



# Golf's better with partners

## WA Open Partnership Opportunity

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JOONDALUP GOLF & COUNTRY CLUB  
October 12-15 2023

# Be a part of something greater

GolfWA is delighted to present the 2023 WA Open at Joondalup Golf & Country Club from October 12-15.

More than a sport, golf is about opportunities, values and community. As the State body for amateur golf in Western Australia, GolfWA exists to provide opportunities for people of all walks of life to play, learn and love the game of golf.

Powered by connection and inter-generational learning, golf affords its community opportunities beyond sportsmanship. Through the sport, its events and network, we encourage personal and professional growth, long-standing partnerships, inclusiveness, equal opportunity and a sense of belonging. It is our mission to open these opportunities as far and wide as possible and to do so through equitable and inclusive practices.

## Be a part of history

The WA Open, one of the best known and recognised events in the national Golf calendar, is our most coveted sponsorship opportunity. First contested in 1913, this iconic event has launched the careers of many aspiring professionals from around the country, whom, without it, may have had very different stories. Today, we invite you to join GolfWA and become part of this legacy.

## TV Coverage, Media & Signage

As in 2022, the WA Open will be telecast live on Fox Sports, Kayo and Sky NZ. The live coverage will consist of 3 hours on Saturday October 14 and 5 hours on Sunday October 15, with additional extensive replay coverage as well. This will provide your business with domestic, interstate and international exposure to an estimated 300,000 viewers. In addition to this exposure, as part of your package there are additional opportunities for Integrations such as Shot of the Day, Highlights of the Day and custom produced content pieces which we would be delighted to discuss further with you.

Signage opportunities exist in various capacities on holes across the course, placed in best positions to be captured by the TV coverage. There is also the opportunity to display more dynamic options such as a car on a teeing ground.

GolfWA in conjunction with the PGA provide an extensive range of digital advertising opportunities for sponsors and partners through our websites and social media channels.



# Snapshot of the tournament

Purse  
\$175,000

Tour  
ISPS HANDA PGA Tour of Australasia

Field Size  
132 competitors of leading professional athletes, the next generation of rising stars and all abilities superstars

Format  
72-hole stroke play event over 4 action-packed days. The 2023 tournament will again feature the popular All-Abilities category

Cut  
Top 50 (plus ties). The cut is made after the completion of the second round

Trophy  
Roy Paxton Bowl

Defending Champion  
Deyen Lawson

Previous winners include leaders in our sport such as Greg Norman, Gary Player, Terry Gale, Ian Baker-Finch, Stephen Leaney, Curtis Luck and amateur Hayden Hopewell

Date  
Thursday 12th October -  
Sunday 15th October, 2023  
[golfwa.org.au/cms/events/wa-open/](http://golfwa.org.au/cms/events/wa-open/)

Location  
Joondalup Golf & Country Club  
Country Club Boulevard,  
Connolly WA 6027  
[joondalupresort.com.au](http://joondalupresort.com.au)



## TOURNAMENT

Monday	Practice day Pre-qualifying
Tuesday	Practice day
Wednesday	Pro-Am Day
Thursday	Round 1
Friday	Round 2 - (cut made to top 50 plus ties)
Saturday	Round 3
Sunday	Final round. Presentation of the Cup and winner's cheque will be held on the 18th green immediately following the final round

# It's a game changer

Partnering with GolfWA means joining our network of game-changers and leaders across WA's broad business arena. As the State body for golf in WA, we are in a key position to offer strategic alliances between our sponsors and our community of long-standing supporters, professional athletes and prominent industry stakeholders.

As part of our partnership packages, we also employ strategic event marketing and PR campaigns to enable our sponsors to leverage their involvement in this iconic event to its maximum potential.

Your sponsorship of the WA Open would position you as a key partner of GolfWA. With this, your business will benefit from multiple opportunities for branding, hospitality, networking and exposure throughout the course of the tournament and beyond.

Our sponsorship packages have been specifically tailored to provide optimal promotional opportunities.

We are also happy to tailor a bespoke sponsorship package to suit your objectives and budget.



“A partnership with GolfWA at the WA Open has provided us with the opportunity to interact with like minded business people. Their network in the golfing community is invaluable. Not to mention, access to some of the greatest golf courses in the state!”

Greg Norrish, Development Manager Nexus Advisernet

## Sponsorship at a glance

Our customisable packages include promotional activities both before, during and after the tournament itself.

	<b>Naming Rights</b> \$70,000 + GST	<b>Co-Naming Rights</b> \$35,000 + GST	<b>Platinum</b> (Major Supporting) \$15,000 + GST	<b>Gold</b> (Supporting) \$8,000 + GST	<b>Silver</b> (Clubhouse supporting) \$4,500+GST
<b>Pre Tournament Benefits</b>					
Electronic Direct Mail (EDM) advertorial	6	3	2	1	X
EDM banner advertisement	✓	✓	✓	X	X
Social media content opportunity	10	4	3	2	1
Logo acknowledgement in promotional material	✓	✓	✓	✓	✓
Logo and weblink on GolfWA website	✓	✓	✓	✓	✓
SportFM acknowledgement	✓	✓	✓	✓	X
<b>International TV Coverage</b>					
Naming rights of TV segmentations	✓	X	X	X	X
8 hours of coverage through Foxtel, Kayo and Sky NZ over Saturday and Sunday	✓	✓	✓	✓	X
<b>Tournament Benefits</b>					
Pro Am invitation	10 teams of 3 players	5 teams of 3 players	2 teams of 3 players	1 team of 3 players	X
One (1) Reserved table of eight (8) 3 course meal and drinks package in VIP area of the clubhouse	6 tables	4 tables	3 tables	1 table	1 table
VIP Marquee tickets including food and beverage package	24	12	6	4	X
VIP parking passes on each day	16	8	4	2	2
On course signs on a dedicated hole(s)	8	6	2	1	X
Promotion as a partner Sponsor Board located at the first tee	✓	✓	✓	✓	X
Direct link to your website through the dedicated 2022 WA Open page on the GolfWA website	✓	✓	✓	✓	X
Acknowledgement on the daily draw sheets provided to all spectators and other promotional material for the tournament	✓	✓	✓	✓	X
Opportunities for live interviews on radio broadcast - Sport FM	✓	✓	✓	✓	X
<b>Post Tournament Benefits</b>					
Logo on all post-tournament materials	✓	✓	✓	✓	✓
Event analysis report	✓	✓	✓	✓	X

# Shape your own package

Can't see a package which fits perfectly? We are happy to work with prospective sponsors on creating a bespoke package ideally suited to your requirements.

A partnership with GolfWA provides a great means of broadening your competitive edge by advancing your company's image, prestige and credibility. By supporting the WA Open, your audiences see your tangible efforts in their communities.

## Join

In conversations with leading executives, influencers and change-makers, focused on working together to inspire more Western Australians to participate in golf.

## Promote

Your organisation through Western Australia's leading golf tournaments.

## Connect

By developing closer and better relationships with stakeholders, both existing and potential while showcasing services and products.

## Thank you

Thank you for your interest in partnering with GolfWA for the WA Open. We look forward to talking with you and developing the ideal sponsorship package for you.

## Contact

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