



# Golf's better with partners

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Partnership Opportunities  
for businesses, brands  
and organisations

# BE PART OF SOMETHING GREATER



## OUR GOAL AT GOLFWA

**To inspire more Western Australians to participate in all forms of golf.**

## OVERVIEW

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.

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.



## ABOUT GOLFWA

### OUR PURPOSE

To inspire more West Australians to participate in all formats of golf

### OUR PHILOSOPHY

All golf is golf and all of us can be golfers

### STRATEGIC GOALS

More participants, more members, more games

### OUR POSITIONING

Golf is a sport for life and fun for all

GolfWA is the state sporting body for golf in Western Australia. We are responsible for the promotion and growth of the game across the state. We work collaboratively with Golf Australia to provide opportunities for everyone to play and learn the game of golf at all levels whilst promoting equitable and inclusive practices.

## A SNAPSHOT OF GOLF IN WA

- 331 clubs in Western Australia with 35,000+ members playing more than 1,000,000 competitive rounds of golf per year
- GolfWA delivers coaching and development programs throughout the state including including MYGolf in Schools, which introduces thousands of students to the game each year. At the other end of the scale, our High Performance Program helps our elite amateurs prepare for careers in golf
- GolfWA conducts 35+ separate tournaments for all ages, men and women, throughout the year

# AUDIENCE SNAPSHOT

Partnering with GolfWA offers an opportunity to access our extremely engaged audience of golf clubs, players, fans and administrators. We are in regular contact with our audiences through a range of electronic communications, including the news section of our website, our monthly e-newsletter and daily social media updates.

We update our audience about new partnerships we enter into and provide numerous opportunities for partners' products and services to be showcased to relevant parties.



## WEBSITE

**63,511**

Av. monthly pageviews peak season (March-November)



## E-NEWSLETTER

**4,800+**

Subscribers

**25.75%**

Av. open rate

Sector average = 17-20%

**7.73%**

Av. click rate

Sector average = 2-3%



## SOCIAL MEDIA



**7,000+ followers**

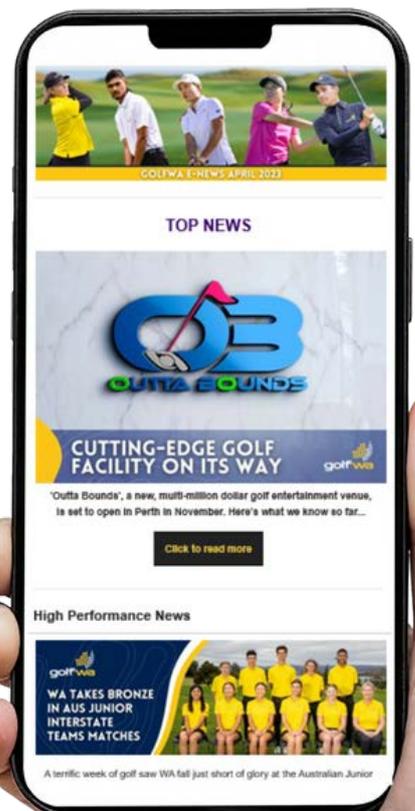
Responsible for 80+% of monthly social media referrals to GolfWA website



**3,000+ followers**

Responsible for 12-15% of monthly social media referrals to GolfWA website

Also active on...



# Sponsorship opportunities

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 with GolfWA to the maximum potential.

As a partner of GolfWA, your business and its products and/or services would benefit from multiple opportunities for branding, hospitality, networking and exposure throughout an annual calendar of golf to a highly engaged audience of like-minded individuals.

The following pages showcase our current list of events and tournaments, which all provide opportunities to partner with GolfWA and gain significant exposure for your business, brand or organisation. Bespoke packages can also be arranged to suit various budgets and desired business outcomes.



## WA OPEN

Our flagship event, and the highest profile tournament on the WA golfing calendar, the WA Open is a 72-hole professional and elite amateur event on the ISPS HANDA PGA Tour of Australasia. It is played over four days and a preceding pro-am. The 36-hole All Abilities Championship for players with disabilities runs concurrently with this event.

The event features substantial live TV coverage on Fox Sports, Kayo and Sky NZ.

### Investment options (excl. GST)

Naming Rights (1 opportunity)	\$70,000
Co-Naming (2 opportunities)	\$35,000
Partner (max. 10)	\$15,000
Affiliate (max. 10)	\$8,000



## GOLFWA STATE AMATEUR

The GolfWA State Amateur package brings together the two major amateur events in Western Australia for both men and women in March each year. There are also separate State Senior Amateur Championships for men and women later in the year.

### Investment options (excl. GST)

Naming Rights (1 opportunity)	\$20,000
Partner (max. 5)	\$5,000
Affiliate (max. 5)	\$1,000



## GOLFWA REGIONALS

A portfolio of major regional Western Australian events, plus Country Week where regional male and female players make the trip to Perth in large numbers to play on top-rated metropolitan courses.

### Investment options (excl. GST)

		Opportunities
State Sand Greens Championship (men)	Played over 4 days - 4BBB on Friday; 18 holes stroke on both Saturday and Sunday. Event preceded by 2-ball Ambrose run by the host club. Draws approx. 200 participants each day. <b>Current Naming Rights with Aglime of Australia</b>	Naming rights: \$11,500 Affiliate (max. 5): \$2,000
Country Week (Men)	5 days of golf including 36-hole championship and 36-hole foursomes. Various courses. Approx. 300 participants per day. <b>Current Naming Rights with Drummond Golf</b>	Naming rights: \$5,000 Affiliate (max. 5): \$2,000
Regional Seniors (Women)	36-hole, two-day event played at a regional or provincial venue. Approx. 150 players per day.	Naming rights: \$3,500 Affiliate (max. 5): \$1,500
Provincial Tournament (Women)	3 days of golf. Friday foursomes event run by host club followed by 36-hole championship over 2 days. Approx. 100 participants per day.	Naming rights: \$3,000 Affiliate (max. 5): \$1,500
Rural Bronze (Women)	3 days of golf. 18 holes Canadian Foursomes (Friday). 18 holes Stableford (Saturday and Sunday). Approx. 80-100 participants per day.	Naming rights: \$3,000 Affiliate (max. 5): \$1,500
Country Week (Women)	3 days of golf at various courses. Canadian Foursomes and Silver/Bronze. Attracts approx. 200 players per day. <b>Current Naming Rights with Drummond Golf</b>	Naming rights: \$2,000 Affiliate (max. 5): \$1,000





# MINI GOLF CHAMPIONSHIP OF WA

New for 2023, the Mini Golf Championship of WA is the most fun, most inclusive and most accessible golf championship we've ever run!

Young or old, expert or novice, this is a golf tournament for everyone. Top team pairings in six categories from each host venue will progress to the state final. There, finalists will compete for winner-takes-all cash and golf swag prizes.



## Investment options (excl. GST)

Naming Rights (1 opportunity)	\$10,000
Partner (max. 3)	\$2,500

"The most fun, inclusive and accessible golf championship we've ever run!"



# GOLFWA PENNANTS

More than 1,500 of Western Australia's best golfers contest the various GolfWA Pennants titles each year, which consist of a number of events run over several months. Naming rights are available as a package or for specific pennants categories.



## Investment options (excl. GST)

Naming Rights (1 opportunity)	\$30,000
Affiliate (max. 6)	\$1,500

	Individual Cost	Package Cost
Metropolitan Pennants (Men)	\$10,000	\$30,000
Metropolitan Pennants (Women)	\$10,000	
Senior 4BBB Pennants (Men)	\$5,000	
Senior 4BBB Pennants (Women)	\$5,000	
Public Course Pennants (Men)	\$3,000	
Public Course Pennants (Women)	\$2,000	

# 72-HOLE WOMEN'S CLASSIC

A National Ranking Event, the 72-Hole Women's Classic attracts elite players from all around Australia. The event is played over three days, with a preceding Sponsors' Day.



## Investment options (excl. GST)

Naming Rights (1 opportunity)	Price on application
Partner (max. 5)	\$5,000
Affiliate (max. 5)	\$1,000

**NAMING RIGHTS WITH BOWRA & O'DEA UNTIL 2025**

## STATE FOURSOMES

36 holes foursomes in one day. Separate men's and women's competitions. Approx. 130 participants.

### Investment options (excl. GST)

Naming Rights (1 opportunity) \$3,000

Affiliate (max. 3) \$1,500



## GOLFWA WOMEN'S EVENTS

GolfWA's series of women's events represents a fascinating portfolio, with each competition carrying a unique history and format.

The Jubilee Foursomes and Silver Spoons see winners of club events qualify for a State Playoff, while the International Bowl is awarded annually to the lowest nett scorers from 3 club rounds in Silver and Bronze divisions.

### Investment options (excl. GST)

Naming Rights (1 opportunity) \$5,000

Affiliate (max. 3) \$1,000



## GOLFWA WOMEN'S 4BBB

A fourball better ball format event, which sees affiliated clubs hosting a members' competition, with all participating club winners qualifying for a State Playoff.

### Investment options (excl. GST)

Naming Rights (1 opportunity) \$3,000



## GOLFWA JUNIOR PROGRAMS

A comprehensive sponsorship package is available which encompasses all facets of GolfWA's extensive Junior Programs.

Exposure for our junior event partners is considerable, with parents, friends and extended family members as involved in the programs as the players themselves.



### Investment options (excl. GST)

		Opportunities
State Junior Amateur Championships (Boys and Girls events)	36 holes over two days. Approx 60-70 players per day. <b>Current naming rights with Drummond Golf</b>	Naming rights: \$1,500 Affiliates (max. 3): \$1,000
Junior Championship (Boys and Girls events)	36 holes across two days. Approx. 80-100 players per day. <b>Current naming rights with Cobra Puma Golf</b>	Naming rights: \$1,500 Affiliates (max. 3): \$1,000
Junior 54 Hole Tournament (Boys and Girls events)	54 holes across 3 days in South West. Approx. 50-60 players per day. <b>Current naming rights with Drummond Golf</b>	Naming rights: \$1,500 Affiliates (max. 3): \$1,000
Junior Presentation Day (Mixed)	Celebrates the year-end with multiple awards, including Junior Stroke Averages, and a fun team golf comp. Approx. 120 players.	Naming rights: \$1,500 Affiliates (max. 3): \$1,000
Junior Pennants (Boys and Girls categories)	Team match play comp. More than 200 juniors from metro and South West compete across five rounds in 7 divisions.	Naming rights: \$1,500 Affiliates (max. 3): \$1,000

## GOLFWA RV TOUR

A unique event featuring golf and hospitality at three different courses in a specific region over a 5-day tour. Includes visits to local points of interest.

### Investment options (excl. GST)

Naming Rights (1 opportunity) \$5,000

Partner (max. 3) \$1,500



## ANNUAL GOLF DAY AND DINNER

A major social event that brings together club officials and our corporate partners.

### Investment options (excl. GST)

Naming Rights (1 opportunity) \$3,000

Partner (max. 5) \$1,500

Affiliate (max. 5) \$1,000



## GAME DEVELOPMENT

Some of GolfWA's most important work is focussed on game development and creating pathways for more people of all ages in all WA regions to experience the game of golf.

Partnering with GolfWA on these projects will help create a lasting legacy that will be felt for generations.



### Investment options (excl. GST)

		Naming Rights
MyGolf in Schools	Delivery of Golf Australia's MyGolf program into schools across WA. More than 4,000 students are reached each year.	Price on application
GolfWA Junior Tour	A package of 17 events incorporating 9-hole Stableford and modified events for juniors between 8-12 years of age.	Price on application
Regional Come 'n Try Days	4-5 trips per year to regional towns and schools to promote golf and healthy lifestyle habits. Followed by Come 'n Try activities at local golf clubs to build a community connection..	Price on application

**NAMING RIGHTS WITH HEALTHWAY CRUNCH&SIP UNTIL 2024**

## HIGH PERFORMANCE PROGRAM

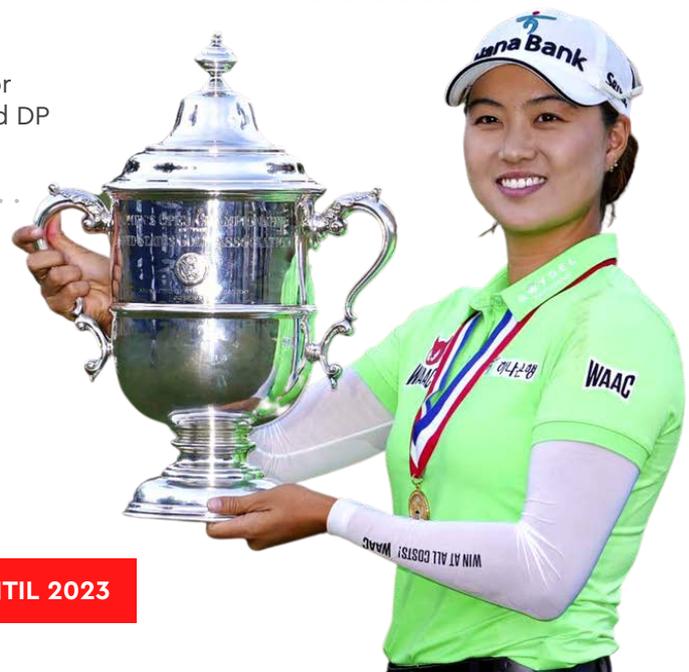
The High Performance Program (HPP) is a targeted initiative for the most outstanding male and female golfers in WA.

The HPP has multiple initiatives across various age groups and abilities aimed at discovering, supporting and championing Western Australia's most talented golfers.

Past graduates from the program include women's Major champions Minjee Lee (pictured) and Hannah Green, and DP World Tour winner Min Woo Lee.



**HIGH PERFORMANCE PROGRAM**



### Investment options (excl. GST)

Naming Rights (1 opportunity)	Price on application
Partners (max. 5)	\$5,000

**NAMING RIGHTS WITH SUNBLESSSED SUNSCREENS UNTIL 2023**

# Thank you for your consideration



Should any of these partnership opportunities be of interest to your business, brand or organisation, please do not hesitate to get in touch.

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

**GARY THOMAS**

CHIEF EXECUTIVE, GOLFWA

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“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.”

Greg Norrish, Development Manager,  
Nexus Advisernet

  
**golfwa**  
Golf. Makes life better.