



2026

PARTNERSHIP OVERVIEW





EPSON TOUR

ROAD TO THE LPGA



OFFICIAL QUALIFYING TOUR OF THE LPGA

- The Epson Tour is the official qualifying tour for the LPGA, the world's leading competitive destination for female professional golfers
- With more than 600 graduates and alumni moving on to the LPGA Tour, former Epson Tour players have won 435 LPGA titles, including major championships
- In the last decade the Epson Tour has grown from 15 tournaments and \$1.6 million in total in prize money to hosting more than 20 events and awarding over \$5 million in 2024
- Entering its 46th competitive season in 2026
- World #1 players and LPGA legends such as Nelly Korda, Lorena Ochoa, and Lilia Vu have all graduated from the Tour
- Over 30 countries are represented on the LPGA Epson Tour
- The top 15 performers on the Epson Tour "Race for the Card" will earn membership on the LPGA Tour



A TRUE TEST OF GRIT AND PASSION

Epson Tour players are chasing a lifelong dream: earning their LPGA Tour card. With limited resources and long travel weeks, these athletes demonstrate incredible determination, balancing elite competition with the financial realities of developmental golf.

CHALLENGING FINANCIAL LANDSCAPE

While Korn Ferry Tour players (the men's developmental tour) compete for an average of \$1 million per event, Epson Tour purses average just over \$300,000, leaving most players operating on a tight budget with minimal room for coaching, caddies, or travel comfort.

MAKING EVERY DOLLAR COUNT

Many Epson Tour players utilize private housing, share hotel rooms, and often drive hours between events to save on costs. Sponsorship dollars go directly toward making events possible and helping elevate the standard of professional women's golf.

INCREDIBLE TALENT, LIMITED VISIBILITY

The Epson Tour is full of world-class athletes who often compete under the radar. With more support and visibility, these players can focus more on performance and less on survival.

SUPPORT MAKES IT POSSIBLE

Without the generous backing of partners like you, Epson Tour events wouldn't happen. Your support helps fund tournament operations, player amenities, and purses—and, most importantly, empowers the next generation of female athletes.

GROWING THE GAME TOGETHER

Supporting the Epson Tour is more than a sponsorship—it's a commitment to equity in sports, the development of future LPGA stars, and the expansion of opportunities for women in professional athletics.



The LPGA Epson Tour – Great Lakes Championship at The Highlands is a premier professional women’s golf tournament showcasing the future stars of the LPGA Tour. Held at The Highlands in Harbor Springs, Michigan, from June 15–21, 2026, this event features a field of 144 of the world’s most talented players competing in a 54-hole stroke-play format. As an official stop on the LPGA’s Epson Tour, the championship offers rising athletes a critical opportunity to earn their LPGA Tour cards.

Promoted and hosted by the Great Lakes Sports Commission, a 501(c)(3) nonprofit organization, the tournament not only elevates women’s professional golf but also highlights one of Northern Michigan’s great outdoor recreation assets and ecosystems—celebrating the region’s natural beauty and commitment to active, outdoor lifestyles through the sport of golf.

DATES

6/15–6/21, 2026

PROMOTER

**GREAT LAKES
SPORTS COMMISSION**

TOURNAMENT

**EPSON TOUR
LPGA QUALIFYING TOUR**

LOCATION

**THE HIGHLANDS
THE HEATHER GOLF COURSE**



MONDAY - JUNE 15

Player Arrival and Check-in

TUESDAY - JUNE 16

Practice Rounds
Women's Clinic

WEDNESDAY - JUNE 17

Pro Am #1
10:00 AM – Driving Range Opens
12:00 PM – Shotgun Start Heather
Course at The Highlands

Pro Am Party
Immediately following Pro-Am

THURSDAY - JUNE 18

Pro Am #2
10:00 AM – Driving Range Opens
12:00 PM – Shotgun Start Heather
Course at The Highlands
First Tee of Northern Michigan Junior Clinic

Pro Am Party
Immediately following Pro-Am

FRIDAY - JUNE 19

First round of tournament play for
all 144 professionals

SATURDAY - JUNE 20

Second round of tournament play
for all 144 professionals

SUNDAY - JUNE 21

Doon Brae Junior Championship

Final round of tournament play for
top 60 plus ties

Trophy & Check Presentation





PLAY AND PARTY WITH THE PROS

PLAY 18 HOLES ALONGSIDE AN EPSON TOUR PRO

Each Pro-Am team includes one professional and up to three amateur golfers. You'll share the course and camaraderie with a rising LPGA talent.

GENEROUS CALLAWAY SHOPPING CREDIT

Pro-Am participants receive either a \$250 or \$500 Callaway shopping experience, allowing you to choose equipment or apparel from their premium collection on-site.

VIP TOURNAMENT HOSPITALITY

Enjoy VIP passes, complimentary food and drinks at the hospitality tent, commemorative event tee gifts, and a team photo to commemorate your day.

EXCLUSIVE INVITATIONS TO "MEET THE PROS" EVENTS

Attend the opening or mid-week Meet-the-Pros party—as part of the Pro-Am package—featuring pro access, networking, food and beverages, and live entertainment.

PRO-AM AFTER-PARTY AND ON-COURSE PERKS

After your round, join a lively Pro-Am after-party with more refreshments and socializing. Plus, hole-in-one contests offer prizes including a car or golf cart.

ELEVATED PRO-AM+ TIER (IF AVAILABLE)

For those going all out, the Pro-Am+ package includes enhanced perks: \$500 Callaway credit, Epson pro pairing requests, corporate hole sponsorship, two VIP hospitality passes per team member, two party invitations, and recognition on the digital scoreboard.



MEET THE PRO'S OPENING PARTY

In 2025, the "Meet the Pro's" Opening Party was hosted lakeside at the Inn at Bay Harbor. The elegant evening featured hors d'oeuvres and cocktails, as tournament supporters and Epson Tour professionals mingled in a relaxed, scenic setting. As the sun dipped below the horizon, guests embarked on a sunset cruise across the bay—an unforgettable backdrop for casual conversation and laughter while gazing over shimmering waters as the day faded into twilight—the perfect way to celebrate the start of the week.

JUNIOR CLINIC & LEAGUE

Partnering with First Tee of Northern Michigan to host a junior clinic and league promotes youth development through golf. First Tee blends professional instruction with life-skills education, making the game accessible, inclusive, and fun. This collaboration boosts community impact, engages over 100 local youth, and helps grow the next generation of players and fans.

DOON BRAE JUNIOR CHAMPIONSHIP

Partnering with First Tee of Northern Michigan to host the inaugural Doon Brae Junior Championship during the Great Lakes Championship at The Highlands creates an exciting platform for youth golf. Held on the new Doon Brae short course, the event combines competitive play with life-skills education, engaging local junior golfers and deepening community impact while inspiring the next generation of players.

WOMEN'S CLINIC

Hosting a women's clinic provides an inclusive and empowering experience that encourages more women to engage with the game of golf. Led by professional instructors and LPGA players, the clinic offers accessible, confidence-building instruction in a fun and social environment. It also deepens community ties, promotes healthy lifestyles, and aligns with the Championship's mission to grow the game across all ages and skill levels.



19TH TEE VIP TENT

Enjoy the thrilling final hole of the Great Lakes Championship from the best view on the course. The VIP tent features an open-air suite located at the 18th Green and overlooking the 10th Tee, providing you and your guests the opportunity to mingle with key community and corporate stakeholders.

Experience the lively atmosphere where conversation and rooting on your favorite players are encouraged. Epson player visits adds to the unique environment.

The VIP suite includes lunch, snacks, a full bar and access to upgraded restrooms. Following the final round on Sunday, VIP patrons are invited to join the champions in a champagne toast.

- **ELEVATED VIEW OF 18 GREEN AND 10 TEE**
- **FOOD AND FULL BAR ACCESS**
- **EPSON PLAYER VISITS**
- **KEY COMMUNITY & CORPORATE STAKEHOLDERS**
- **SHADED SEATING**
- **CHAMPIONS CHAMPAGNE TOAST**





EPSON TOUR MEDIA VALUE: \$2,150,311

PR / Media Value \$2,109,937

Digital Value: \$8,596

On-Site Marketing Value: \$31,778

- 485 articles mentioned the tournament, leading to over \$2.1M in value
- Pickup reached 20 countries and were written in 10 languages
- The Great Lakes Championship event page on Epsontour.com received 186,142 views
- Epson social received 324,987 total impressions, 13,388 total engagement, and 11,294 total likes

GREAT LAKES CHAMPIONSHIP MEDIA VALUE: \$431,000

- 7,870,000 unique viewers monthly on championship website
- 108,644 page view on greatlakeschampionship.com
- 3,261,262 total social impressions through facebook, Instagram, and YouTube



ESTIMATED DIRECT ECONOMIC IMPACT: \$1.2 – \$1.5 MILLION

Based on regional tourism data and industry multipliers from similar Epson Tour events in comparable markets.

ATTENDANCE: APPROXIMATELY 2,000 SPECTATORS

Including local attendees, regional golf fans, corporate guests, and out-of-town visitors.

PLAYER AND SUPPORT PARTICIPATION: 144 PLAYERS + PLUS CADDIES

Contributing to extended lodging stays, dining, and recreational spending throughout the Petoskey-Harbor Springs area.

PRO-AM PARTICIPATION: 64 TEAMS AND 200+ AMATEUR GOLFERS

Driving significant revenue through local sponsorships, hospitality packages, and corporate engagement.

HOTEL ROOM NIGHTS GENERATED: 800-1,000+

Through accommodations for players, families, staff, and fans at regional hotels, resorts, and rentals.

LOCAL SPENDING CATEGORIES IMPACTED:

Lodging: Estimated \$250,000+

Dining and food service: Estimated \$200,000+

Retail and recreation: Estimated \$100,000+

Transportation and fuel: Estimated \$50,000+

Event production and services: Estimated \$150,000+

CHARITABLE AND COMMUNITY IMPACT:

Tournament fundraising supports local nonprofits and youth development initiatives like First Tee of Northern Michigan, enhancing the region's social and economic vitality.



SHOW YOUR SUPPORT

Sponsoring the LPGA Epson Tour – Great Lakes Championship at the Highlands offers a unique opportunity for organizations to align with a premier professional women's golf event that celebrates athletic excellence, community engagement, and regional tourism. As part of the official qualifying tour to the LPGA, the event attracts top emerging talent from around the world, drawing attention from golf enthusiasts, media, and visitors across the Midwest. Sponsorship provides brand visibility in a dynamic setting, access to exclusive hospitality experiences, and the chance to make a meaningful impact on women's sports and the Northern Michigan economy. It's more than a sponsorship—it's a partnership in elevating sport, supporting communities, and inspiring the next generation.

- **TITLE SPONSOR**
- **PRESENTING SPONSOR**
- **PRO-AM**
- **MEET THE PRO'S PARTY**
- **VIP HOSPITALITY**
- **TICKET**
- **HOLE-IN-ONE**
- **VOLUNTEER**
- **JUNIOR CLINIC / CHAMPIONSHIP**
- **WOMEN'S CLINIC**
- **ECOLOGY**
- **DRIVING RANGE**
- **PUTTING GREEN**
- **1ST AND 10TH TEES**
- **STANDARD BEARERS**
- **HOLE SPONSORS**
- **BEVERAGE SPONSORS**

Most sponsorship opportunities range from \$2,500 to \$50,000, and we are happy to customize a package to align with your brand's goals and interests. The list above serves as a starting point — let's collaborate to create the perfect fit.

GREAT LAKES CHAMPIONSHIP

— AT THE HIGHLANDS —

GET IN TOUCH

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