



SCHEDULE OF EVENTS

Monday, June 3

7 a.m. Breakfast
 8 a.m. (Shotgun) Pro / Junior Amateur Fundraiser
 12:30 p.m. Lunch
 2 p.m. (Shotgun) Pro / Junior Amateur Fundraiser
 6:30 p.m. Welcome Reception

Tuesday, June 4

6 - 10:30 a.m. Tournament Breakfast
 7 - 11:10 a.m. First Round off No. 1
 11 a.m. - 4 p.m. Tournament Lunch

Wednesday, June 5

6 - 10:30 a.m. Tournament Breakfast
 7 - 11:10 a.m. Second Round off No. 1
 11 a.m. - 4 p.m. Tournament Lunch
 3:30 p.m. LPGA Tour Legends Awards Ceremony

Thursday, June 6

6 - 10:30 a.m. Tournament Breakfast
 7 - 8:50 a.m. Final Round off No. 1
 1:30 p.m. AJGA Awards Ceremony

**Golf course open to member/guest play at Noon
 Tuesday-Thursday*

ABOUT THE EVENT

The AJGA / LPGA Tour Legends Championship brings together 18 LPGA Tour Legends Players and the best 54 female junior golfers in the world for three rounds of championship golf. This unique event will provide the opportunity for 54 female junior golfers on the American Junior Golf Association (AJGA) Tour to compete alongside the 18-player LPGA Tour Legends field for their own individual title. This unique format marks the first time that the AJGA and the LPGA Legends Tour have partnered to showcase the stars of today competing inside-the-ropes with the future of the game, creating an unprecedented week of education, access, and mentorship to inspire the next generation of collegiate and LPGA Tour stars.

REVENUE OPPORTUNITIES

The AJGA / LPGA Legends Tour request a donated golf course to help benefit female golf. In return, the AJGA / LPGA Tour Legends will host several food and beverage functions at the host facility including:






- Pro-Junior-Am Breakfast: 72 guests
- Pro-Junior-Am Lunch: 72 guests
- Welcome Reception: 150 guests
- Daily Breakfast & Lunch: 300 guests from Tuesday – Thursday
- Additional Practice Rounds can be set aside at the players' expense
- Pro Shop Merchandise from AJGA / LPGA Tour Legends guests

PROMOTIONAL BENEFITS

- Local and national media exposure (Global Golf Post, Golfweek, LPGA, AJGA)
- Increased name and logo visibility in the community
- Extensive online promotion:
 - » AJGA Website: 37 million page views
 - » Average event website & Live Scoring: 400,000 page views
 - » AJGA / LPGA Tour Legends Social Media Following: highlight numbers from digital opportunities document attached
- Integrated Social media plan
- Full-time AJGA / LPGA Tour Legends staff assigned to event

+188,000

followers on AJGA social media channels

| | | | | |
|--|---|---|---|---|
|  |  |  |  |  |
| Twitter 5.5M impressions annually | Facebook 483K reach annually | Instagram 6.5M reach annually | TikTok 8.5M views annually | LinkedIn 6K page views annually |



Committee considerations

Building a strong tournament committee with dedicated individuals is the key to success. Primary committee roles include:

TOURNAMENT CHAIR

Ideal candidate has experience managing a staff (i.e. past volunteer at other golf event, community / civic leader)

- Recruit, manage and oversee tournament committee
- Work closely with AJGA Regional Director and Tournament Director
- Serve as liaison between committee, host facility and AJGA staff

AJGA provides: tournament committee manual, communication tools and direction

FUNDRAISING CHAIR

Ideal candidate has deep community ties and can secure financial commitments (i.e. bankers, lawyers, sales executives, etc.)

- Responsible for building and overseeing fundraising committee
- Raise a minimum of \$50,000 in tournament sponsorships through Junior-Am fundraiser
- The AJGA will split all tournament proceeds 50-50 between the ACE Grant program and a local charity of choice
- ACE Grant: reimbursement program which allows talented juniors to pursue their dream of college, regardless of their family's financial resources

AJGA provides: Sponsorship solicitation material, Junior-Am form, and any other material requested

VOLUNTEER CHAIR

Ideal candidate is organized and can recruit and manage a large group of people (i.e. civic leader, club member, etc.)

- Recruit, manage and oversee all volunteers at the tournament (approx. 40 per day, Friday through Thursday)
- Manage tournament volunteer spreadsheet (AJGA will assess needs and create worksheet)
- Help check in and coordinate volunteers each day

AJGA provides: Volunteer recruitment flyer, spreadsheet, and any other material requested

HOSPITALITY CHAIR

Ideal candidate has hospitality experience and can secure donations (i.e. restaurant owner, CVB employee, club member)

- Create unique experience for participants and staff by securing the following donations:
 - Complimentary housing (private housing for up to 16 employees)
 - 4-5 courtesy vehicles for the week
 - Staff meals during setup days
 - Water, sports drinks, ice, fruit and snacks for players inside the ropes
 - Medical attendant Monday - Thursday

AJGA provides: 'Project Zero' solicitation material, W-9 tax form and outline of exact needs

Notable Past Champions

AJGA ALUMNI:



Nelly Korda



Jessica Korda



Lexi Thompson



Stacy Lewis

LPGA TOUR LEGENDS:



Juli Inkster



Laura Diaz



Nancy Lopez



Jane Blalock

American Junior Golf Association

MISSION

The AJGA is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf.

CHARACTER DEVELOPMENT

The AJGA has character development initiatives to ensure the personal development of golf's next generation

- Leadership Links program where juniors raise charity dollars for their communities
- Care for the Course program that teaches respecting and protecting golf courses
- Thank You Note writing
- Pace of Play Program
- Public Speaking and Networking

WHY SUPPORT THE AJGA / LPGA LEGENDS TOUR?

- Tournament proceeds go toward charity
- 99% of AJGA members go on to college
- More than \$25 million annually earned in college scholarships by AJGA players
- Business-to-business networking and corporate reputation enhancement
- Connect with the next generation of golfers, college students and future business leaders
- Positively impact the local economy
- Provide entertainment and volunteer opportunities for employees and clients

BENEFITTING CHARITIES:

- AJGA ACE Grant Foundation: The goal of the Achieving Competitive Excellence (ACE) Grant program is to give top-flight golf opportunities to young golfers regardless of financial resources. This program helps to fulfill the AJGA's mission of developing young men and women who aspire to earn college golf scholarships through competitive junior golf.
- LPGA Foundation: The LPGA Foundation supports women and young people through programs and initiatives aimed at empowering them through the game of golf. Since its founding, The LPGA Foundation has touched more than 500,000 lives through various scholarship and financial assistance programs, along with its flagship junior golf program, LPGA*USGA Girls Golf.

AJGA / LPGA TOUR LEGENDS PROVIDES:

- Full-Time Tournament Director
- Media Official to assist with promotions
- Formation of local committee with venue's help
- 10-14 staff members to execute every aspect of the event

Legends of the Ladies Professional Golf Association (LPGA)

MISSION

LPGA Legends: Legends of the LPGA is the official senior tour of the LPGA providing competitive opportunities for LPGA Tour professionals and eligible amateurs, age 45 and over.

ABOUT

Legends of the LPGA members, including 15 LPGA and World Golf Hall of Fame members, have combined for over 750 LPGA Tour victories including 84 major championships.

Legends of the LPGA has helped raise nearly \$24 million for charity.



Developing Golf's
Next Generation

PARTNERSHIP OPPORTUNITIES

Title Sponsor - \$250,000

- Event naming rights: "Title Sponsor" Championship
- Four 3x5 banners displayed in prominent locations
- Name or logo on select tournament gifts and documents
- Logo and mentions on tournament website / social media
- Ability to distribute product or set up a promotional display
- Five Pro-Junior-Am teams (10 playing spots)
- Two committee exemptions for the AJGA event

Presenting Sponsor - \$125,000

- Event naming rights: "Junior Championship presented by..."
- Two 3x5 banners displayed in prominent locations
- Name or logo on select tournament gifts and documents
- Logo and mentions on tournament website / social media
- Ability to distribute product or set up a promotional display
- Three Pro-Junior-Am teams (6 playing spots)

Tournament Partner - \$50,000

- One 3x5 banner displayed in prominent location
- Select one \$50,000 tournament option or two \$25,000 tournament options
- Logo on Tournament Website
- Three Pro-Junior-Am Teams (6 playing spots)

Event Patron - \$25,000

- One 3x5 banner displayed in prominent location
- Select one \$25,000 option
- Logo on Tournament Website
- Two Pro-Junior-Am Teams (4 playing spots)

\$50,000 Tournament Options

- Pro-Junior-Am Tournament Title Sponsor
- Food & Beverage Sponsor

\$25,000 Tournament Options

- Transportation Sponsor
- Pro-Junior-Am Reception Sponsor
- Front Nine Pro-Junior-Am Sponsor
- Back Nine Pro-Junior-Am Sponsor
- Event Staff Sponsor
- Live Scoring On-Site Partner
- Course Sponsor
- Pace of Play Sponsor
- Care for the Course Sponsor
- Player Product Sponsor
- Player Hospitality Sponsor
- ACE Grant Field Sponsor
- Housing Sponsor
- Cookout Sponsor
- Driving Range Sponsor
- Practice Putting Green Sponsor
- Medical Attendant Sponsor
- On-Site Table / Product Sponsor
- Volunteer Sponsor

Legends Tour & AJGA Event

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Enter TD Initials & Date of Last Update Below:

[Enter Tournament Director Name]

| | 2023 Budget | Detailed Description |
|---|---------------|--|
| Revenue | | |
| Corporate Sponsorship: | | |
| 603A · Hotel Rebate | | |
| 603E · Allowance for Uncollectibles | | |
| 603 · Corporate Sponsorship | | Goal is to Raise \$250k |
| Total Corporate sponsors | 0 | |
| Junior-Am Teams, Local Fundraising & Tournament Partners: | | |
| 612A · Raffle | | |
| 612C · Mulligans | | |
| 612 · Junior-Am Sponsors | | Goal is to have 18 - 25 teams |
| Total 612 · Junior-Am Sponsors | 0 | |
| Total Junior-Am & Fundraising | 0 | |
| Individual sponsors: | | |
| 609 · Staff Cost Donations | | Project Zero donations to offset lodging, staff meals, auto, product/ice, medic |
| 618 · Banquet/Cookout Revenue | | |
| Total Individual sponsors | 0 | |
| Total Revenue | 0 | |
| Expense | | |
| 910A · Staff Food | 2,100 | Estimated for 14 staff members x 5 nights - Comp meals could reduce costs (Donated or eat off buffett each day) |
| 910A1 · Food In-Transit | 680 | 14 staff members x \$45 per day = \$630 + \$50 HQ Snacks |
| Total 910A · Staff Food | 2,780 | |
| 910B · Staff Lodging | | |
| 910B1 · Lodging On-Site | 9,000 | 60 estimate rooms x \$150 inclusive - Private housing could eliminate costs. Ideally, stay with members or have housing donated by local hotel |
| 910B2 · Lodging In-Transit | 750 | 5 rooms x \$150 = \$750 |
| 910B · Staff Lodging | | |
| Total 910B · Staff Lodging | 9,750 | |
| 910C · Pre-Tournament Trip | 1,750 | 2 Staff Members (Flights, Food Lodging) |
| 910D · Staff Airfare | 2,200 | Add \$200 allocation for non-recurring travel. 4 flights x \$500 each |
| 910E · Staff Auto | | |
| 910E1 · Gas On-Site | 200 | Estimated expense (Fill up all cars at end of week) (Gas Cards provided by local gas stations) |
| 910E1a · Gas In-Transit | 1,000 | Rough estimate based on 2 vehicles traveling across country |
| Total 910E1 · Gas | 5,150 | |
| 910E2 · Rental Cars | 2,600 | 4 Vehicles (26 total days x \$100) - Can secure courtesy vehicles to save on costs |
| 910E3 · Mileage | 150 | Estimated mileage reimbursement for SRO (\$75 per day) |
| 910E4 · Parking | 160 | TD Parking for 9 days and RD parking for 6 days @ \$10/day in ATL |
| 910E5 · Taxi | 150 | 1 staff Uber from House to Airport in ATL and from Airport to Course |
| 910E6 · Public Transit | 0 | |
| 910E · Staff Auto | 0 | |
| Total 910E · Staff Auto | 8,210 | |
| 910F · Support Staff | 4,313 | Average weekly expense (8 interns x 58.26 hours) |
| Total 910 · Staff Expenses | 29,003 | |
| 920A · Tournament | 8,000 | Course Fees for 4 days |
| 920C · Qualifier | 0 | No qualifier |
| 920 · Site Fees | 0 | |
| Total 920 · Site Fees | 8,000 | |
| 930A · Reception | 5,250 | 150 guests x \$35 per person |
| 930B · Caps & Visors | 1,030 | 120 JAM Hats @ \$7.95 |
| 930D · Clothing | 2,910 | 120 JAM Shirts @ \$20.5 each |
| 930E · Awards | 454 | 8 JAM Awards @ \$53 each |
| 930F · Breakfast/Lunch | 8,000 | 200 per meal (Breakfast- 200 x 1 day x \$15 per person = \$3,000), (Lunch- 200 x 1 day x \$25 |
| 930H · Jr-Am Site Fees | 4,000 | \$40 per person x 100 est people = \$4,000 |
| 930I · Gifts | 5,000 | \$100 x 50 players = \$5,000 |
| 930K · Jr-Am Towels | 1,160 | 120 JAM Towels x \$9= \$1,160 |
| 930L · Jr-Am Signage & Promotion | 1,900 | 4 JAM Sponsor Boards (\$280 x 4= \$1,120), 2 Tall Sponsor Board (2 x \$250=\$500), Custom v |
| 930 · Junior-Am | | |
| Total 930 · Junior-Am | 29,704 | |

| | | |
|---|----------------|--|
| 940A · Tournament Cookout | 24,864 | 200 per meal (Breakfast- 200 x 3 days x \$15 per person= \$9,000), (Lunch- 200 x 3 days x \$25 per person= \$15,000) + \$864 for PB&J's each day at turn |
| 940B · Players Meeting | 0 | N/A |
| 940C · Product & Ice | 720 | Estimated \$10 per player worth of drinks per player for tournament. 72 players x \$10 |
| 940D · Volunteer Lunches | 2,800 | Staff and volunteer Lunches for 4 days (35 lunches/day @ \$20) |
| 940E · Hospitality | 2,000 | Ping Pong table and/or game rental, misc items |
| 940F · Banquet | 0 | |
| 940G · Player Meals | 0 | Meals Accounted for above 940A |
| 940 · Food & Beverage | 1,944 | Cookies (72 x \$7 each= \$504), Milkshakes (72 players x \$5 per x 4 days= \$1,440) |
| Total 940 · Food & Beverage | 32,328 | |
| 950A · Champion Trophies | 280 | 2 awards at \$127 each |
| 950B · Top 5 Awards | 380 | 4 awards for AJGA Girls = \$380 |
| 950D · Engraving | 0 | |
| 950E · Permanent Trophy | 0 | |
| 950F · All-American Trophies | 0 | |
| 950G · Qualifier | 0 | No qualifier |
| 950 · Awards | 50,000 | 18 Legends Tour Players Purse = \$50,000 |
| Total 950 · Awards | 50,660 | |
| 960A · Towels | 780 | 80 Towels x \$9= \$780 |
| 960B · Tourn. Caps & Visors | 720 | 84 hats x \$7.95= \$720 |
| 960C · Qualifier Gifts | 0 | |
| 960E · Clothing | 1,940 | 80 shirts x \$7.95= \$1,940 |
| 960F · Appreciation | 600 | 6 gifts @ \$100 per for golf course/committee |
| 960G · Volunteer | 1,980 | 60 volunteer hats x \$7.95 = \$520, 60 volunteer shirts x \$20.50 = 1,460 |
| 960I · Other Player Gifts | 3,600 | \$50 per player x 72 players = \$3600 |
| 960 · Gifts | | |
| Total 960 · Gifts | 9,620 | |
| 970B · Program | 0 | |
| 970C · Scorecards | 0 | Digital scorecards |
| 970 · Printing - Tournament | 100 | \$100 fixed cost to cover on-site printing, scanning + tournament paperwork |
| Total 970 · Printing - Tournament | 100 | |
| 980A · Graphics Artist/Scoreboard | 0 | |
| 980B · Invitational Items | 0 | |
| 980C · Banners & Sign Boards | 6,465 | 2 Tee Fences (\$5k), Past Champions Board (\$280), 2 Event History Board (\$560), Yard Arms (1st and 10th tee- \$120) |
| 980D · Electronic Scoring | 0 | |
| 980E · Tournament Flags | 300 | Tournament Flags x \$13 each |
| 980F · Tournament Adv/Promo | 0 | |
| 980 · Scoreboard & Signage | 0 | |
| Total 980 · Scoreboard & Signage | 6,765 | |
| 990B · Committee Expense | 0 | |
| 990B1 · Gifts | 200 | Private Housing Gifts (4 houses x \$50) |
| 990B2 · Laundry | 10 | Laundry for Interns |
| 990B3 · Supplies | 600 | Port-O-Johns Rental (4 on course est. \$150 each) |
| 990B4 · Activities/Entertainment | 0 | |
| 990B · Committee Expense | 0 | |
| Total 990B · Committee Expense | 810 | |
| 990C · Equipment & Supplies | | |
| 990C1 · Fixed Costs | 3,400 | \$2,200 for general Ops equipment and depreciation (trucks, trailers, radios) +\$1,200 for technology (Golf Genius, DTN, website, hardware and software) |
| 990C · Equipment & Supplies | 0 | |
| Total 990C · Equipment & Supplies | 3,400 | |
| 990D · Equipment/Room Rental | 1,000 | Potential Expense to rent carts, tent, etc. |
| 990E · Shuttle Transportation | 0 | |
| 990F · Shipping & Postage | 400 | Estimated shipping Cost for Tournament |
| 990G · Photography | 25 | Fixed |
| 990H · Clipping Services | 75 | Fixed |
| 990I · Player Travel/Lodging | 13,500 | 54 AJGA Girls x \$250 per player (Tournament Fee, Travel, Lodging)= \$13,500 |
| 990J · Professional Services | 0 | |
| 990K · Equipment "Breakage" | 1,000 | Equipment Breakage- Quick Fix Items |
| 990M · Medic Services | 2,000 | Medic est. \$500 per day x 4 days= \$2,000 |
| 990 · Tournament Operations | 0 | |
| Total 990 · Tournament Operations | 22,210 | |
| Total Operating Expenses | 188,390 | |
| Proceeds for Contributions to Charity | 0 | TD must consult with RD on breakdown of proceeds |
| Contrib. to AJGA ACE Grant | | |
| Contrib. of Goods/Services to Local Charities | | Cost of hard items donated to charities from tournament |
| Contrib. to Local Charities | | |
| Total Contributions | 0 | |
| Total Expense w/ Contributions | 188,390 | |

Net Proceeds / (Loss)

(188,390)

*Prior Year - unallocated dollars either in process to local charities or designated for ACE Grant
Current Year Budget - allocate net proceeds to appropriate line item(s) in rows 147 - 149 to zero out the bottom line*

LPGA Legends Tour Purse Breakdown (\$50,000)

| <u>Place</u> | <u>\$50k purse, typical %</u> | <u>% of purse</u> |
|--------------|-------------------------------|-------------------|
| 1 | \$9,000 | 18.00% |
| 2 | \$5,550 | 11.10% |
| 3 | \$4,550 | 9.10% |
| 4 | \$4,050 | 8.10% |
| 5 | \$3,550 | 7.10% |
| 6 | \$3,050 | 6.10% |
| 7 | \$2,550 | 5.10% |
| 8 | \$2,150 | 4.30% |
| 9 | \$1,950 | 3.90% |
| 10 | \$1,800 | 3.60% |
| 11 | \$1,700 | 3.40% |
| 12 | \$1,600 | 3.20% |
| 13 | \$1,550 | 3.10% |
| 14 | \$1,500 | 3.00% |
| 15 | \$1,450 | 2.90% |
| 16 | \$1,400 | 2.80% |
| 17 | \$1,350 | 2.70% |
| 18 | \$1,250 | 2.50% |