



SAPPHIRE **GOLF TOUR**

ELEVATING BLACK WOMEN IN PROFESSIONAL GOLF

SPONSORSHIP & BRANDING PRICING GUIDE

**UNITED GOLFERS
ASSOCIATION**

1925 - 2025

100
years



Vision

The Sapphire Golf Tour is set to become the premier professional and developmental tour for Black female golfers. For the 2025–2026 season, we have identified 16 talented tour professionals to anchor the inaugural field. This groundbreaking tour will offer elite competitive opportunities, foster player development, and open doors for career advancement, exemptions, and increased visibility on and off the course.

In addition to our core of tour professionals, the field will be completed by offering opportunities for exemptions to elite collegiate players and standout high school golfers. Beyond the fairway, the Sapphire Golf Tour will serve as a catalyst for corporate engagement and community partnerships, driving economic growth and empowering golf communities across the country.





TITLE PARTNERSHIP – \$150k

- Official Title Sponsor & Media Partner for the 5 National Events branded as the “Sapphire Golf Tour” Presented by “company name” at all nationally hosted Charity Golf Classic and Tour Events.
- Company Logo incorporated in the the Sapphire Golf Tour Logo
- One of the Events throughout the season will be branded as the Cisco Women’s Golf Invitational (MD/JAX/TX)
- Company logo recognized across all tournament event, marketing collateral and advertising print and digital materials, merchandise and anything else requiring logo presence (inclusive of both indoor & outdoor)
- Exclusive branding in all markets including associated events and community/social impact activations
- (Two) Tour Players will be identified to be “brand” Ambassadors. Player will be provided with Polo Shirts to wear to Sapphire Golf Tour Events and for other media opportunities related to the tour.
- Designated Leader to present at the Awards Reception at Charity Golf Event and Tour Awards Presentations
- Announcement of partnership via press release, website story, e-Newsletter story, podcasts, and social media
- Co-branded player gifts for players (hats, towels, water bottles, golf-related items, etc.)
- Display logo in digital promotion and player correspondence with invitations & communication to guests
- Opportunity to setup onsite activation during event and table inside of clubhouse at post-round player reception (4ft x 10ft max footprint)
- (3) Pro-Am Teams at Charity Golf Classic (per location)
- (6) dedicated posts over the season and post season
- Recognition and opportunity for remarks and to present trophy to regional winners based on market
- Listed as “Premium Partner” at the 5th Annual UGA Invitational (72 Juniors, 36 HBCU Players, & 20 Tour Players)

REGIONAL TITLE PARTNER – \$65,000



- **Event Naming Rights:** Your brand integrated into the official event title (e.g., “The “brand name” Golf Invitational”) used in all promotions and media.
- **Logo Dominance:** Top-tier logo placement across event signage, step-and-repeat backdrops, digital ads, and player credentials.
- **Media & PR Coverage:** Inclusion in all regional press releases, media alerts, and radio/TV mentions as the presenting partner.
- **Website & Social Media Visibility:** Featured on event landing pages, promoted in countdown posts, and tagged in photo/video content.
- **Onsite Activation Space:** Prime real estate to host a branded activation or hospitality lounge on-site for guests, players, and influencers.
- **Opening Ceremony Recognition:** Speaking opportunity or branded remarks at the opening or welcome event.
- **VIP & Networking Access:** Invitation to private receptions, player meet-and-greets, and corporate networking opportunities.
- **Custom Content Rights:** Access to branded photo/video content to use in your own marketing and community storytelling.
- **Community Engagement:** Recognition as a local leader supporting women’s sports, diversity, and economic development through golf.
- **(6) Players in the Pro-Am, (4) Player in the Charity Golf Classic**
- **Invitation to the Welcome and Pairing Reception (8 Tickets)**

PRO-AM PRESENTING SPONSOR – \$12.5K



- **Event Naming Rights:** Your brand integrated into the charity division as the Pro-Am Presented By (e.g., “The “brand name” Golf Invitational Pro-Am”) used in all promotions and media.
- **Premium Brand Visibility:** Logo featured on Pro-Am trophy, signage, scorecards, pairings, and welcome banners.
- **Gifting Opportunity:** Co-branded premium gifts provided to all amateur participants (e.g., polos, golf gear, welcome bags).
- **Speaking Opportunity:** Option to welcome players and guests during the Pro-Am pairings party or opening remarks.
- **Media & Photo Coverage:** Logo included in event photography, social media reels, and press coverage of the Pro-Am.
- **Networking Access:** Reserved spots for your executives or VIP guests to play alongside tour professionals.
- **Onsite Activation:** Host a branded experience at check-in, hospitality area, or on a featured hole.
- **Digital & Post-Event Recognition:** Inclusion in recap emails, social media thank-yous, and official sponsor shout-outs.
- **Let me know if you'd like to elevate the gift bullet with examples like Deuce gear, Callaway items, or luxury swag bag inclusion**
- **(6) Players in the Pro-Am, (4) Player in the Charity Golf Classic**
- **Invitation to the Welcome and Pairing Reception (8 Tickets)**

OFFICIAL AIRLINE PARTNER – CALL TO DISCUSS



- Exclusive Branding: Recognition as the exclusive airline partner across all Sapphire Golf Tour events and media.
- Logo featured on key tour assets — website, signage, digital content, and media backdrops.
- Branded presence in player kits or travel gear (e.g., luggage tags or travel kits).
- “Powered by [Airline]” in co-branded player travel content, behind-the-scenes reels, or recap videos.
- Optional branded travel diaries or “Road to the Tour” series featuring select athletes.
- Airline voucher giveaways or promotions targeting fans and followers.
- Opportunity for preferred booking and travel coordination with tour athletes and staff.
- Social & Digital Amplification:
- Tagged mentions and visibility in high-performing tour social posts and email blasts.
- Branded presence in select media coverage and influencer content.
- Alignment with a national movement to support Black women in professional sports and empower community travel access.



OFFICIAL HOTEL PARTNER – CALL TO DISCUSS



- Exclusive status as the official lodging provider across all Sapphire Golf Tour events.
- Logo placement on website, signage, booking confirmations, and welcome materials.
- Branded content opportunities in player arrival videos, behind-the-scenes reels, and check-in moments.
- Preferred hotel for players, influencers, and VIPs with room block promotion.
- Onsite co-branded lounge or welcome experience for guests and players.
- Mentions across social media, email marketing, and press coverage.
- Opportunity to host exclusive networking receptions or player dinners.
- Alignment with a movement empowering Black women in sports and driving high-value travel traffic.
- Opportunity to integrate a custom co-branded booking page or promo code for fans, families, and sponsors traveling to tour stops — driving measurable ROI.



WELCOME/PAIRING RECEPTION – \$15,000



- Exclusive presenting sponsor of the official Welcome & Pairing Party kicking off the tournament weekend.
 - Prominent logo placement throughout the event venue — step-and-repeat, table signage, menus, and photo backdrops.
 - Opportunity to welcome guests with brief remarks or a toast, positioning the brand as a champion of women's golf.
 - Custom-branded cocktails, tasting stations, or culinary features curated in partnership with the host club.
 - (2) Threesomes in a Monday Pro-Am Pairing at Golf Classic
 - VIP Band(s) at the 19th Hole Experience for Players & Guests
 - Branded content captured during the evening — red carpet arrivals, interviews, and social highlight reels.
 - Curated guest list including tour professionals, elite amateurs, sponsors, media, and influencers.
 - Sponsor integration in digital invitations, guest communications, and recap emails.
 - Co-branded giveaways or take-home gifts (e.g., keepsake glassware, wine, or curated swag).
 - Access to premium content rights for use in your own marketing and PR campaigns.
 - Powerful brand alignment with a moment that sets the tone for competition, community, and celebration.
 - **(Available for Golf Classic & Tour Event)**
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OFFICIAL AUTOMOTIVE PARTNER – CALL TO DISCUSS



- Be recognized as the exclusive automotive partner of the Sapphire Golf Tour, with rights to use the designation in marketing and advertising.
 - Prominent logo placement on all tour collateral: website, digital banners, player lanyards, signage, and hospitality areas.
 - Co-branded giveaways offered to all attendees
 - Branded presence at high-traffic event spaces — arrival zones, welcome tents, and VIP lounges.
 - Showcase your vehicle lineup at each tour stop with vehicle displays near clubhouses or entryways.
 - Offer on-site product specialists or QR code activation for lead generation, bookings, or virtual test drives.
 - Provide branded courtesy vehicles for select players, VIP guests, and influencers — creating branded moments during pickups, drop-offs, and arrivals.
 - Sponsor a branded content series such as "Driven by Excellence" featuring player journeys, travel moments, or city spotlights.
 - Appear in social media reels, recap videos, and lifestyle content that blends luxury, mobility, and empowerment.
 - Opportunity to collaborate with select players or influencers on custom content.
 - Feature in email blasts, media coverage, press releases, and post-event reports to reach a diverse and engaged national audience.
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CLASSIC AWARDS RECEPTION PARTNER – \$10,000



- Branded signage at breakfast and service areas.
- Branded signage at awards ceremony for the Golf Classic and service areas.
- Recognition in the event program and announcements.
- Opportunity to include branded napkins, table tents, and share brief details of the company and services
- Social media shout-outs and logo placement on recap materials.
- (4) Players in the Charity Golf Classic
(Available for Golf Classic & Tour Event)

PRACTICE RANGE PARTNER – \$10,000



- Branded range dividers & custom player name signs for each hitting station.
- Exclusive signage on the driving range and warm-up area throughout the event.
- Visibility in pre-tournament content capturing players preparing for competition.
- Recognition in the event program, announcements, and digital promotions.
- (4) Players in the Charity Golf Classic
(Available for Golf Classic & Tour Event)

TOUR – BREAKFAST & LUNCH PARTNER – \$7,500



- Branded signage at breakfast and service areas.
- Branded signage at private lunch for the tour players
- Recognition in the event program and announcements.
- Opportunity to include branded napkins, table tents, and share brief details of the company and services
- Social media shout-outs and logo placement on recap materials.
- (4) Players in the Charity Golf Classic
Available for Golf Classic & Tour Invitational

MEDIA TENT PARTNER – \$10,000



- Prominent logo placement on the media tent, backdrop, and press materials.
- Branded presence in interviews, livestreams, and post-round coverage.
- Sponsor recognition in all official press releases and media content.
- Opportunity to distribute branded materials or products to media and influencers.
- (3) Players in the Charity Golf Classic
(Available for Classic & Tour Invitational)

UGA YOUTH CLINIC – \$7,500



- Logo featured on youth clinic signage, participant shirts, and giveaway items.
- Recognition as a community impact partner supporting youth access to the game.
- Brand mentions in social media content, local press, and event recap materials.
- Opportunity to speak or present during the clinic, aligning your brand with empowerment and inclusion.
- Opportunity to provide swag for all attendees

Available for the Charity Golf Classic

CHALLENGE HOLE (4 AVAILABLE) PARTNER – \$2,000



- Branded signage at the tee box of the designated closest to the pin and longest drive holes
- Recognition on social media and newsletter for pre/post communication announcements for the event
- Name/logo on the distance marker used to measure and showcase results.
- Optional prize presentation and photo opportunity with the winner.

Available for the Charity Golf Classic Only

VOLUNTEER GEAR PARTNER – \$5,000



- Prominent logo placement on official team and volunteer apparel (shirts, hats, or badges).
- Brand visibility throughout the course and event footprint via roaming volunteers and staff.
- Inclusion in event photography, behind-the-scenes content, and social media posts.
- Recognition in the event program, website, and thank-you communications post-event.

Available for Classic & Tour Invitational

BEVERAGE CART – \$2,500



- Branded beverage carts or breakfast station signage for the Charity Golf Classic only
- Opportunity to include custom cups, napkins, or table signage
- Logo recognition on all roaming golf carts with magnet and branding on the cart

Available for the Charity Golf Classic Only

HOLE SPONSOR – \$1,000



- Logo featured on 12 by signage, participant shirts, and giveaway items.
- Brand mentions in social media content, local press, and event recap materials.
- Opportunity to speak or present during the clinic, aligning your brand with empowerment and inclusion.
- Opportunity to provide swag for all attendees

Available for Golf Classic & Tour Invitational

SPONSOR A TOUR PLAYER (REGISTRATION AND/OR TRAVEL CALL TO DISCUSS



- Travel Support: Help cover airfare, lodging, and ground transportation to tournaments.
- Tournament Fees: Offset entry costs so players can focus on competing, not expenses.
- Training & Gear: Fund coaching, equipment, and essentials needed to stay tour-ready.

CUSTOM CADDY BIBS



- Name included on the Caddy bibs for all professionals and amateurs competing.
- Opportunity to include product in gifting suite
- Logo recognition on outdoor Tier 2 outdoor signage

Available for the Tour Invitational Only

CUSTOM SPONSORSHIP TIER



- Contact our team for unique activations and concepts for brand exposure as a partnership

Contact Us!

If you're interested in becoming a national or regional title sponsor, partnering with us at one of our tournaments, or simply learning more about the opportunity, we'd be happy to schedule a call to connect.

Lisa Anders

Sapphire Golf Tour
Managing Director
Email: lisa@sapphiregolftour.com

Tarek DeLavallade

Sapphire Golf Tour
Sponsorships & Business Development
Phone: 407.625.0300 (mobile)
Email: ty@sapphiregolftour.com

c/o United Golfers Association
1346 4th Street SE Suite 309
Washington, DC. 20003

www.SapphireGolfTour.com

