



SCHEDULE OF EVENTS

Monday, July 8

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, July 9

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, July 10

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, July 11

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*

+188,000

followers on AJGA social media channels

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

ABOUT THE EVENT

The AJGA / LPGA Tour Legends Championship brings together 30 LPGA Tour Legends Players and the best 60 female junior golfers in the world for three rounds of championship golf. This unique event will provide the opportunity for 60 female junior golfers on the American Junior Golf Association (AJGA) Tour to compete alongside the 30-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: 90 guests
- Pro-Junior-Am Lunch: 90 guests
- Welcome Reception: 180 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



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

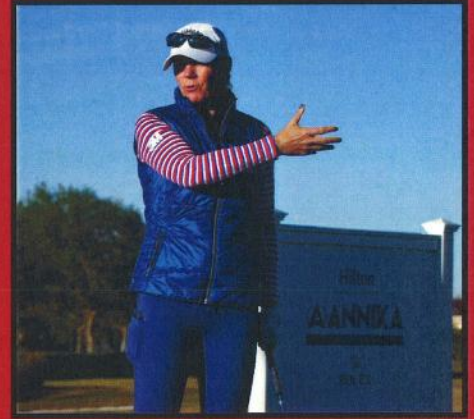
\$25,000 Tournament Options

- 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

@AJGAGOLF DIGITAL OPPORTUNITIES

POTENTIAL FOR EXPOSURE

- AJGA communications staff creates tournament activation plan
- AJGA communications staff is onsite to execute plan and promote event
- Inclusion in weekly member emails and specific event communications
- Social media coverage highlighting local area, golf course and sponsor
- Recognition on AJGA website and tournament page
- Website logo recognition with link to partner website
- Local and national media exposure via AJGA channels and industry outlets



@AJGAGOLF DIGITAL OPPORTUNITIES

♥ 20

REACH

AJGA social media channels have some of the highest interaction rates among golf industry accounts at junior, college and professional levels. The AJGA is active on virtually every media outlet.

+210,000

followers on AJGA social media channels



Twitter

5.9M
impressions
annually



Facebook

483K
reach
annually



Instagram

8.8M
reach
annually



TikTok

8.5M
views annually



Reels

15M
views annually



LinkedIn

6.7K
page views
annually



Website

14.4M
unique page
views on ajga.org

2023 Tournament Budget

v22.1

TD Instructions:

- (1) Choose tournament from drop-down list in row 4, column C - E
- (2) Fill in relevant yellow cells and change fixed costs where applicable
- (3) For events with charity component, complete proceeds section at bottom of P&L

Legends Tour & AJGA Event

125 - ROLEX T OF C

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		
618 · Banquet/Cookout Revenue		Project Zero donations to offset lodging, staff meals, auto, product/ice, medic
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 estimated travel.
Total 910E1 · Gas	5,150	
910E2 · Rental Cars	2,600	4 Vehicles (26 total days x \$100) - Can secure courtesy vehiles 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	6,120	Average weekly expense (8 interns x 70 hours)
Total 910 · Staff Expenses	30,810	
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	7,000	200 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	7,500	\$100 x 75 players = \$7,500
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	33,954	

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	900	Estimated \$10 per player worth of drinks per player for tournament. 90 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	2,430	Cookies (90 x \$7 each= \$630), Milkshakes (90 players x \$5 per x 4 days= \$1,800)
Total 940 · Food & Beverage	32,994	
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	75,000	30 Legends Tour Players Purse = \$75,000
Total 950 · Awards	75,660	
960A · Towels	882	98 Towels x \$9= \$882
960B · Tourn. Caps & Visors	811	102 hats x \$7.95= \$720
960C · Qualifier Gifts	0	
960E · Clothing	2,377	98 shirts x \$24.25= \$2,376.5
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	4,500	\$50 per player x 90 players = \$4,500
960 · Gifts		
Total 960 · Gifts	11,150	
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	
		2 Tee Fences (\$5k), Past Champions Board (\$280), 2 Event History Board (\$560), Yard Arms (1st and 10th tee- \$120)
980C · Banners & Sign Boards	6,465	
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		
		\$2,200 for general Ops equipment and depreciation (trucks, trailers, radios; +\$1,200 for technology (Golf Genius, DTN, website, hardware and software)
990C1 · Fixed Costs	3,400	
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	15,000	60 AJGA Girls x \$250 per player (Tournament Fee, Travel, Lodging)= \$15,000
990J · Professional Services	7,500	Legends of LPGA Fee
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	31,210	
Total Operating Expenses	230,643	
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	230,643	

Net Proceeds / (Loss)

(230,643)

*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 (\$75,000)

<u>Place</u>	<u>Payout</u>
1	\$10,000
2	\$7,500
3	\$6,000
4	\$5,000
5	\$4,000
6	\$3,000
7	\$2,800
8	\$2,600
9	\$2,500
10	\$2,400
11	\$2,300
12	\$2,200
13	\$2,100
14	\$2,000
15	\$1,900
16	\$1,800
17	\$1,700
18	\$1,600
19	\$1,500
20	\$1,400
21	\$1,300
22	\$1,200
23	\$1,150
24	\$1,050
25	\$1,000
26	\$1,000
27	\$1,000
28	\$1,000
29	\$1,000
30	\$1,000