



2019 CP Women's Open

Tournament Overview

August 19-25

Magna Golf Club



A Golf Canada
Championship



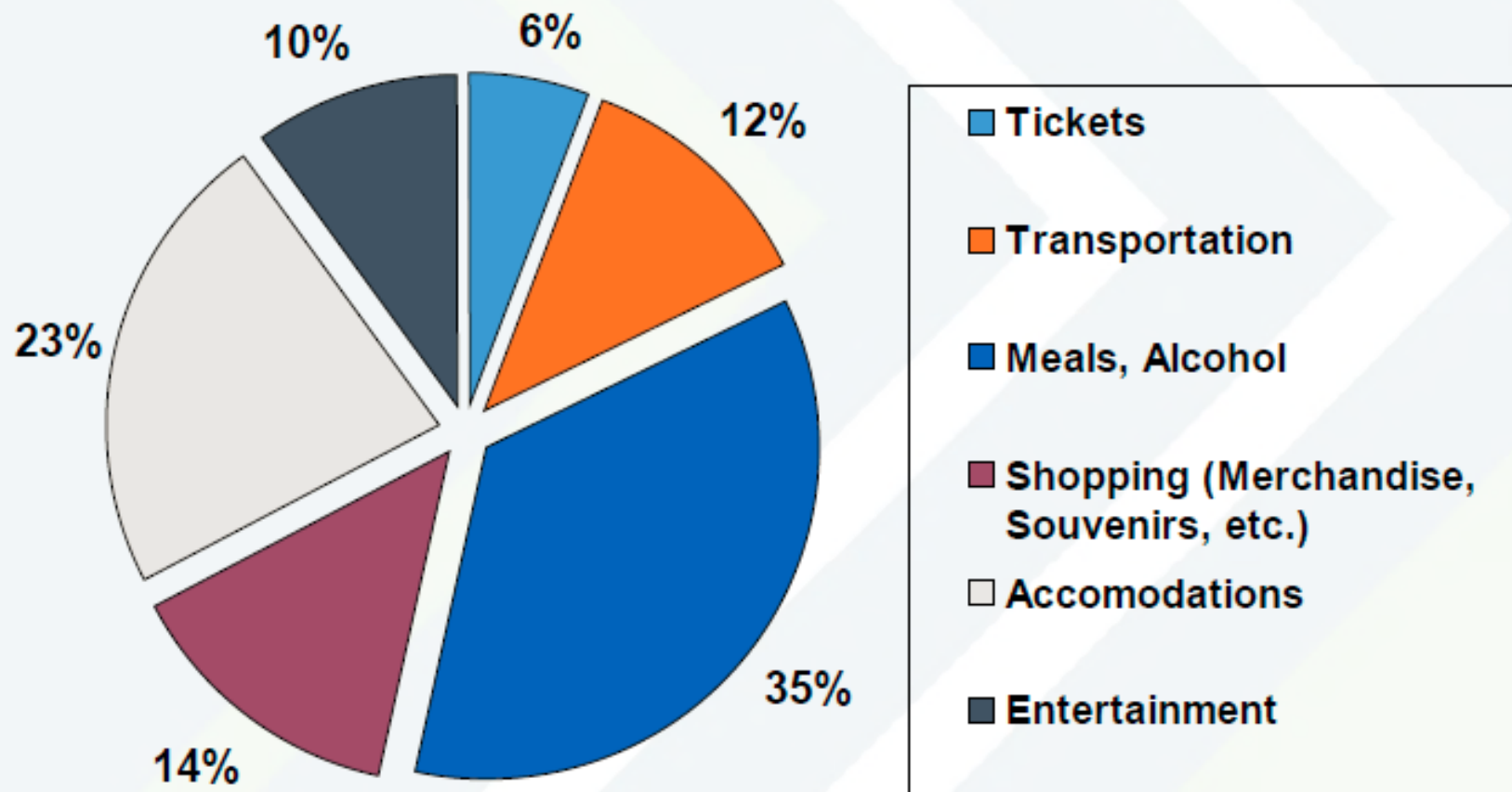
CP Women's Open Overview

- **Canada's only stop on the LPGA Tour**
- **First time in the GTA since 2001**
- **\$2,250,000 Purse**
- **Strong Field consisting of 90+ of the top 100 LPGA Tour players including 15+ Canadians**
- **55,000 estimated attendance**
- **Over 75 media outlets from 10 countries**
- **550+ in anticipated corporate support**



Economic Impact

Projected Economic Impact:
\$15-\$18M*



Our Audience



25.6 Million
Television Viewers



27.5 Million
U.S. Golf Fans



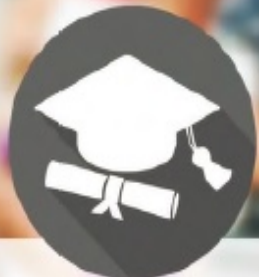
24.1 Million
Golfers



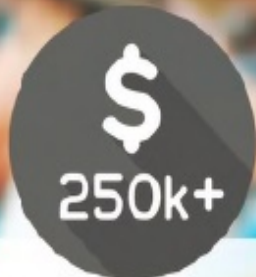
2.1 Million
LPGA Spectators



LPGA Fans:
60% Male/40% Female



22% More Likely
to have a post-graduate degree



21% More Likely
to have a household
income of \$250,000+



32% More Likely
to be in a decision-making
role at their company



77% More Likely to be
C-level executives



29% More Likely
to own a home \$500,000+

Charity & Youth Engagement

Charity

- SickKids & SouthLake named proud beneficiaries
- \$2,000,000 fundraising goal
- CP will donate \$5,000 for every birdie on the 17th hole

Youth Engagement

- Free Admissions 12 & Under
- Priceless experiences with Golf Ontario & Aurora Eagles (Youth Special Olympics)
- Exclusive viewing areas for youth spectators



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CP Women's Leadership Summit

Date: Tuesday, August 20 10:00 – 3:00

Location: Sheraton Parkway North Toronto

- **Day of networking and inspiring women with discussions on female empowerment, diversity & inclusion in both the business and sports industry**
- **2 Panels:**
 - **Athlete Panel Theme: Diversity & Inclusion in Sport**
 - **Business Panel Theme: Women in Business**
- **Host: Evanka Osmak, Sportsnet Central**
- **Keynote Speaker TBC – targeting high ranking business woman in sports industry**



Week At A Glance – Key Events

Sunday (Advance Week)

- Future Links National Skills

Monday

- Canada Day All Star Pro-Am

Tuesday

- CP Women's Leadership Summit
- Pro-Am Draw Party

Wednesday

- Championship Pro-Am

Thursday - Saturday

- Rounds 1-3
- Friday: Red & White Day

Sunday

- Champions Reception



Key Areas for Collaboration

- **Volunteer Recruitment**
- **Community Engagement (City & Region)**
- **Corporate Engagement (incl. Ethnic Community)**



Thank You!

