



Legends Return to Eagle's Landing

*Eagle's Landing Country Club
Atlanta, GA*

October 21-24, 2025



Mission

To engage and entertain fans and sponsors, impact local communities through philanthropy and volunteerism, empower women of all ages through the game of golf and provide economic opportunities for its players.





About

The Legends of the LPGA highlights the talents of LPGA Tour and LPGA Teaching and Coaching Professionals aged 45 and older. With over 120 members, 750 LPGA victories, 84 Major titles, 15 Hall of Famers, and 9 Solheim Cup Captains, this remarkable group has not only shaped the history of women's golf but also made a lasting impact off the course. Since its inception in 2000, The Legends of the LPGA has raised over \$24 million for charity.



Why Legends

01 Name Recognition

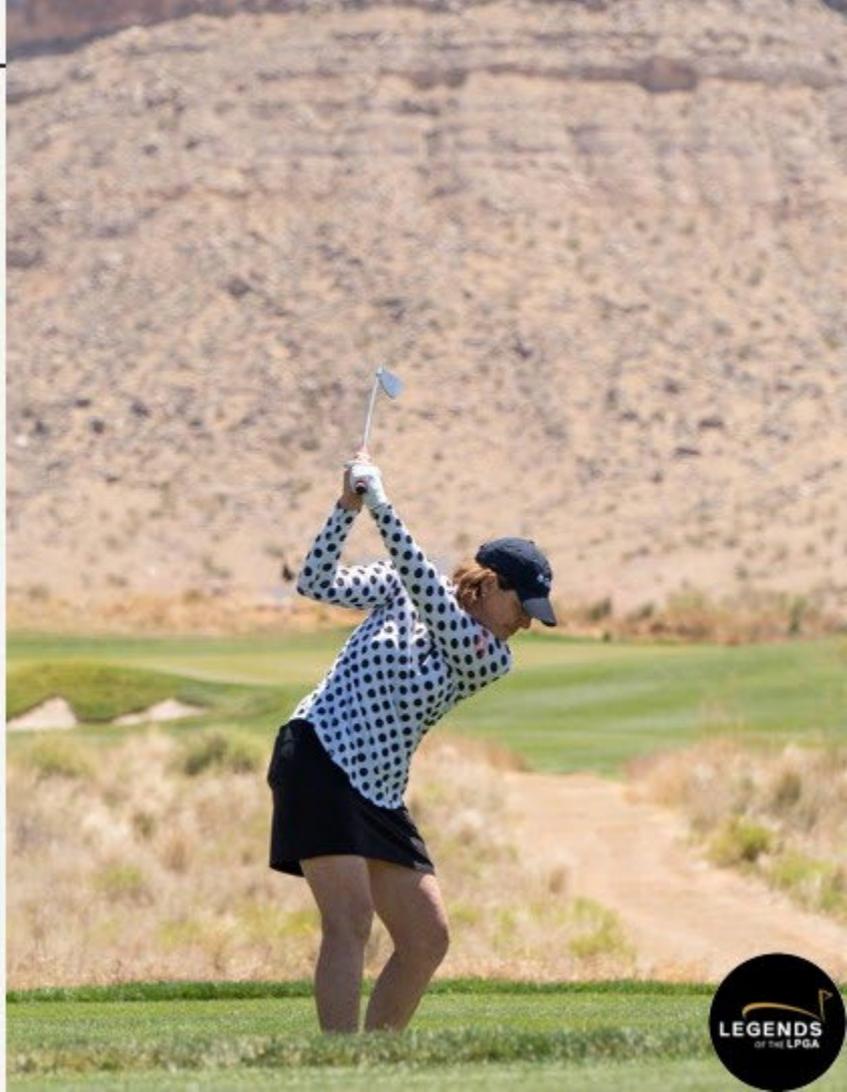
Featuring the biggest names in women's golf, The Legends of the LPGA showcases the talents of Tour Champions in markets with a strong connection to the sport.

02 The Right Demographic

A fan-friendly experience for golf enthusiasts of all ages, featuring iconic players who are beloved by longtime golf fans and serve as role models for younger generations.

03 Affordability & Value

With purses starting at \$200K+ and significantly lower tournament costs than the LPGA, PGA, and Champions Tours, this offers sponsors and partners a unique opportunity to maximize value and achieve meaningful results.





Tournament Overview

- Format: Stroke Play
- Purse: \$200,000 - \$400,000
- Tournament Length: 36 Holes / Guaranteed Purse
- Pro-Am: 1 Day Event
- Field: 40-64 Legends of the LPGA Players
- Additional Events: Kick-Off Party, Pro-Am Dinner, Junior or Women's Clinic
- Charity: Tournament Owner Selects Beneficiary



Audience Overview

32 Million

U.S. Golf Fans

23.8 Million

U.S. Golfers

60% M, 40% F

Legends of the LPGA
Fans

22%

More likely to have a
post-graduate degree

40%

More likely to have a
household income
over \$250,000

32%

More likely to be a
decision maker for
their company



Media Value

- The Legends generate an average of \$3-5 million in media value per event
- Year-Round Exposure: Continuous visibility on www.thelegendstour.com and across social media channels, ensuring consistent engagement and brand presence throughout the year
- Real-Time Engagement: Branded tournament scoring attracts 10-15k unique visitors per event
- Global Reach: 20% of competitive membership hails from outside the USA, expanding international visibility
- Golf Channel Impact: The 2021 Senior LPGA Championship drew 650,000 unique viewers over three days, boosting Golf Channel's Mon-Tues-Wed time slot by 56%

What Our Partners Are Saying



"Thank you so much for the opportunity to play yesterday and the wonderful hospitality at the course and after party. I had an amazing time and was truly in awe at how great both the pro am and the awards ceremony was. Our pro, Sandra Palmer, was a pleasure to play with and made me feel so welcome."

- Madi McNamara,
Seattle Sports Commission



"I have followed the players now active on The Legends Tour for many years and remember when they were here for the Safeco Classic. These players were trailblazers for women everywhere in their sport then, and they remain an inspiration now. I am excited to play in the pro-am and welcome these terrific Legends back to the Seattle area."

- Chris Gregoire,
Former Washington Governor



"You and your team did an amazing job! It was fantastic to see everyone so happy with the tournament, the course, the amazing players and exceptional showing by Juli Inkster. Nice work."

- Jane Zalutzky,
JZ Works



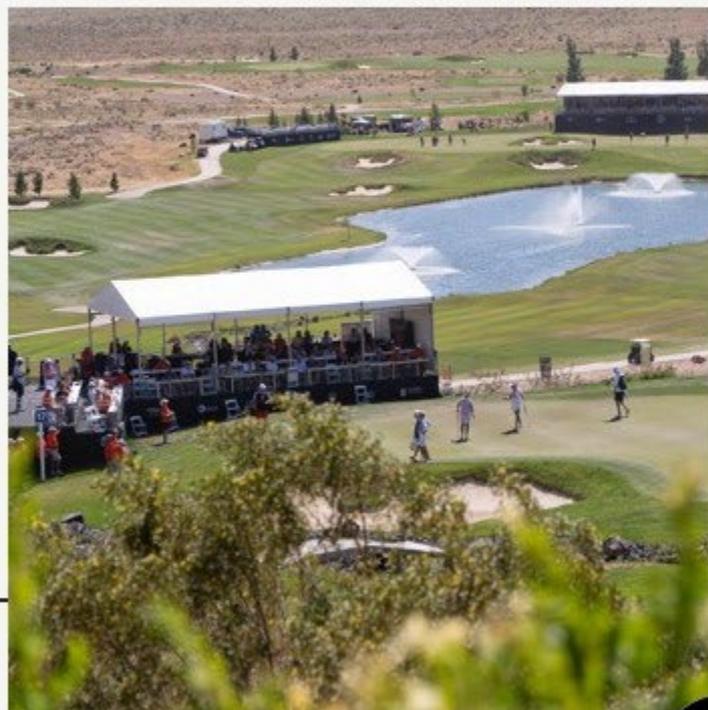
Title Sponsor

\$75,000

The Title Sponsorship Package is crafted to provide our corporate partners with unparalleled visibility, offering maximum exposure across local, regional, national, and international markets.

*Includes 2 Complimentary Full Privilege Memberships at Eagle's Landing Country Club, 3 Pro-Am Teams, 30 Eagle's Nest Passes (viewing area/lounge over-looking 10th tee and 18th green), corporate logo on website and all tournament communications, Complimentary Food and Beverage Each Day, 15 VIP Parking Passes, Unprecedented access to Player/VIP Lounge and locker room, Sponsorship Banner, Tee Marker Sign, Hole Flag autographed by players, Optional Practice Round on Tuesday, premium gift package

*Current members are not eligible for Complimentary Memberships



Presenting Sponsor

\$30,000

The Presenting Sponsor package is designed to provide premium exposure and branding opportunities for your company, positioning you as a top-tier event partner. Your brand will be prominently featured throughout the tournament and associated activities, ensuring your company gains significant visibility before, during, and after the event.

*Includes 1 Complimentary Full Privilege Membership at Eagle's Landing Country Club, 2 Pro-Am Teams, 20 Eagle's Nest Passes (viewing area/lounge over-looking 10th tee and 18th green), Complimentary Food and Beverage Each Day, 10 VIP Parking Passes, VIP credentials provide unprecedented access to Player/VIP Lounge and locker room, Sponsorship Banner, Tee Marker Sign, Hole Flag autographed by players, Optional Practice Round on Tuesday, premium gift package

*Current members are not eligible for Complimentary Memberships



Eagle's Nest Sponsor

\$15,000

Located on the top floor of the clubhouse (lounge over-looking 10th tee and 18th green) , this exclusive space offers a private conference room, library, and includes premium food & beverage services. Ideal for high-level networking and business engagements, the Eagle's Nest provides a refined setting to connect with key influencers in an elevated, VIP credentials provide unrestricted access to the Clubhouse.

Includes 1 Pro-Am Team, 10 Eagle's Nest Passes, and 5 VIP Parking Passes, Unprecedented access to Player/VIP Lounge and locker room, Tee Marker Sign, Hole Flag autographed by players, Optional Practice Round on Tuesday, premium gift package



Additional Opportunities

Eagle View Sponsor: \$12,500

Corporate tent in a prime location near the 10th Tee or 18th Green including food & beverage, 2 Pro-Am Teams, 5 VIP Parking Passes, Unprecedented access to Player/VIP Lounge, Tee Marker Sign, Hole Flag autographed by players, Optional Practice Round on Tuesday, select gift package

Clubhouse Sponsor: \$10,000

Main level ballroom hospitality area including food & beverage, 1 Pro-Am Team, 5 VIP Parking Passes, Unprecedented access to Player/VIP Lounge, Tee Marker Sign, Hole Flag autographed by players, Optional Practice Round on Tuesday, select gift package

On-Course Hospitality: \$7,000

Corporate tent including food & beverage, 1 Pro-Am Team, 3 VIP Parking Passes, Attendance to Private LPGA Player Meet and Greet, Tee Marker Sign, Hole Flag autographed by players, Optional Practice Round on Tuesday, select gift package

Player Practice Area Sponsor: \$4,000

Corporate signage displayed at the driving range, chipping green, or putting green, 1 Pro-Am Team, 2 VIP Parking Passes, Hole Flag autographed by players, Optional Practice Round on Tuesday, and gift package

Legends of the LPGA Clinic: \$3,500

Corporate signage displayed at the driving range, chipping green, or putting green during the Ladies or Junior Clinic with Legends of the LPGA Professionals

Pro-Am Team: \$2,500 | Individual: \$650

Foursome in the Official Pro-Am playing with an LPGA Professional, Optional Practice Round on Tuesday, and gift package

Hole Sponsor: \$1,000

Corporate signage displayed on the tee box and/or the green



Thanks!



All packages can be customized to fit your specific needs.

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<https://thelegendstour.com/schedule/legends-return-to-eagles-landing/>

