

#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 everyone regardless of gender, race, color, religion, ancestry, national origin, disability, medical condition, genetic information, marital status, sexual orientation, or gender identification.
- More than 1000 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 and celebrate existing 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 to encourage participation in golf by women and girls around the world.
- Traditionally, on the first Tuesday in June, golfers and non-golfers come together to play golf, celebrate women and girls through golf, and build community in a relaxed welcoming atmosphere.
- The event is designed to create an environment which encourages women and girls to 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 7th 2022.
- 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 1000 locations in 80 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 87,000,000 social media impressions 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.
- In 2021, in response to Covid and in order to create more inclusivity and digital content to compliment the events, WGD launched WGD Palooza <https://womensgolfday.com/wgdpalooza/>. Due to the success of this event is now an annual event in May. This year online, interactive WGD Palooza will be May 31, 2022
- **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, Hungry, 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, Glovelt, PGA of America, FootJoy, The First Tee, Gallus Golf, The Golf Channel, GolfNow, Golf Town, International Golf Federation, LET, LPGA, LPGA Amateur, Modest Golf Management, NGCOA, NGCOA Canada, PGA of America, PGA TOUR, PGA TOUR Superstore, Players First, 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
- Sponsorship: Marketing@WomensGolfDay.com
- WGD Media: USA & Canada Golf: Karen Moraghan kmoraghan@hunter-pr.com 908-963-6013
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- WGD Founder: Elisa Gaudet elisa@execgolfintl.com +1 305 610 9558

WOMEN'S GOLF DAY IN PICTURES



ABU DHABI



CALLAWAY GOLF



UGANDA



INDIA



SPAIN



DAVID LEADBETTER ACADEMY, USA