



# ***SAPPHIRE GOLF TOUR***

***2026 PARTNER DECK***





# ***OUR WHY...***

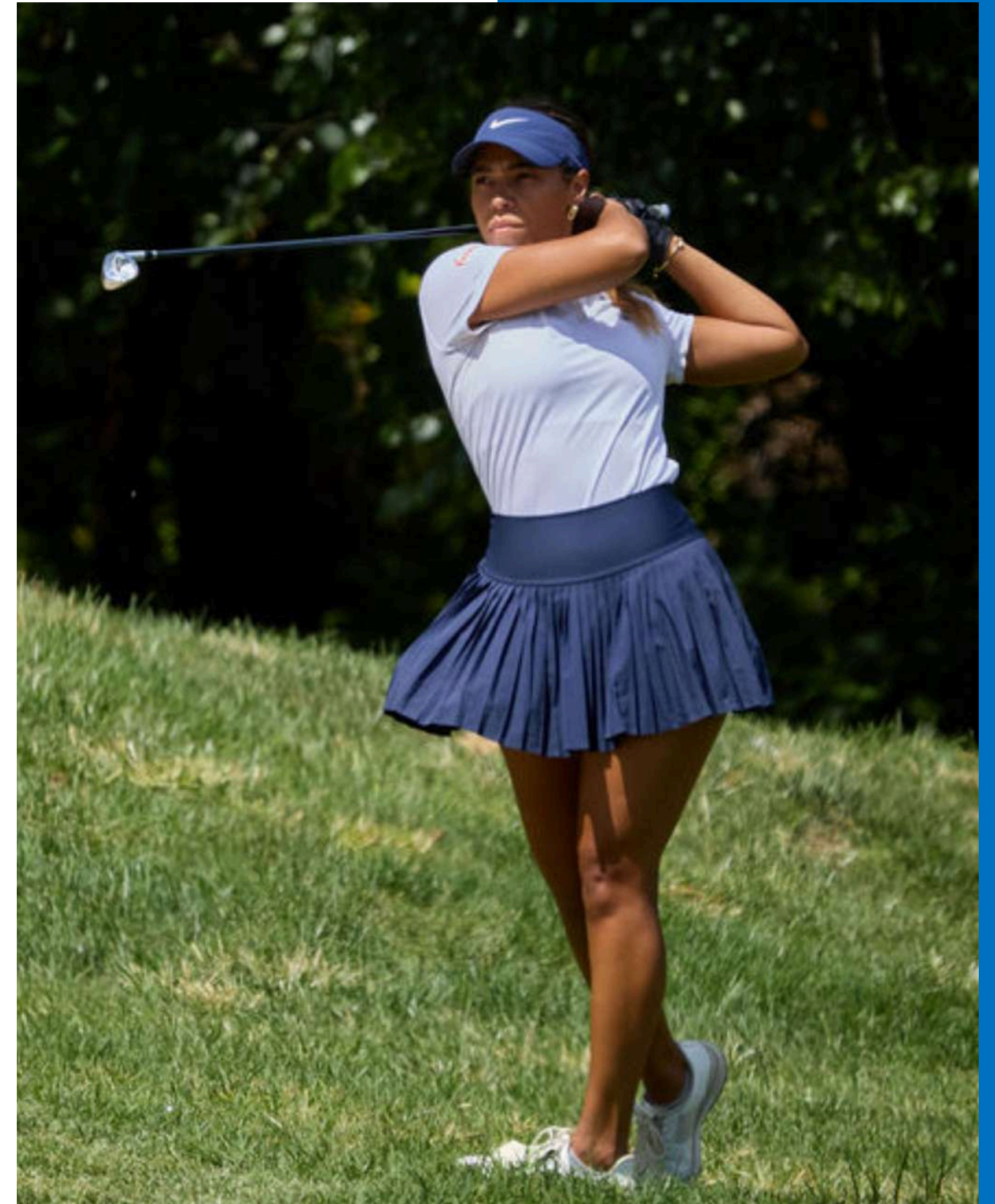
The Sapphire Golf Tour is a national professional ecosystem advancing equity, opportunity, and visibility for historically underserved women in golf. The tour intentionally supports women who have historically encountered significant barriers to high-level training, competition, and sponsorship, ensuring they have a clear pathway to develop, compete, and thrive.



# The Gap + The Solution

**The Sapphire Golf Tour** exists to close a critical gap in women's professional golf—where elite talent exists, but consistent access, visibility, and sustainable opportunity do not. For the 2025–2026 season, the tour elevates **16 exceptional professional tour players** as its core field, delivering elite competition, meaningful exposure, and the developmental support required to advance careers on and off the course. This is more than a tour—it is a **pathway**.

The Sapphire Golf Tour is building a scalable national system that **connects professional competition, player development, and community engagement into a single delivery model**. By integrating elite professional events with intentional collegiate and junior exemptions, the Tour repairs a broken pipeline while creating consistent, investable opportunities for athletes. For sponsors, Sapphire functions as a platform—**deploying capital, brand, and influence to generate measurable economic impact, expand access**, and shape the future of women's professional golf.





# Why Sapphire. Why Now.

## What the Sapphire Golf Tour Is

- A modern extension of the United Golfers Association's 100-year legacy, transforming resilience into a scalable pathway for professional advancement.

## Why It Exists

- Because only eight Black women have competed on the LPGA in 75 years — and none are active today, despite the talent existing in abundance.
- Because the traditional pipeline is broken: limited sponsorship, high financial barriers, and minimal visibility prevent deserving athletes from advancing

## Who It Serves

- Elite professional athletes from the U.S., Africa, and the diaspora who have the skill but lack the structural support to reach the LPGA.
- Communities, youth, and culturally influential fans who gain access, representation, and engagement through clinics, events, and storytelling.

## What Partners Gain

- High-visibility brand alignment with equity, culture, and one of the most influential consumer demographics in America.
- Premium hospitality, Pro-Am access, executive networking, and national exposure across six major markets and two marquee cultural weekends.

## Why 2026 Is a Pivotal Moment

- Sapphire expands to six national cities — including Essence Festival and WNBA All-Star Weekend — creating unprecedented cultural and commercial reach.
- Momentum is accelerating: 18M impressions, 400%+ earnings growth, and 50% of players preparing for LPGA/Epson Q-School signal a historic shift in the pipeline.

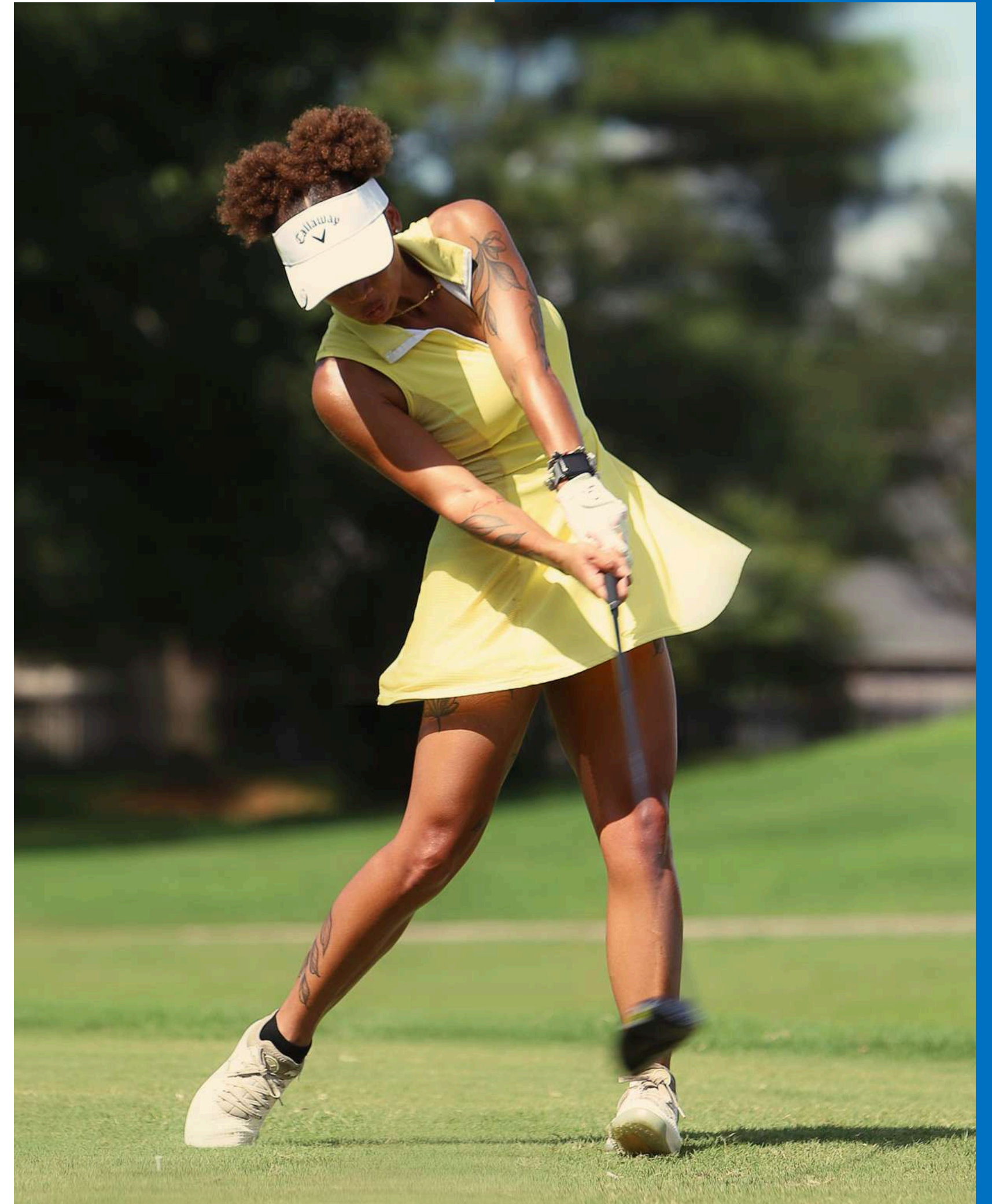




# The Sapphire Golf Tour develops more than professional athletes. We Build Leaders.

- **Performance Development:** Access to world-class tour competition, elite coaching, strength training, and with partnerships that prepare players for the LPGA and beyond.
- **Personal Development:** Mental wellness, personal branding, local/regional community engagement programs ensure each player thrives off the course as a professional athlete.
- **Professional Development:** Sponsorship mentorships, NIL education, financial literacy, and media training help athletes become brand-ready professionals.
- **Your Investment Multiplies:** Every sponsorship dollar fuels the 3P system — transforming today's competitors into tomorrow's changemakers.

**Result: A sustainable, scalable ecosystem for women's golf that builds pipelines, not just tournaments.**



# ***PROVEN IMPACT IN 120 DAYS***

## THE REACH

**1,100,000**

Organic views on  
Instagram

**18,000,000**

Impressions via iHeartMedia  
partnership

## THE PLAYERS

**100%**

Credit the Sapphire Tour with  
advancing their career path

**400%+**

Earnings INCREASE for 75% of  
players compared to prior  
seasons

## THE COMMUNITY

**200%**

Increase of players  
due to success

**250+**

Youth were directly impacted  
by clinics & event attendance

*VIRTUAL & IN-PERSON IMPACT / LOCAL, NATIONAL, & INTERNATIONAL REACH*



# OUR 2026 CALENDAR OVERVIEW





# ***OUR TOUR STOP AGENDA***

## ***DAY 1***

### **PRACTICE ROUNDS & WELCOME RECEPTION**

- Tour Players & Special Invited Guests Welcome Reception – Location TBA
- Press & Content Day – (Brands/Sponsor content filmed with Players)

## ***DAY 2***

### **CHARITY GOLF CLASSIC, PRO-AM & GOLF CLINIC**

- Unique Golf Invitational Experience with Pros & Supporters
- Women's Golf Clinic
- 19th Hole Experience – Music, Food, Drinks & Good Vibes

## ***DAY 3***

### **SAPPHIRE GOLF TOUR | DAY ONE**

- Day 1 of Competitive Rounds for all Tour Players and Registered Amateurs
- Follow, Cheer, and Encourage as a Fan and Spectator
- Junior Golf Clinic (Optional based on dates & availability)
- 19th Hole Experience – Music, Food, Drinks & Good Vibes

## ***DAY 4***

### **SAPPHIRE GOLF TOUR | DAY TWO**

- Day 2 of Competitive Rounds for all Tour Players and Registered Amateurs
- Experience Golf History Passionate Spectators & Supporters
- Sapphire Cup Presentation | 19th Hole Experience – Music, Food, Drinks & Good Vibes



# SAPPHIRE GOLF TOUR FAN EXPERIENCE

- Culture-first energy: A premium golf experience infused with music, style, and community—designed to feel more like a cultural moment than a traditional tournament
- Curated vendor & food experiences: Black-owned brands and local food trucks create an authentic marketplace that drives discovery, spending, and brand loyalty.
- VIP tents with influence: Intimate hospitality spaces where sponsors connect directly with founders, creators, executives, and community leaders—not just spectators.
- Built for social & storytelling: High-visibility activations, content-ready moments, and organic brand mentions from an audience proven to amplify the brands they love.
- Meaningful networking: Fans, partners, and players engage in real conversations that extend beyond the event and into lasting relationships.





# Black Women Sports Fans

## The Untapped Power Base



### **Black Women Drive Cultural Influence—Global Impact, Golf Included**

Black women don't just reflect culture—they author it. Their influence sets trends, elevates brands, and redefines engagement.

---



### **Black Women are Social Amplifiers:**

Black women spend over twice as much time on social media than white women, making them dominant voices in digital discourse.

---



### **Black Women are Media Powerhouses:**

Engage with digital video platforms over 60% more than the national average—especially via smartphones.

---



### **Black Women are the New Cultural Architects in Golf:**

On platforms like TikTok, Youtube, & Instagram, Black women create viral content around golf style, legacy, and storytelling—turning niche moments into mainstream celebration.

---



### **Black Women are a Instant Visibility Multiplier:**

Black women spectators bring cross-generational pride and cultural resonance to golf events—impacting how golf looks, feels, and is understood on-screen and in real time.





# Diamond | Sapphire Golf Tour Regional Event | 35k

## Brand Visibility

- Top-tier logo placement on high-traffic course signage, tee markers, and player-facing assets — ensuring your brand is seen in every broadcast, photo, and spectator moment.
- Featured placement on the Memphis event landing page and Sapphire Golf Tour website.
- Custom co-branded photo and video assets for marketing, internal storytelling, and social amplification.

## Engagement & Activation

- Priority on-site activation space for immersive brand experiences, product showcases, or hospitality lounges.
- (12) VIP Welcome Reception invitations — a private, high-level networking environment with Mayor Paul Young, tour players, executives, and civic leaders.
- (6) Pro-Am playing positions — a rare opportunity to play alongside professional athletes, build relationships, and entertain clients or internal teams.

## Hospitality & Ticketing

- (15) VIP Tent Passes — premium, all-access hospitality with elevated food, drinks, shaded seating, and the best views of the tournament. Ideal for hosting clients, rewarding employees, or engaging community partners.
- (30) General Admission Tickets — perfect for staff, customers, or community groups to enjoy the event and experience your brand presence on-site.
- (20) Junior Tickets — a meaningful way to invite youth organizations, schools, or employee families to participate in a historic event.

## Rights & Media

- Full rights to use event photography featuring your brand for post-event marketing, annual reports, and social campaigns.
- Inclusion in select social media posts, recap videos, and event storytelling.





# **Emerald | Sapphire Golf Tour Regional Event | 25k**

## **Brand Visibility**

- Prominent logo placement on shared course signage and partner marquees.
- Emerald Partner designation across digital promotions, event materials, and regional communications.
- Inclusion on the Memphis event webpage with logo and partner recognition.

## **Engagement & Activation**

- Shared activation space within a curated partner zone — ideal for sampling, brand engagement, or community outreach.
- (8) VIP Welcome Reception invitations — access to players, executives, and city leaders in an intimate, relationship-building environment.
- (6) Pro-Am positions — a premium experience for clients, employees, or partners to play alongside Sapphire professionals

## **Hospitality & Ticketing**

- (10) VIP Tent Passes — premium hospitality access with elevated food, drinks, and exclusive viewing areas.
- (20) General Admission Tickets — great for employee engagement, customer appreciation, or community partners.
- (20) Junior Tickets — an opportunity to support youth participation and visibility

## **Rights & Media**

- Rights to use event photography featuring your brand for marketing and internal communications.
- Select social media mentions and inclusion in recap content.





# Emerald | Sapphire Golf Tour Regional Event | 15k

## Brand Visibility

- Logo placement on shared on-course signage and select event materials.
- Recognition as an Onyx Partner across digital platforms and on-site assets.
- Listing on the Memphis event webpage as an official supporting partner.

## Engagement & Activation

- Opportunity to provide branded materials or products for players, VIPs, or spectators — extending your brand's reach throughout the event footprint.
- (8) VIP Welcome Reception invitations — a valuable networking opportunity with players, executives, and community leaders.
- (6) Pro-Am positions — a memorable experience for clients, partners, or internal teams.

## Hospitality & Ticketing

- (8) VIP Tent Passes — premium hospitality with elevated food, drinks, and exclusive viewing areas.
- (12) General Admission Tickets — ideal for staff, customers, or community partners.
- (20) Junior Tickets — a meaningful way to support youth engagement.

## Rights & Media

- Rights to use event photography featuring your brand for marketing and storytelling.
- Social media acknowledgment in partner thank-you and recap content.



# **NATIONAL/REGIONAL PARTNERSHIP OPPORTUNITIES**

**(FOR ADDITIONAL INFORMATION ON THESE OPPORTUNITIES – [TY@SAPPHIREGOLFTOUR.COM](mailto:TY@SAPPHIREGOLFTOUR.COM))**

**PRO-AM  
PRESENTED BY SPONSOR**

**PAIRING PARTY  
WELCOME DINNER**

**WOMEN'S GOLF CLINIC**

**OFFICIAL HOTEL  
PARTNER**

**BREAKFAST  
SPONSOR**

**YOUTH CLINIC  
SPONSOR**

**OFFICIAL TENT  
HOSPITALITY PARTNER**

**PRACTICE RANGE  
SPONSOR**

**MEDIA TENT  
SPONSOR**

**BEVERAGE CART  
SPONSOR**

**TEAM GEAR  
PARTNER**

**HOLE & CHALLENGE  
SPONSOR**



## GOLF 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 – \$7,500



- 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 Event)**

## 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 Golf Classic & Tour Event)**



## 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.**

**Tarek DeLavallade**

Sapphire Golf Tour  
Tour Commissioner

Phone: 407.625.0300 (mobile)

Email: [ty@sapphiregolftour.com](mailto:ty@sapphiregolftour.com)

c/o United Golfers Association  
Memphis, TN. 38103

**Katrina Thompson**

Sapphire Golf Tour  
Memphis Host Committee Co-Chair  
Email: [krthompson31@aol.com](mailto:krthompson31@aol.com)

**Mark Yates**

Sapphire Golf Tour  
Memphis Host Committee Co-Chair  
Email: [markeryates@gmail.com](mailto:markeryates@gmail.com)

**[www.SapphireGolfTour.com](http://www.SapphireGolfTour.com)**

