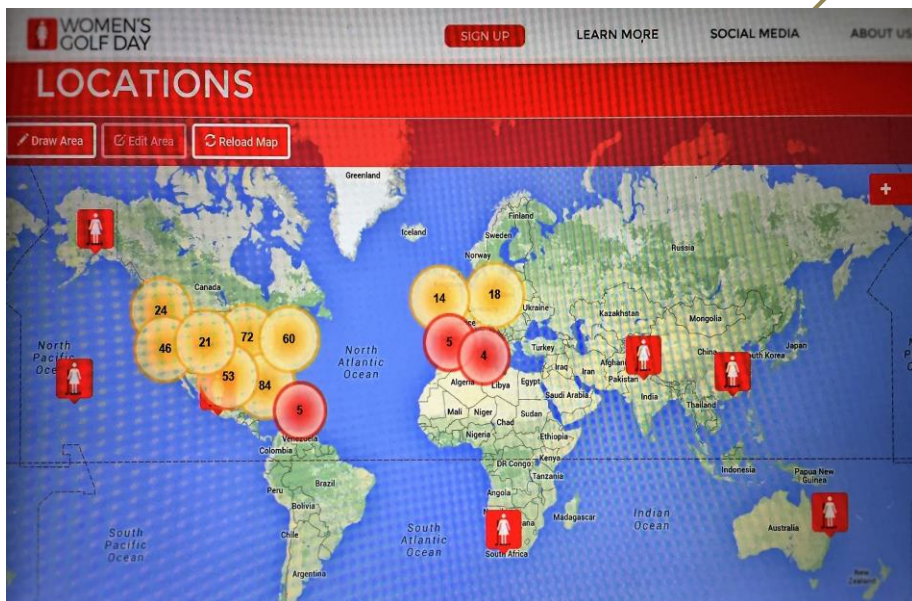
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- ▶ WGD made history with close to **500 locations** hosting events in **28 countries** around the world.
- ▶ More than 20,000 women participated and went to social media to share their experiences. The day transcended age, race, language, religion and nationality.
- ▶ On June 7, 2016 the WGD event started in Australia and continued east across the globe, ending in Hawaii. Somewhere in the world, a WGD event was in motion, for 24 hours non-stop.
- ▶ Through WGD women and girls were able to share their experiences with others and be part of a global golf initiative and online community.





GLOBAL REACH & EXPOSURE

WGD made history with close to **500 locations** hosting events in **28 countries** around the world.

WGD Global events in Eastern Daylight Savings Time

24 Hours of Global WGD

U.S. Eastern Time

Australia	2 am - 6 am
China	4 am - 8 am
India	7 am - 11 am
Europe/ Morocco	10 am - 2 pm
U.K./Ire.	11 am - 3 pm
New York	4 pm - 8 pm
Mountain	6 pm - 10 pm
West Coast	7 pm - 11 pm
Hawaii	10 pm - 2 am

AUSTRALIA MOROCCO USA SOUTH AFRICA IRELAND POLAND ITALY

TUNISIA INDIA MEXICO BERMUDA ESTONIA GERMANY CANADA ENGLAND

NEVIS GERMANY CHINA UGANDA SPAIN ROMANIA ABACO-BAHAMAS

PORTUGAL DUBAI- UAE SCOTLAND ROMANIA SLOVENIA

Participation by Golf Courses & Retailers

- ▶ On June 6, 2017 women and girls have the option to go to a **participating golf course** or **participating retailer**. All participants sign up online through **www.womensgolfday.com**.
- ▶ - **“Event in a box”** Same 4 hour format no matter where you participate, in a **RETAIL LOCATION** or **ON COURSE LOCATON**
- ▶ -Tried and tested model
- ▶ -Easy participation by any level
- ▶ - Short events used as a door opener to other programs
- ▶ - Gauge interest to determine next steps
- ▶ - Inclusion for women, in a safe environment with a positive experience around golf
- ▶ Golf course management companies are participating and getting behind the initiative (Billy Casper, Century, ClubCorp, Eagle, Morton Golf, etc.).
- ▶ AND
- ▶ Golf Retailers : Golfsmith, PGA TOUR Superstore, GolfTec, etc.

The premise of WGD is for women to have a positive experience around golf so even if they don't engage 100% themselves they will be open to children playing, husbands playing, selecting vacations that include golf, and spur interest in country club memberships.



RETAIL LOCATION EXPERIENCE

4 Hour Experience

An after work event from 4 – 8pm

- Driving contest in simulators
- Putting contest
- Establish level and interest
- Networking and socializing with refreshments
- Suggest pathway to continue – Get Ready Golf, EWGA, golf gym, lessons, engage with golf community.

Example: Golfsmith New York City - 5th Ave.

Extremely successful from a customer satisfaction standpoint. Participating groups gained exposure and stores generated revenue from sales that evening.

Allows women in urban locations or those that can't get to a golf course an easy option to participate. All retail locations Golfsmith and PGA Tour Superstore were free of charge for anyone to participate



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ON COURSE EXPERIENCE

4 Hour Experience

The host location can decide if it is a public or private event and if they want to have a cost associated with the WGD experience or not.

Women have the option to participate in:

1. Two hours of lessons driving and short game/putting followed by two hour cocktail mixer. The lessons included one hour on the driving range and one hour on the chipping/putting area

OR

2. Play 9 holes scramble or your own ball depending on time.

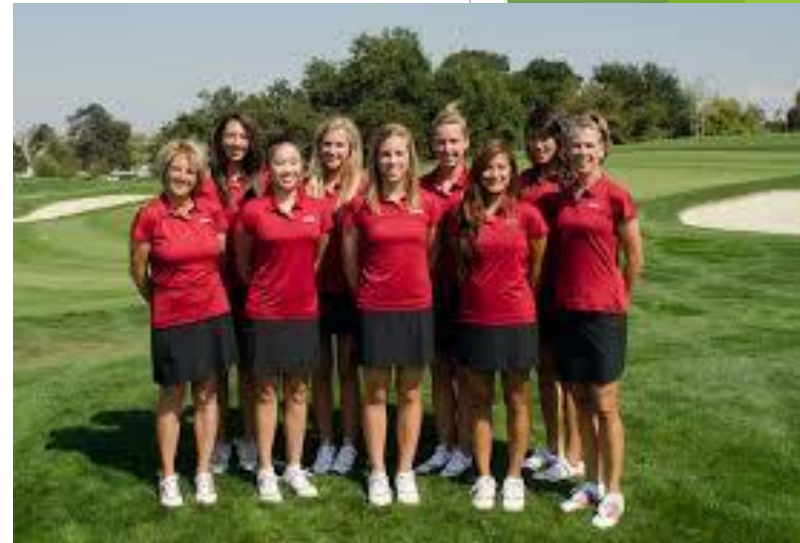
All of the women meet after the two hours of play for a cocktail, motivational speaker, prize giving and networking.

Women have a positive experience and look forward to further exploring golf options.



PARTICIPATION

- ▶ We will continue to work collaboratively with key women's organizations to get them involved in Women's Golf Day. Most importantly we want to share the benefits of golf in empowering, engaging and supporting women. **We are looking to engage new girls and women to play the game, thus, a main focus is encouraging those who play to bring a new friend who does not play or may be interested to participate on June 6, 2017.** We have a team of women that are reaching out and working closely with the following entities:
 - Teaching Pros will be encouraged to engage in the event and be a resource for next steps.
 - Corporate Networking groups from large business firms. (i.e. EY, Morgan Stanley, KPMG)
 - University women's golf teams and programs and university golf coaches.
 - Girls Golf and Junior girl golfers

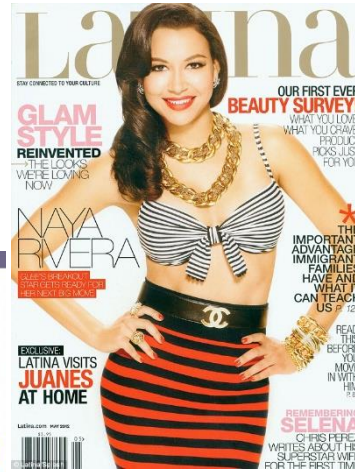


MEDIA EXPOSURE



- ▶ In 2016 we had incredible exposure through social media outlets Facebook, Twitter, Instagram and LinkedIn.
- ▶ Numerous print, radio and TV outlets covered the event including the Golf Channel who featured it throughout their two-hour Morning Drive program.
- ▶ Host locations (golf courses and retail locations) spread the word within their own networks.
- ▶ WGD Ambassadors: In 2016 we had designated country Ambassadors that promoted WGD with host locations and consumer participation in Canada, Ireland, Poland, Italy, Puerto Rico, India.
- ▶ Conducted outreach to non-golf publications geared towards females, to open up the market and make it more mainstream.
- ▶ Opportunity to align a celebrity or well-known golfer in a number of markets and have them available for interviews regarding golf with media outlets.

MEDIA & EXPOSURE



ENGAGEMENT

There are numerous benefits for companies and brands to engage with Women's Golf Day.

- ▶ -Unprecedented global exposure
- ▶ -Ability to geo locate and have on the ground product placement
- ▶ -Ability to engage with groups participating, corporate, university teams, teaching pros, other women's organizations, girls and youth groups
- ▶ -Year-round exposure through monthly newsletter.
- ▶ Direct to consumer:
- ▶ -Presence in our 6 month virtual global event
- ▶ -Direct email marketing to consumer through WGD database
- ▶ -Brand alignment through online presence with WGD Website exposure and materials distributed to host locations
- ▶ -Multi-platform Social Media exposure



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JUNE 6, 2017

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JOIN THE INITIATIVE....INSPIRE ACTION

One day celebrating girls and women playing golf & learning the skills that last a lifetime. www.womensgolfday.com