

Hilton
GRAND VACATIONS

TOURNAMENT
of CHAMPIONS



ALFONSO RIBEIRO AND MI JUNG HUR

January 20-23, 2022 • Lake Nona Golf & Country Club • Orlando, Florida

HGVLPGA.com

A large, close-up photograph of golfer Jessica Korda in the middle of her golf swing. She is wearing a dark blue patterned long-sleeved shirt and white pants. Her hair is in a braid, and she is wearing a white visor. The background is a blurred green golf course.

You've Got to Be Here

JESSICA
KORDA



BRIAN MCCANN, ANNIE PARK AND BRIAN URLACHER

Professional Golf, Raised to a New Level

The 2022 Hilton Grand Vacations Tournament of Champions is taking the on-course golf experience to new heights. The winners-only event, featuring LPGA champions from the previous two seasons playing alongside a roster of top-tier sports and entertainment celebrities, promises the action and hospitality fans have come to expect. Competition for the title is tough, and the stakes are high, with LPGA professionals playing for \$1.2 million in official prize money and celebrities competing for their own \$500,000 purse.

The name is not the only thing changing this year. The tournament will take place at the esteemed Lake Nona Golf & Country Club on a Tom Fazio-designed course.

All four days are nationally televised live, with Thursday and Friday on Golf Channel, and Saturday and Sunday on Golf Channel and NBC. And — as usual — the action doesn't end when the sun goes down. With live entertainment and world-class hospitality off the course, this is an event not to be missed.



The Most Unique Tournament in Golf Joins Forces with Best-in-Class Brand

Hilton Grand Vacations, the best-in-class hospitality brand and industry leader, acquired Diamond Resorts last August and now offers a combined 154 properties with over 710,000 Owners.

The 2022 event brings together the best of both worlds: the proven track record of the tournament's experiential offerings and the strong brand name and high-quality vacation ownership program of Hilton Grand Vacations.



Televised International Distribution

226,872,677

Total global
household
reach

223 Global

Total territories

Over
690.7K minutes
of live coverage

North America
131,198,327
households
52 territories

Europe
19,450,000
households
32 territories

Asia
70,289,135
households
14 territories

Africa
2,285,215
households
67 territories

Australia
3,650,000
households
2 territories

Global Reach

The 2021 Tournament of Champions was the most-watched LPGA season opening event in 11 years and generated:**

- 3.9 million unique viewers tuned in across all Golf Channel/NBC telecasts (live and rebroadcasts)
- 338,000 average viewers per minute across Golf Channel and NBC
- 289.8 million social media impressions for tournament hashtag
- More than 6.7 thousand news media mentions; aggregate readership of 7.7 million viewers

Attendee overview:*

Although 2021 was an invitation-only event, over 30,000 fans lined the fairways of the 2020 Tournament of Champions, with millions more tuning into the television coverage. Year after year, the tournament continues to grow and bring in new audiences to experience our unique twist on professional golf.

Where they're from:

- 74% Florida
- 14% other U.S. states
- 12% international



Tournament partners have unique opportunities to share their brand's story with Golf Channel and NBC's diverse audiences.

Available media assets include:

- 30-second commercial units during the NBC broadcast
- 30-second commercial units during the Golf Channel broadcast
- Opening and closing billboards
- In-telecast features
- Custom social media campaigns
- Advertisements on the official tournament website
- Placements in the printed tournament program and daily pairings guides

*Scarborough Multimarket Research 2018

**Cision; Feb. 1, 2020-Jan. 28, 2021; LPGA - Meltwater; March 1, 2020-Feb. 28, 2021



RAY ALLEN



JESSICA KORDA



BRIAN BAUMGARTNER



JUSTIN VERLANDER
AND DANIELLE KANG



LARRY FITZGERALD



NELLY KORDA



MICHAEL PEÑA

Where World-Class Golf Meets World-Class Entertainment



ALFONSO RIBEIRO AND
BRITTANY LINCICOME



TRAVIS TRITT

The Hilton Grand Vacations Tournament of Champions keeps the excitement rolling on and off the course, from suites on the green stocked with premium catering and open bars, to exclusive concerts held at a custom outdoor venue just outside the course for easy access and convenience. The evening events have our tournament partners returning year after year to attend the exciting headline concerts featuring platinum-selling artists such as Boyz II Men, Counting Crows, Jake Owen, Cole Swindell and more. This is truly a week of nonstop excitement.

Tournament partners have exclusive access to the week's events, plus enjoy:

- Private or shared hospitality suites on course
- Mingling with celebrities and LPGA professionals
- Strategic business networking events
- Engaging client entertainment opportunities
- Custom brand activations



Limitless Opportunities

Business Opportunities

The Business-to-Business (B2B) Leadership Summit provides our partners the opportunity to build lasting relationships with like-minded business leaders. Executives from a wide variety of companies come together in a relaxed environment to network and strategize for future business opportunities. This dynamic mix is just one of the many aspects that distinguishes this golf tournament from other events. The B2B Summit is all about forging lasting connections, professional growth and engagement with other executives to find symmetries that align for future business opportunities.



Expand Your Network and Validate the ROI

The weeklong vacation experience known as the Hilton Grand Vacations Tournament of Champions provides unforgettable memories that will keep you coming back year after year. If you need an excuse back at the office to validate all the fun you had throughout the week, the B2B Leadership Summit does just that.

You and your VIPs can expect:

- Turnkey hospitality
- Strategic business-to-business networking opportunities
- Engaging client entertainment opportunities
- Exclusive on-site activities

Brands featured at past B2B events included:





Pro-Am Packages

Insurance Office of America Pro-Am at Lake Nona Golf & Country Club

Each amateur golfer will receive the following:

- Five (5) nights in a suite-style unit at our Hilton Grand Vacations host resort
- VIP gifting package
- Two (2) tickets to the Pairings Party and Headline Concert
- Two (2) tickets to the Tournament Reception and Headline Concert
- Two (2) tickets to the Finale Party and Headline Concert
- Two (2) VIP credentials to a shared hospitality suite, including catered lunch buffet and open bar, Thursday-Sunday
- Opportunity to advance from Pro-Am into official tournament rounds

Foursome and individual player opportunities available.

Upgrade Options:

(Very limited availability)

Clubhouse Access

Upgrade your access to enjoy the exclusive clubhouse, including catered food, open bar and climate control, Thursday-Sunday.

Priority Draft Pick

Guarantee a priority draft pick at the pairings party for a better chance to golf with your first-choice celebrity or LPGA golfer.



WILLIE ROBERTSON



Custom Sponsorship Packages

Enhance any package or build your own with the list of available items below:

- Pro-Am team
- Gifting package
- Grounds passes
- Private and shared suite access
- Tickets to Pro-Am Pairings Party and Headline Concert
- Tickets to Tournament Reception and Headline Concert
- Tickets to Finale Party and Headline Concert
- Golf Channel commercials
- NBC commercials
- Golf course signage
- In-telecast features
- TV billboards
- Tournament program ads
- Daily pairings guide ads
- Tickets to the Business-to-Business Leadership Summit
- Engagement opportunities
- Event and location naming rights
- Custom brand activations

Honorary Observer

Get even closer to the action by walking inside the ropes during one day of official tournament play. Engage with the celebrities or LPGA champions in your group, and celebrate their victories right alongside them.

- Two (2) Inside-the-Ropes passes for one day
- Two (2) commemorative shirts and hats
- Two (2) weekend passes in a shared hospitality suite

Limited quantities available. For additional information, contact Luciano Garcia at Luciano.Garcia@hgv.com.



BRIAN URLACHER



MAURICE ALLEN



JASMINE SUWANNAPURA (RIGHT)



Engage and Activate

Showcase your brand or product to thousands of on-site consumers with one of our premier expo opportunities.

- 10 x 10 custom activation space
- 20 x 10 custom activation space
- Public viewing platform naming rights
- Custom activation footprint within high-traffic areas



ROGER CLEMENS

Tuesday, January 18

- Pro-Am Pairings Party and Headline Concert

Wednesday, January 19

- Insurance Office of America Pro-Am
- Pro-Am Awards Reception

Thursday, January 20

- Round 1 of the Hilton Grand Vacations Tournament of Champions
- Tournament Reception and Headline Concert

Friday, January 21

- Round 2 of the Hilton Grand Vacations Tournament of Champions
- Business-to-Business Leadership Summit

Saturday, January 22

- Round 3 of the Hilton Grand Vacations Tournament of Champions
- Finale Party and Headline Concert

Sunday, January 23

- Final round of the Hilton Grand Vacations Tournament of Champions
- Trophy presentation

*Schedule of events is subject to change.

2022 Schedule of Events*



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A photograph of golfer Jessica Korda in profile, wearing a blue long-sleeved shirt and a white cap with "FRANK & TEMPLE" on it. She has her mouth open in a shout or cheer, and her right fist is clenched in a celebratory gesture. The background is a soft-focus outdoor setting.

2021 LPGA Champion

JESSICA KORDA

A photograph of golfer Mardy Fish standing outdoors with his arms crossed. He is wearing a light blue polo shirt with a small logo on the chest. The background shows a golf course with trees and a path.

MARDY FISH

2021 Celebrity Champion

Luciano Garcia

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