



Hilton
GRAND VACATIONS

TOURNAMENT
of CHAMPIONS



JANUARY 15-21, 2024 | LAKE NONA GOLF & COUNTRY CLUB
ORLANDO, FLORIDA | [HGVLPGA.COM](https://hgvlpga.com)



CHARLEY HULL

GET CLOSER TO THE ACTION

Four days of golf. Three nights of private concerts. One unforgettable week. The Hilton Grand Vacations Tournament of Champions is one of the most unique and entertaining events in golf, brought to you by one of the best brands in hospitality. There's no better way to enjoy the LPGA Tour season opener, and this is your chance to get in on the action.

JOIN THE TOP OF THE TOUR

Watch an incredible roster of LPGA Tour champions play alongside the biggest names in sports, entertainment and music — all at one of Orlando's finest tournament venues. It's a spirited competition that thrills and entertains guests of all ages and interests.

STAY TUNED FOR CELEBRITY SIGHTINGS

When the sun sets, the signature events begin. Entertainment extends beyond the golf course as sponsors and their guests enjoy exclusive access to private concerts with headlining artists. These one-of-a-kind experiences are set to impress.



2023 Results

Total Coverage

- 10.1 million people consumed LPGA content during the week of the tournament across linear, streaming, social and web
- 2.9 million unique viewers across Golf Channel and NBC telecasts (live and rebroadcasts)
- 754 million people reached across social media

Attendee overview

Thousands of fans lined the fairways of the 2023 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

Marketing and Media

MARKETING & MEDIA

BLAIR O'NEAL



MARKETING AND MEDIA

Commercial Units
Hole Signage
Brand Activations
Tournament Program
Pairings Guide
Sponsor Billboard
Leaderboard
Vendor Village
Digital Signs
Custom

Entertainment and
Hospitality



ENTERTAINMENT AND HOSPITALITY

PARIS HILTON



ELLIE GOULDING

ENTERTAINMENT AND HOSPITALITY

Private Event Tickets
Premium Viewing Options
Celebrity Meet and Greet
Custom Activations



ENTERTAINMENT AND HOSPITALITY

Luxury Skybox Suites
Premier Clubhouse Hospitality
Private Party Shacks
Premium Accommodations
Pro-Am Options

Business Opportunities

BUSINESS OPPORTUNITIES



BUSINESS OPPORTUNITIES

WOMEN'S LEADERSHIP CONFERENCE

Empower the women in your business with an engaging private event that includes an inspiring keynote speaker, gifts and surprise guest appearances.

Individual Seats
Full Tables
Presenting Sponsor
Gifting Sponsor



BUSINESS OPPORTUNITIES

BUSINESS- TO-BUSINESS LEADERSHIP SUMMIT

Be in the audience as industry experts from leading brands discuss current events and share insights. Engage in an open forum, Q&A session and networking hour.

Individual Seats
Panel Speaker
Branding
Gifting Sponsor
Presenting Sponsor



Don't miss your chance.

Join one of the most unique tournaments on tour.

Please contact Luciano Garcia to learn more: Luciano.Garcia@hgv.com



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