

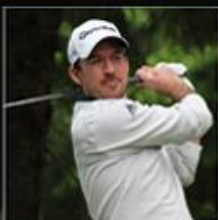
VANCOUVER GOLF TOUR

PREPARING TOMORROW'S CHAMPIONS

2024 Partner Overview



VANCOUVER GOLF TOUR
PREPARING TOMORROW'S CHAMPIONS



VGT ALUMNI NICK TAYLOR
4X PGA TOUR CHAMPION



VGT ALUMNI ADAM HADWIN
PGA TOUR CHAMPION



VGT ALUMNI ADAM SVENSSON
PGA TOUR CHAMPION

Open to Professionals, Amateurs &
Juniors (registered index of 26.0 & under)



Outline



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- Junior Golf Development
- Charity
- Membership Growth
- Facts and Figures

Marketing

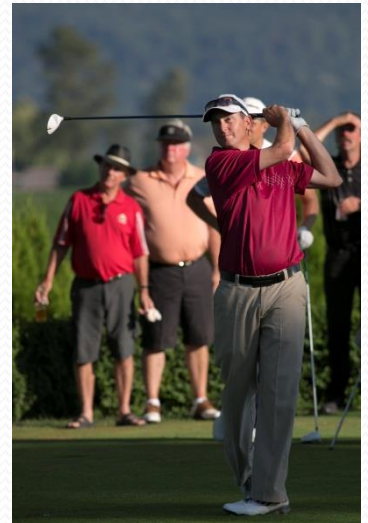
- Advertising and Promotional Plan
- Online and Social Media

Partner Levels & Benefits

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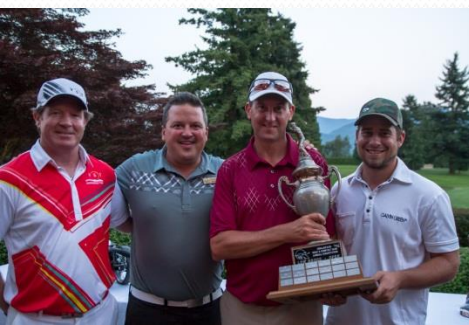
- Key Contacts



8-time Order of Merit
Champion, Bryn Parry



PGA Tour Winner & VGT Alumni
Adam Hadwin (Mr. 59)



Introduction



Preparing Tomorrow's Champions / Producing PGA TOUR Champions

Heading into its 18th year in 2024, the Vancouver Golf Tour (VGT) has been giving BC's local professionals and amateurs the opportunity to develop their tournament skills in a PGA Tour-like environment without the added costs of travelling. VGT is providing players the opportunity to learn how to win locally (as an Amateur or Professional) and to build their confidence to play on Worldwide Major Tours.

The mission statement of VGT is **'Preparing Tomorrow's Champions'** to compete (and win) on major Tours. In 2014, VGT finally succeeded in achieving its mission statement when two of its Alumni Adam Hadwin and Nick Taylor graduated from the WEB.COM to the PGA TOUR. Adam had a tremendous season on the WEB.COM, winning two events and went onto win the money title. Nick then went onto be VGT's first alumni to win on the PGA TOUR at the Sanderson Farms Championship in November, 2014! And in 2020, Nick did the unthinkable, going wire-to-wire at the AT&T Pebble Beach Pro-Am for his 2nd Career PGA TOUR win!!

In 2017, VGT had its second Alumni breakthrough on the PGA TOUR when Adam Hadwin not only shot 59, but went on to win his first PGA TOUR event at the Valspar Classic! In the 2022/2023 PGA TOUR season, VGT recorded two more milestone wins when Adam Svensson recorded his first PGA TOUR win, and Nick Taylor re-wrote history for his 3rd win with an epic 72-foot winning putt to be the first Canadian to win the RBC Canadian Open in 60 years! In 2024, VGT has Alumni on all major tours including FIVE on the PGA TOUR, two on the KORN FERRY TOUR and 6 players on PGA TOUR Americas.

VGT Surpasses \$5.5 Million in Payouts thru 2023!!

Since 2006, the top ranked player on the VGT Order of Merit has been awarded a cash award to pay for their KORN FERRY Q-SCHOOL entry. In the last 17 years, VGT has been awarding over \$1500,000 in year-end Pro & Amateur Awards to its top players!!

Since 2018, over \$12,000 in Female Player awards have been offered thanks to MAUI JIM CANADA who helped VGT launch its inaugural WOMEN'S SERIES. In 2024 VGT is partnering with GOLF CANADA to host one of three events on the inaugural national 'SHE PLAYS GOLF' SERIES on June 20-22nd at our BC WOMEN'S OPEN.



Introduction



Junior, Amateur & Professional Golf Development

Since inception, VGT has made it a strong commitment to do its part to further Junior Golf development by taking part in the fundraising efforts of the FIRST TEE of Greater Vancouver YMCA for the past 10 years and assisting with Junior Camps and Clinics. The year 2020 marks the First Annual VGT Bursary Fundraising Pro-AM where proceeds from the event will benefit Junior, Amateur and Professional Golfers playing the VGT and supporting their dreams of playing on Major Worldwide Tours.

Charity

VGT has also played a significant role in giving back to the community, working hand-in-hand with charity golf events, helping raise over \$1.6 Million for charities over the past sixteen years. VGT has also personally raised over \$100,000 for various charities in the same time through initiatives at the Vancouver Open Charity Pro-am including Kids Up Front, the CKNW Orphan's Fund, the First Tee Program, the VGT player development fund, and Habitat for Humanity.

Membership & Event Growth

Vancouver Golf Tour has grown rapidly, expanding its database from 120 players in 2007 to over 2,500 golfers participating in VGT events in 2023. The tour schedule has also developed significantly from 12 events in 2007 to over 40 events in 2023. The tour has become widely recognized as Western Canada's Premier Developmental Golf Tour.



Facts and Figures



- Hosted 416 tournaments since inception (2006)
- Total pro and amateur purse payouts since inception - \$3.8 Million
- Twelve players have been sent to PGA Tour & WEB.COM Q-School
- Alumni wins on PGA TOUR: 6 (Nick Taylor (4), Adam Hadwin, Adam Svensson)
- VGT Alumni Adam Hadwin shot only the 8th round of 59 on PGA TOUR
- VGT Alumni Nick Taylor currently the top Ranked CDN in World
- Number of VGT players playing on PGA TOUR Canada or higher - 16
- Number of VGT players winning on PGA TOUR Canada – 13
- Number of VGT player wins on WEB.COM – 4
- Number of VGT Golfers in Top 25 Official World Ranking in Canada - 12



Marketing



Advertising Plan – Traditional Media

In 2024 VGT expects over \$500,000 in media exposure. The VGT has gained an amazing amount of respect from local, regional and national media rapidly becoming a driving force in the Canadian golf scene.

In addition to editorial exposure, traditional media is used to promote the events and recognize the support of its corporate partners. VGT was seen in the following media outlets over the years on multiple occasions:

- Television – **Global BC, CBC, TSN, BC One**
- Radio – **TSN 1040 & 1410** – 5th Year VGT is Presenting sponsor of the TSN 1040 Sunday Morning Golf Show (26-week show, 8am-10am)
- Print – **The Vancouver Sun & Province + regional newspapers**
- Print – **Score Golf, Inside Golf Magazines**
- Online – **BCGolfGuide.com; GolfCanada.ca, Insidegolf.ca, Globalnews.ca**
Britishcolumbiagolf.org



2013 Winter Tour - Sandpiper | Vancouver Golf Tour



2013 Golden Ears Open | Vancouver Golf Tour



2014 Brad Garside Open | Vancouver Golf Tour

Marketing

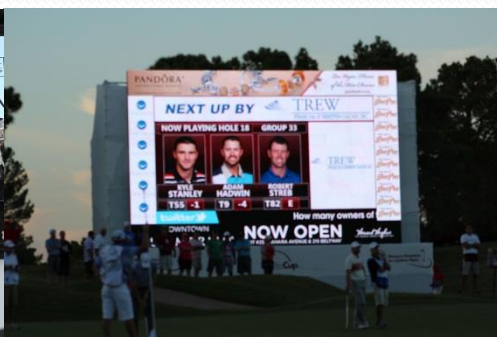


Promotional Plan

- Posters at all Lower Mainland golf courses & retail partners (IGA, JM Insurance)
- Tournament Programs and spectator ticket sales at retail partners stores
- Driving direct sales from VGT social community
- VGT Tour Trailer signage opportunities
- On-course banner and tent signage & Electronic Leader board displays
- VGT Website and App advertising
- Global BC “Weekend Tee” Partner advertising
- Over 1 Million page views/year on Official site: www.VancouverGolfTour.com
- Over 1.5 Million impressions on social media feeds including:
 - TWITTER
 - FACEBOOK
 - INSTAGRAM
 - YOU TUBE

Nick Taylor – 4 x PGA TOUR CHAMPION

Adam Hadwin – PGA TOUR CHAMPION



Partner Levels

- Official Partner
- Major Partner
- Preferred Partner
- Supporting Partner



Key Rights & Benefits

As a partner, your company will receive year-round exposure both regionally and nationally on our websites, our media affiliations and at all of our events hosted at some of BC's finest golf courses. As many of our partners have attested to in the past ten years, partnership with VGT has been a great decision and the return has been immeasurable – both in a business sense and pride for supporting local golf development in British Columbia. Some of the key rights and benefits include;

- Industry exclusivity for top tier partners
- Branding , signage and recognition at up to 40 events throughout 2024
- Naming rights of major events & Majors Series to top tier sponsors
- Full promotional rights to showcase your investment in the development of BC's best golfers on Western Canada's premier developmental tour
- Guaranteed visibility (125,000 website visits; 1.5 MILLION impressions on social media)
- Editorial features & interview opportunities
- On-site sampling, display and promotional opportunities
- Pro Am Player entries to major events – Vancouver Open, Charity Pro-ams
- Corporate outing – full and half day corporate golf school opportunities
- Naming rights to scholarships, bursaries or player awards

Opportunities will be tailored around each partner's marketing objectives and investment level.



2024 Key Partners



Simple Goodness™





Partner Case Study

- Who and What:** IGA – Eighteen Year VGT Title Sponsor
- Objectives:**
- Drive store traffic, build brand awareness, support local grassroots initiatives
- Tie-Ins:**
- Created a “IGA Rewards Program” for VGT Members. For every \$100 in IGA receipts members were given discount on tournament entries.
- Promotions:**
- VGT Prizing with purchase of IGA gifts cards
- Results:**
- \$75,000 in dollars spent with IGA through VGT “Member Rewards Program”
 - Increased store traffic

Being able to support a local venture such as the Vancouver Golf Tour is very important to IGA, as we are a locally owned company and we believe in supporting businesses close to home. Our intention of becoming involved with the Vancouver Golf Tour was to initially build brand awareness for IGA. The VGT has been very proficient in mentioning our name whenever possible and along with all of the media and website exposure, have ensured that every event is well stocked with our banners. We are very satisfied with the return on our investment and plan to continue well into the future with Fraser and VGT.

John MacNichol, IGA, Vice-President, Merchandising (2000 to 2020).



Key Contacts

VANCOUVER GOLF TOUR PREPARING TOMORROW'S CHAMPIONS

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