



The Portland Classic is the longest-running non-major tournament on the LPGA Tour. The event brings world class golfers to compete in the tour's only stop in the Northwest. The Portland Classic provides opportunities for brands to support and connect with the community. Together we will empower women and inspire the next generation of athletes and leaders.

Why be a **PARTNER**

Support the Portland Classic, a local event that champions women and diversity, on and off the golf course.

Entertain clients through premier on-course hospitality and pro-am playing experiences.

Participate beyond the golf course with events such as the Women's Leadership Summit.

Engage with sponsors and fans through on-site activation and brand storytelling.

Give back The Portland Classic has a rich history of investing in the local community.

Get seen Get your brand in front of the thousands of Portland Classic spectators and millions of Golf Channel viewers.

Tournament **OVERVIEW**

Date July 29 – August 4, 2024

Venue Columbia Edgewater Country Club

Format & Field 72-hole stroke play, 144 players
cut to top-70 after 36 holes

Purse \$1,750,000

**Defending
Champion** Chanettee Wannasaen

Pro-Am 9&9 Scramble Format

**TV
Broadcast** 4 Rounds on Golf Channel and streamed
live; min 8 – 12 hours of coverage;
option for Live From Coverage and
Network TV

Donations Over \$18 million since 1972

Sponsor Invites 1 Sponsor Exemption

Strength & Reach of the **LPGA**

99%

of the LPGA audience
can recall at least one
LPGA sponsor

15M+

LPGA total social
media audience

83%

of LPGA sponsors
have diversity &
inclusion initiatives

4M+

people watch the
LPGA each week
across all media

67%

agree they are more
likely to support a
business that
sponsors LPGA



Sponsorship OPPORTUNITIES

Entertainment & Hospitality

- Championship Pro-Am Foursome
- Monday Pro-Am Foursome
- Private clinic for (25) guests featuring an LPGA professional
- Passes to the Beer & Wine Garden
- Passes to the Champions club 18th green hospitality tent
- Parking passes
- General Admission Tickets
- Passes to the Women's Leadership Summit

On-Site Activations & Entitlements

- Sponsorship of the LPGA Players Patio
- Sponsorship of the LPGA Dining Room
- Presenting sponsorship of the Women's Leadership Summit
- Supporting sponsorship of the Women's Leadership Summit
- Title Sponsor of the Championship Pro-Am
- Title Sponsor of the Monday Pro-Am
- Title Sponsor of the Monday Celebrity 9-Hole Pro-Am
- Title Sponsor of the Champions Club
- Title Sponsor of the Volunteer Tent
- Title Sponsor of the Mother's Concierge
- Sponsorship of the 17th Hole Party POD
- Title Sponsor of the rookie program and purse
- Spirits Sponsor of the 17th Hole
- Title Sponsor of the Green Team
- Exclusive Automotive Sponsor of the Portland Classic
- Title Sponsor of the Driving Range
- Title Sponsor of Vendor Row
- Sponsorship of the Autograph Tent
- Sponsorship of the Concert Stage
- Title Sponsor of Par 3, 9 hole Par Tee (celebrity pro-am)
- Sponsorship of the Seafood & Wine Pavilion
- Sponsorship of the Water Station
- Title Sponsor of the Parking Lot
- Sponsorship of a "Customer Gets in Free" day
- Exclusive Beverage Sponsor (domestic beer, craft beer, spirits, wine)

On-Course Branding

- Cooler base signage
- Exclusive logo on all quiet paddles used throughout the tournament
- Logo on floating signage in pond near the 13th green, and pond near the 18th green
- Leaderboard scrim branding
- Logo on back of all Caddie Bibs
- Logo on all of the tee sign tree markers
- Tee-sign hole sponsorship at one of the back 9 holes
- Tee-sign hole sponsorship at one of the front 9 holes
- Rotating logo or message on the (6) electronic leaderboards
- Ad in the Pairings Guide
- Ad in the Tournament Guide
- Hole Experience in the Monday Pro-Am
- Hole Experience in the Championship Pro-Am
- 10'x10' booth in Vendor Row
- 10'x20' booth in Vendor Row
- Logo inclusion on all tournament tickets

Media Exposure

- Logo inclusion in all television promos, audio inclusion in all radio promotional mentions, inclusion in all print advertising
- Logo on the Portland Classic website
- (1) social media post

Custom Packages Starting as Low As \$5,000