

GREAT  LAKES  
CHAMPIONSHIP  
AT THE HIGHLANDS

2025

PARTNERSHIP  
OPPORTUNITIES



# CELEBRATING ELITE WOMEN'S GOLF IN *NORTHERN MICHIGAN*



## GREAT LAKES CHAMPIONSHIP

---

The latest addition to an exciting nationwide schedule of women's professional golf tournaments provided by the Epson Tour, is the Great Lakes Championship at the Highlands in Harbor Springs, Michigan. Slated for June 11-15, 2025, the Heather at The Highlands will feature 144 extraordinary women professional golfers competing for a coveted spot on the LPGA Tour. Highlighting exceptional golf and hospitality in northern Michigan will be just part of the experience, the display of skill and dedication these professionals exhibit is unmatched. Join the excitement – join us in Harbor Springs!

## LOCATION

---

### *THE HIGHLANDS*

#### **THE HEATHER GOLF COURSE**

---

The Highlands and BOYNE Golf are honored and excited that the Great Lakes Sports Commission and the Epson Tour have selected The Heather golf course at The Highlands to host the Great Lakes Championship. The Heather was the first BOYNE Golf course and is widely credited as the spark that started the golf boom in northern Michigan. The Heather launched the region as America's Summer Golf Capital and has hosted many prestigious championships, including five Michigan Amateur Championships since it opened in 1966. We look forward to the test it will provide the outstanding golfers on the Epson Tour on their journey to the LPGA.

## TOURNAMENT

---

### *EPSON TOUR*

#### **LPGA QUALIFYING TOUR**

---

The Epson Tour is the Official Qualifying Tour of the LPGA and is also known as the "Road to the LPGA." Since 1999, the mission of the Epson Tour has been to prepare the world's best young women's professional golfers for a successful career on the LPGA Tour. A schedule of 20+ events worth more than \$4 million in prize money provides the backdrop for developing these players into the LPGA Tour's next generation of stars. and You need only look at the numbers and the names to see the success.



# BE A GREAT LAKES CHAMPIONSHIP PARTNER

Associate with Women's Professional Golf drawing attention and economic impact to a region we love to call home.

Experience the championship up close and personal by playing in the Pro Am with your most important customer(s).

Identify your brand with a successful international Women's organization, the LPGA Epson Tour.

Enjoy the competition from our VIP area while growing customer relationships and expanding networking opportunities.

Gain local, regional, national, and international exposure with our print and digital marketing throughout the year.



## LAKE SUPERIOR

### TITLE SPONSOR (1)

#### BRAND EXPOSURE

Official tournament title sponsor with promotion across all mediums (print, digital, social)

Dedicated press release announcing title partnership

Company name and logo recognized across tournament marketing collateral and advertising

Company name and logo recognized on tournament documents and signage, including daily pairings sheet

Company name and logo on large (1) and small (2) leaderboard toppers

Company name and logo on caddie bib panel (min. 125)

Company name and logo included on Championship trophy

Access to tournament media/press for an opportunity to discuss tournament partnership

#### TOURNAMENT ASSETS INCLUDED

4 Pro Am teams (1 pro, 3 amateurs each) includes all Pro-Am benefits

Company has the opportunity to provide a promotional item to Players and/or Pro-Am participants

24 VIP Hospitality Tent Passes (valid Fri-Sun) with unlimited food and beverage (Fri-Sun)

8 VIP Parking Passes

24 Meet the Pro's Party passes (18 are Pro-Am Players)

100 Event admission tickets (Fri-Sun)



# LAKE HURON

## PRESENTING SPONSOR

### BRAND EXPOSURE

---

Official tournament presenting sponsor with promotion across all mediums (print, digital, social)

Company name and logo recognized across tournament marketing collateral and advertising

Company name and logo recognized throughout the tournament, including daily pairing sheets and logo on large leaderboard sides (2)

### TOURNAMENT ASSETS INCLUDED

---

3 Pro Am teams (1 pro, 3 amateurs each) includes all Pro-Am benefits

18 VIP Hospitality Tent Passes (valid Fri-Sun) with unlimited food and beverage (Fri-Sun)

18 Meet the Pro's Party passes (9 are Pro-Am Players)

Company has the opportunity to provide a promotional item to Players and/or Pro-Am participants

5 VIP Parking Passes

50 Event admission tickets (Fri-Sun)

# LAKE MICHIGAN

## \$50,000 PRO-AM SPONSOR

### BRAND EXPOSURE

---

Communicated as the official Pro-Am sponsor with promotion across all mediums (print, digital, social)

Logo included prominently on course signage during the Pro-Am

Company has the opportunity to provide a promotional item to Players and/or Pro-Am participants

Company logo and name included on all Pro-Am signage

Company will receive special recognition at the Pro-Am party and the Championship Awards Ceremony

Opportunity to engage with Pro-Am participants on-site/course to spotlight your company

### TOURNAMENT ASSETS INCLUDED

---

2 Pro-Am teams (1 pro, 3 amateurs) includes all Pro-Am benefits

9 VIP Hospitality Tent Passes (valid Fri-Sun) with unlimited food and beverage (Fri-Sun)

12 Meet the Pro's Party passes (6 are Pro-Am Players)

3 VIP Parking Passes

25 Event admission tickets (Fri-Sun)



## LAKE ERIE

### \$25,000 MEET THE PRO'S PARTY SPONSOR

#### BRAND EXPOSURE

---

Communicated as the official Meet The Pro's Party sponsor with promotion across all mediums (print, digital, social)

Logo included on Meet The Pro's party invitation

#### TOURNAMENT ASSETS INCLUDED

---

2 Pro-Am teams (1 pro, 3 amateurs) includes all Pro-Am benefits

3 VIP Parking Passes

20 Event admission tickets (Fri-Sun)

8 VIP Hospitality Tent passes with unlimited food and beverage (Fri-Sun)

12 Meet the Pro's Party passes (6 are Pro-Am Players)

## LAKE ONTARIO

### \$20,000 OFFICIAL VIP HOSPITALITY SPONSOR

#### BRAND EXPOSURE

---

Category Exclusivity - Company name and logo prominently displayed on VIP hospitality structure

Communicated as the official VIP Hospitality Sponsor with promotion across all mediums (print, digital, social)

#### TOURNAMENT ASSETS INCLUDED

---

2 Pro-Am teams (1 pro, 3 amateurs) includes all Pro-Am benefits

6 VIP Hospitality Tent passes with unlimited food and beverage (Fri-Sun)

3 VIP Parking Passes

12 Meet the Pro's Party passes

15 Event admission Tickets (Fri-Sun)



## VEHICLE / HOLE-IN-ONE SPONSOR(1) | \$15,000

### BRAND EXPOSURE

---

Communicated as the official Vehicle/Hole-In-One(s) sponsor with promotion across all mediums (print, digital, social)

Opportunity to display cars at tournament entrance and on course at select locations

Signage on all Par 3's (as applicable)

Opportunity to conduct hole in-one contest during Pro-Ams and professional event (dealer is responsible for applicable insurance)

### TOURNAMENT ASSETS INCLUDED

---

2 Pro-Am teams (1 pro, 3 amateurs) includes all Pro-Am benefits

6 VIP Hospitality Tent passes with unlimited food and beverage (Fri-Sun)

3 VIP Parking Passes

12 Meet the Pro's Party passes (6 are Pro-Am Players)

15 Event admission Tickets (Fri-Sun)

## VOLUNTEER SPONSOR | \$10,000

### BRAND EXPOSURE

---

Logo Prominently displayed at Volunteer Center

Logo placement on volunteer Apparel

Logo placement on all volunteer communications

### TOURNAMENT ASSETS INCLUDED

---

1 Pro-Am teams (1 pro, 3 amateurs) include all Pro-Am benefits

2 VIP Parking Passes

10 Event admission Tickets (Fri-Sun)

6 VIP Hospitality Tent passes with unlimited food and beverage (Fri-Sun)

6 Invitations to Meet the Pro's Party

## JUNIOR CLINIC SPONSOR (1) | \$10,000

### BRAND EXPOSURE

---

Communicated as the official Junior Clinic Sponsor with promotion across all mediums (print, digital, social)

Name and/or logo placement on all Junior Clinic Marketing

1 Hole Sponsorship Sign

### TOURNAMENT ASSETS INCLUDED

---

1 Pro-Am teams (1 pro, 3 amateurs) includes all Pro-Am benefits

2 VIP Parking Passes

10 Event admission Tickets (Fri-Sun)

4 VIP Hospitality Tent passes with unlimited food and beverage (Fri-Sun)

4 Invitations to Meet the Pro's Party



## ECOLOGY SPONSOR (1) | \$7,500

### BRAND EXPOSURE

---

Communicated as the official Ecology Sponsor with promotion across all mediums (print, digital, social)

Branding on all waste and recycling bins located throughout the property

1 Hole Sponsorship Sign

### TOURNAMENT ASSETS INCLUDED

---

1 Pro-Am team (1 pro, 3 amateurs) includes all Pro-Am benefits

1 VIP Parking Passes

15 Event admission Tickets (Fri-Sun)

4 VIP Hospitality Tent passes with unlimited food and beverage (Fri-Sun)

4 Invitations to Meet the Pro's Party (3 are Pro-Am Players)

## SPONSORSHIP OPPORTUNITIES AT \$5,000

DRIVING RANGE (2), PUTTING GREEN (2), 1ST AND 10TH TEE FENCE (2), STANDARD BEARERS

### BRAND EXPOSURE

---

Communicated as the official Meet The Pro's Party sponsor with promotion across all mediums (print, digital, social)

Company name and logo placement on signage at location

### TOURNAMENT ASSETS INCLUDED

---

1 Pro-Am team (1 pro, 3 amateurs) includes all Pro-Am benefits

1 VIP Parking Passes

10 Event admission Tickets (Fri-Sun)

2 VIP Hospitality Tent passes with unlimited food and beverage (Fri-Sun)

4 Invitations to Meet the Pro's Party (3 are Pro-Am Players)

## HOLE SPONSOR (18) | \$2,500

### BRAND EXPOSURE

---

Sign with company name and logo on Hole

### TOURNAMENT ASSETS INCLUDED

---

2 VIP Hospitality Tent pass with unlimited food and beverage (Fri-Sun)

2 Invitations to Meet the Pro's Party

1 VIP Parking Pass

5 Event admission Tickets (Fri-Sun)



# DRINK TENT SPONSORSHIP OPPORTUNITIES

## OFFICIAL VIP TENT BREWERY SPONSOR

**\$7,500**

### BRAND EXPOSURE

---

Category Exclusivity	Opportunity to conduct hole-in-one contest during Pro-Am and professional event (dealer is responsible for applicable insurance)
Opportunity to feature brewery brands in VIP Tent (Fri-Sun)	

### TOURNAMENT ASSETS INCLUDED

---

1 Pro-Am teams (1 pro, 3 amateurs) includes all Pro-Am benefits	1 VIP Parking Pass	15 Event admission Tickets (Fri-Sun)
6 VIP Hospitality Tent passes with unlimited food and beverage (Fri-Sun)	6 Meet the Pro's Party passes (3 are Pro-Am Players)	

## OFFICIAL VIP TENT BOURBON SPONSOR

**\$7,500**

### BRAND EXPOSURE

---

Category Exclusivity	Opportunity to conduct hole-in-one contest during Pro-Ams and professional event (dealer is responsible for applicable insurance)
Opportunity to feature Bourbon Brand in VIP Tent (Fri-Sun)	

### TOURNAMENT ASSETS INCLUDED

---

1 Pro-Am teams (1 pro, 3 amateurs) includes all Pro-Am benefits	1 VIP Parking Pass	15 Event admission Tickets (Fri-Sun)
6 VIP Hospitality Tent passes with unlimited food and beverage (Fri-Sun)	6 Meet the Pro's Party passes (3 are Pro-Am Players)	





## OFFICIAL VIP TENT BOURBON SPONSOR

**\$7,500**

### BRAND EXPOSURE

---

Category Exclusivity

Opportunity to conduct hole-in-one contest during Pro-Ams and professional event (dealer is responsible for applicable insurance)

Opportunity to feature Vineyard brands in VIP Tent (Fri-Sun)

### TOURNAMENT ASSETS INCLUDED

---

1 Pro-Am teams (1 pro, 3 amateurs) includes all Pro-Am benefits

1 VIP Parking Pass

15 Event admission Tickets (Fri-Sun)

6 VIP Hospitality Tent passes with unlimited food and beverage (Fri-Sun)

6 Meet the Pro's Party passes (3 are Pro-Am Players)



## PRO-AM BENEFITS

### EACH AMATEUR PLAYER RECEIVES

---

\$200 Pro Shop Experience

Breakfast &/or lunch on day of play

Team Photo

Invitation to Meet the Pro's Party

2 event admission tickets per player



# GREAT LAKES CHAMPIONSHIP

AT THE HIGHLANDS

## GET IN TOUCH

### Great Lakes Sports Commission

Susie Fox | Assistant Director  
[sfox@greatlakessportscommission.org](mailto:sfox@greatlakessportscommission.org)  
906-396-2825



EPSON  
TOUR

