

#WOMENSGOLFDAY



Women's Golf Day

www.womensgolfday.com

OVERVIEW

- Women's Golf Day is unique, there is nothing like it in sports, a one-day sporting and community celebration event that unites women through golf across the globe for 24 hours straight transcending race, religion, language, geography or economic status.
- Held on the first Tuesday in June, Women's Golf Day is a global event that celebrates girls and women playing golf and learning skills that last a lifetime.
- Women's Golf Day is open to women and girls experiencing golf for the first time as well as existing female players.
- More than 900 locations in **68 countries** have participated in Women's Golf Day.

BACKGROUND

- Women's Golf Day (WGD) started in 2016.
- Founder Elisa Gaudet was inspired to create a global event that unites women around the world through golf and encourages opportunities to introduce golf to new players.
- Women's Golf Day brings together a team of industry leaders and global ambassadors which reflect the international community.

FORMAT

- Women's Golf Day is a one-day four-hour experience for women and girls around the world.
- Traditionally, on the first Tuesday in June, female golfers and non-golfers come together to play golf and celebrate the building of community in a relaxed welcoming atmosphere.
- The event is designed to create an environment where women and girls can build a foundation in golf by establishing a network of friends and golf professionals that will ultimately support their continuation in the game.
- The WGD format offers attendees the choice between 2 hours of lessons or playing 9 holes. In the second two hours all the participants come together for a social activity.
- Locations are encouraged to be creative when it comes to the social element by inviting a speaker, hosting a business development event, holding a pop-up shop, featuring fashion show or potentially creating a charity element.

HOW TO GET INVOLVED

- To host an event, locations - which include on course and off course golf venues – must sign up on the Women's Golf Day website under 'Register a Location' <https://womensgolfday.com/register/>
- Once registered, locations can build their profile page on the WGD website, will be able to access the Promo Toolkit with marketing materials for print and social media and the right to use the trademarked WGD logo and brand.
- Locations that are registered on the website can be found by anyone by using the location finder <https://womensgolfday.com/locations/> to identify a location participating in the WGD event on June 1st, 2021.

- Locations who do not register on WomensGolfDay.com are not permitted to use the term Women's Golf Day or any of the trademarked materials.

SUCCESS

- Since WGD launched, more than 900 locations in 68 countries have participated.
- In 2017, there was a 68% increase with 711 locations in 46 countries participating, joining women around the world in golf and community.
- In 2020, Women's Golf Day hosted an additional virtual event during the pandemic closures. As well as raising more than \$20k for Doctors without Borders the WGD team collated an impressive library of inspirational and educational videos from golfers and industry professionals around the world which initiated the WGD Virtual Library found at <https://womensgolfday.com/virtual-golf-day/>.
- During 2020, WGD experienced record-breaking growth achieving nearly 59M social media impressions reaching 37M people worldwide.
- Women's Golf Day has been celebrated with numerous awards including honors from National Golf Course Owners Association, European Golf Course Owners Association, ISC International Sports Awards.
- **Countries / Regions that have participated over the four years include:** *Armenia, Australia, Austria, Bahamas, Belgium, Bermuda, Bahrain, Bosnia & Herzegovina, Bulgaria, Canada, Cayman Islands, Costa Rica, Croatia, China, Cyprus, Czech Republic, Dominican Republic, UAE-Dubai, Egypt, England, Estonia, France, Georgia, Germany, Guadeloupe, Guatemala, Honduras, USA-Hawaii, Hong Kong, Hungary, India, Ireland, Italy, Japan, Kazakhstan, Lithuania, Malta, Mauritius, Mexico, Montenegro, Morocco, Netherlands, Nigeria, Northern Ireland, Norway, Oman, Panama, Philippines, Poland, USA-Puerto Rico, Romania, Russia, St Kitts & Nevis, Saudi Arabia, Scotland, Serbia, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Thailand, Tunisia, Turkey, Uganda, USA, United Arab Emirates, Vietnam and Wales.*

IN THE INDUSTRY

- Women's Golf Day was highlighted in research carried out by The R&A (page 20).
<https://www.randa.org/~media/Files/DownloadsAndPublications/WorkingForGolf/RAResearchdocFULL.ashx>
- WGD has an agreement with the NGF (National Golf Foundation) to do a joint global research study with our database that we will make available to the organizations supporting Women's Golf Day.
- Partners and supporting organizations of WGD are: Ahead, All Square, Annika Foundation, ASIAN GOLF, Callaway Golf, The California Alliance for Golf, Chronogolf, ClubCorp, EGCOA, European Tour, European Tour Properties, PGA of America, FootJoy, The First Tee, Gallus Golf, The Golf Channel, GolfNow, International Golf Federation, LET, LPGA, LPGA Amateur, Modest Golf Management, NGCOA, NGCOA Canada, PGA of America, PGA TOUR, PGA TOUR Superstore, The R&A, Sky Sports, Titleist, TopGolf, TPC Properties, Troon Golf, Troon International, USGA, WE ARE GOLF, Women & Golf, The World Golf Foundation and more.

FURTHER INFORMATION

- To learn more about Women's Golf Day visit www.womensgolfday.com @womensgolfday #WomensGolfDay
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WOMEN'S GOLF DAY IN PICTURES



ABU DHABI



CALLAWAY GOLF



UGANDA



INDIA



SPAIN



DAVID LEADBETTER ACADEMY, USA