



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

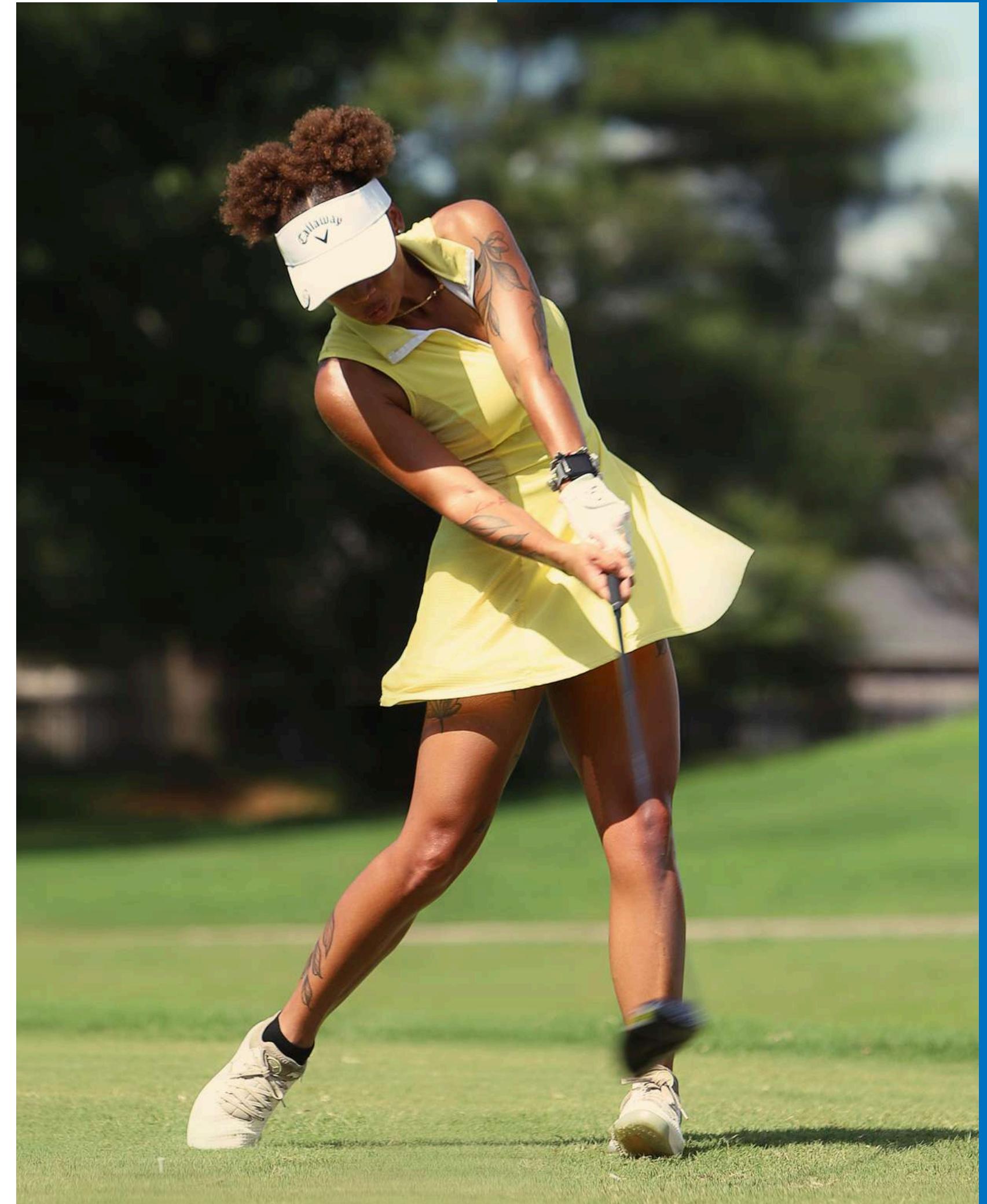
- Sapphire expands to six national cities — including Essence Festival and WNBA All-Star Weekend — creating unprecedented cultural and commercial reach.
- Momentum is accelerating: 18M impressions, 400%+ earnings growth, and 50% of players preparing for LPGA/Epson Q-School signal a historic shift in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

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)

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 closests 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 12 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@sapphregolftour.com
c/o United Golfers Association
Memphis, TN. 38103

Katrina Thompson

Sapphire Golf Tour
Memphis Host Committee Co-Chair
Email: krthompson31@aol.com

Mark Yates

Sapphire Golf Tour
Memphis Host Committee Co-Chair
Email: markeryates@gmail.com

www.SapphireGolfTour.com

