

Hilton

GRAND VACATIONS

TOURNAMENT *of* CHAMPIONS



DANIELLE KANG

January 16-22, 2023 • Lake Nona Golf & Country Club • Orlando, Florida

HGVLPGA.com



Join Us

for the 2023 Hilton Grand Vacations Tournament of Champions

Greetings,

Thank you for your interest in the Hilton Grand Vacations Tournament of Champions. Whether you're a long-standing partner or a first-time attendee, this event is an experience that will kick off your year with energy and excitement. As the season opener for the LPGA Tour, we celebrate the accomplishments of the world's best female golfers with four days of golf and three nights of private concerts. Combine that with a field of sports and entertainment celebrities playing alongside the pros, and you've got a recipe for fun. There is also the opportunity to forge lasting

business relationships with leaders from a variety of industries. With dedicated networking and leadership seminars throughout the week, this occasion provides the foundation for success that will keep you coming back year after year. I look forward to seeing you January 16-22, 2023, as we once again celebrate together and enjoy what is sure to be the best Hilton Grand Vacations Tournament of Champions yet!

Aaron Stewart

Vice President of Sports Marketing
Hilton Grand Vacations



JON LESTER



YUKA SASO

Be Part of It All

It's Back, and Even Better

The 2023 Hilton Grand Vacations Tournament of Champions is back for a second year at the beautiful Lake Nona Golf & Country Club in Orlando, and it's building on last year's success as the most-watched LPGA Tour season opener in history.

LPGA champions from the previous two seasons will play alongside top-tier celebrities from the world of sports and entertainment. While the competition is serious, the atmosphere is social, festive and friendly, with music-filled days and nights creating a uniquely enjoyable experience.

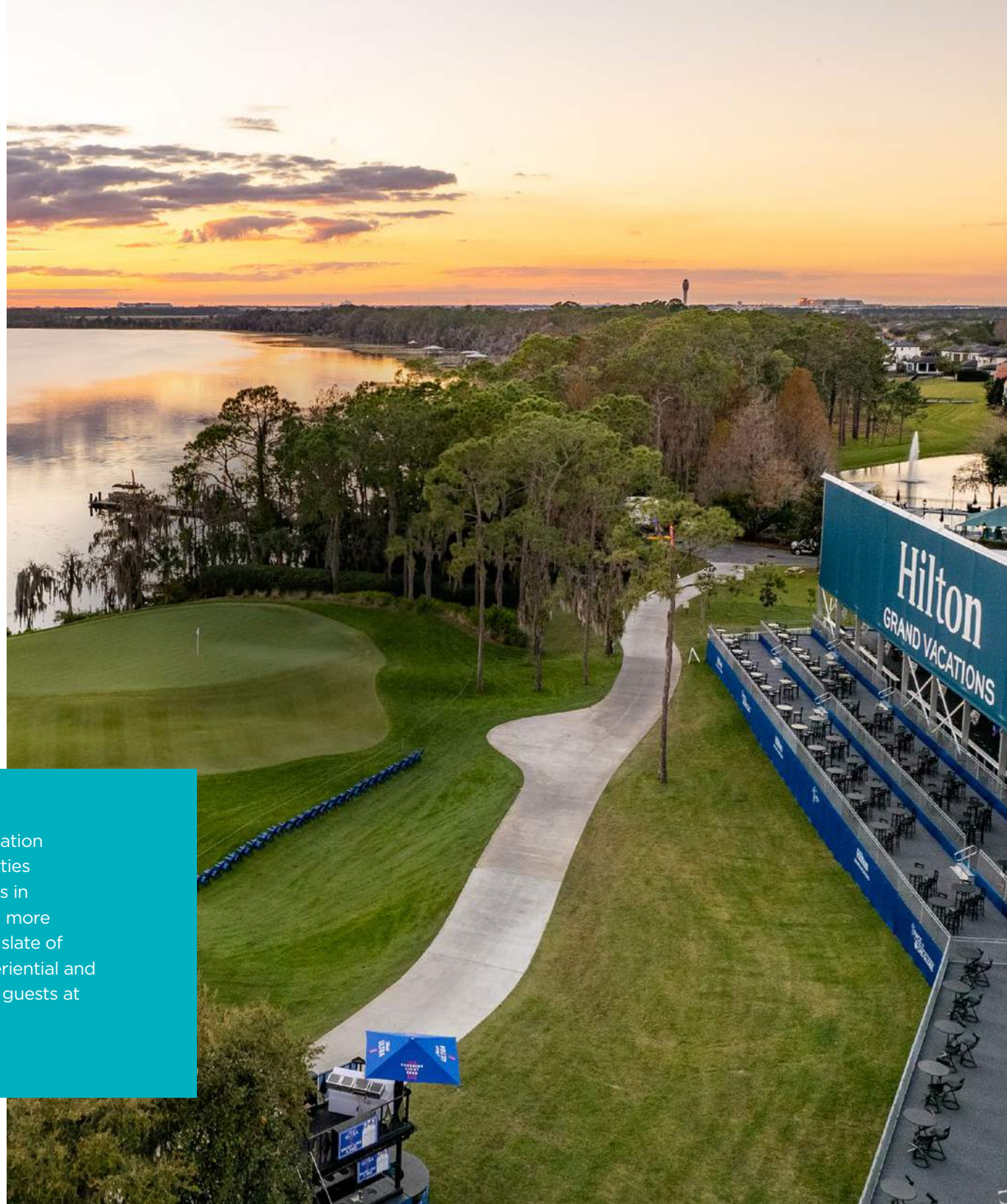
LPGA professionals play for \$1.5 million in official prize money, while the celebrity side of the draw has its own \$500,000 purse — and more than \$4 million has gone to charity from the tournament to date. For spectators, the Tom Fazio-designed course offers breathtaking water views, wooded canopies and the lush greens you'd expect on a playing field built for champions. And sponsors and guests can take in close-up views of it all, while enjoying outstanding food and beverages throughout the course.

All four days of the official tournament are televised live, with Thursday and Friday on Golf Channel and Saturday and Sunday on Golf Channel and NBC. And when the sun sets, the headline concerts begin, with even more of the signature hospitality for which Hilton Grand Vacations is known.



Kick Off the 2023 LPGA Tour Season with a Hospitality Leader

Hilton Grand Vacations is a best-in-class vacation ownership brand with more than 150 properties and 710,000-plus Owners worldwide. Join us in making golf's most unique tournament even more memorable in 2023 as we pair an incredible slate of professional golfers with one-of-a-kind experiential and entertainment options for our sponsors and guests at one of Orlando's finest tournament venues.



Televised International Distribution

593,692,227

Total global
household
reach

171 Global

Total territories

Over
336 minutes
of live coverage

America
131,198,327
households
53 territories

Europe
61,943,900
households
30 territories

Asia
376,820,000
households
16 territories

Africa
20,000,000
households
70 territories

Australia
3,730,000
households
2 territories

Global Reach

Total Coverage

The 2022 Hilton Grand Vacations Tournament of Champions was the most-watched LPGA season-opening event in 12 years and generated:*

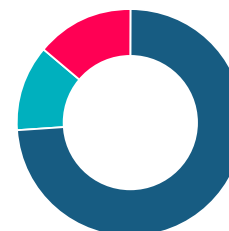
- 7.3 million total broadcast viewers across all Golf Channel/NBC telecasts (live and rebroadcasts)
- 299,829 average viewers per minute across Golf Channel and NBC
- 240 million social media impressions for tournament hashtag
- More than 6,600 news media mentions; aggregate readership of 24.61 billion

Attendee overview**

Thousands of fans lined the fairways of the 2022 Tournament of Champions, with millions more tuning into television coverage. Year after year, the tournament continues to grow and bring in new audiences to experience our unique event that combines professional golf with world-class entertainment and best-in-class hospitality.

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's 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 media campaigns
- Advertisements on the official tournament website
- Placements in the printed tournament program and daily pairings guides

*Source: Unique Viewers: Nielsen Persons 2+ , Streaming: Adobe Analytics, Digital: Google Analytics, MVP Index, YouTube

**Week is Tuesday - Monday



PATTY TAVATANAKIT



ALFONSO RIBEIRO



BROOKE HENDERSON



JOHN SMOLTZ



BRET BAIER



LARRY FITZGERALD



Where World-Class Golf Meets World-Class Entertainment

BOYZ II MEN



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 complimentary beverage service, 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, Sheryl Crow 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



MOLLIE MARCOUX SAMAN, LPGA COMMISSIONER

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.

Women's Leadership Conference

The Women's Leadership Conference will feature experienced women leaders from cross-functional industries discussing a variety of topics, as well as struggles they have faced and perspectives that have benefitted them throughout their professional and personal lives. Following a one-on-one talk with a celebrity honoree, women leaders will have the opportunity to sit down with attendees in more intimate break-out groups to discuss the themes of the day.



ANNIKA SÖRENSTAM



Expand Your Network and Validate the ROI

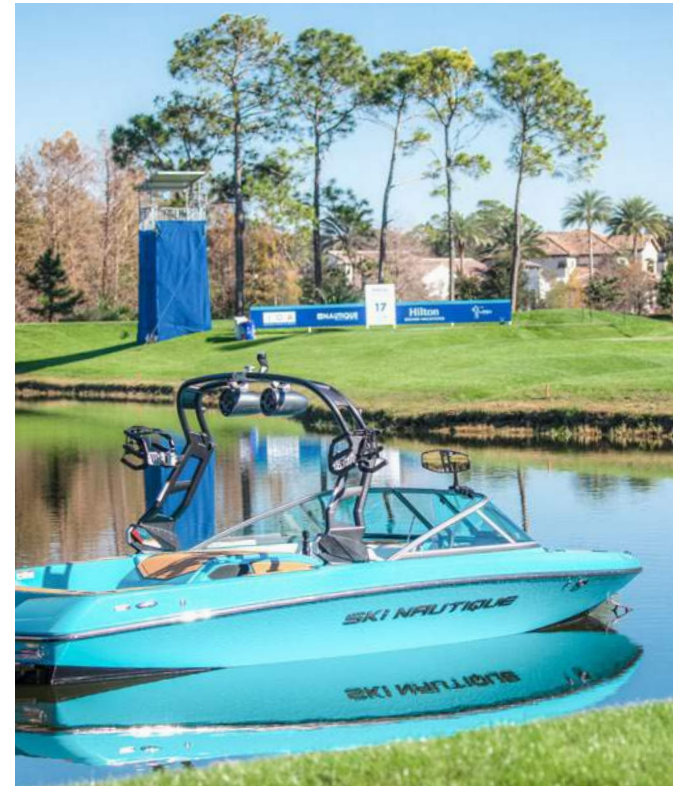
The Hilton Grand Vacations Tournament of Champions offers a variety of professional growth and networking events throughout the week, including the Business-to-Business Leadership Summit and the Women's Leadership Conference. These opportunities allow our guests to network with other decision makers, learn from industry leaders and develop through engaging topics of conversation.

You and your VIPs can expect:

- Turnkey hospitality
- Strategic business-to-business networking opportunities
- Professional growth panel featuring industry leaders
- Engaging client entertainment opportunities
- Exclusive on-site activities

Brands featured at past business events included:







Pro-Am Packages

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 complimentary beverage service, 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, complimentary beverage service 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.



• SHERYL CROW

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
- Private lounge access at concerts
- 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
- Tickets to the Women's Leadership Conference
- 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.



MICHAEL WALTRIP



ANNIKA SÖRENSTAM



LARRY THE CABLE GUY



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



NELLY KORDA

2023 Schedule of Events*

Tuesday, January 17

- Pro-Am Pairings Party and Headline Concert

Wednesday, January 18

- Pro-Am Tournament
- Pro-Am Awards Reception

Thursday, January 19

- Round 1 of the Hilton Grand Vacations Tournament of Champions
- Women's Leadership Conference
- Tournament Reception and Headline Concert

Friday, January 20

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

Saturday, January 21

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

Sunday, January 22

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

*Schedule of events are subject to change without notice.



GIN BLOSSOMS

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of CHAMPIONS

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