



**WOMEN'S ADVENTURES IN GOLF**  
**2026 SPONSORSHIP OPPORTUNITIES**



# About WAG

Founded in 2024, Women's Adventures in Golf (WAG) is more than golf—it's a welcoming, social adventure for women of all skill levels. With fun scramble formats, themed rounds, and a focus on camaraderie over competition, WAG makes golf feel relaxed, inclusive, and accessible. Every event blends play, friendship, and purpose by supporting local charities, proving that golf can be both joyful and impactful.



# Together, We Make an Impact!

Thanks to our incredible WAG community, we raised \$5,248.50 this season for six amazing local charities:

- Super Sophia Project
- Five Counties Children's Centre
- YWCA Crossroads Shelter
- Peterborough Child & Family Centres
- Dnaagdawenmag Binnoojiiyag Child & Family Services
- Kawartha Sexual Assault Centre



That brings our two-year total to over \$10,300 raised for women, children, and families right here in our community!

## Get Ready – WAG 2026 is Coming!

Our third season is shaping up to be our best one yet! We're busy finalizing details, but here's a little sneak peek at what's in store:

<b>Women's Adventures in Golf 2026</b> <small>Ditch the scorecard, keep the fun!                      No experience required. Just laughs &amp; WAG's signature themed rounds.                      Sign up for individual events – come solo, with a friend, or bring your crew.  <b>Bring a Friend, Make a Memory - a perfect way to welcome a golf-curious friend into the WAG fun.</b></small>					
Swing Into the Season: Women's Range Social	Barbie's World	Brick by Brick	Dealing Divas	Jailbreak II	Mystery at the Club III
In partnership with Heron Landing G.C. From the golf-curious to the seasoned swinger – tee off the season together with big laughs & a social vibe.	<b>FUN Scramble Format with Zero Pressure: Use your group's best golf shot.</b> <b>18-hole Round</b> 9:00 a.m. SHOTGUN Kick off the season in Barbie's Kicks! Play to learn her deal.				
					
<b>Sat., May 9th</b> Heron Landing G.C.	<b>Sat., May 23rd</b> Keystone Links G. & C. C.	<b>Sun., June 14th</b> Katchiwano G.C.	<b>Wed., July 8th</b> Baxter Creek G.C.	<b>Sun., Aug. 16th</b> Heron Landing G.C.	<b>Sat., Sept. 19th</b> Warkworth G.C.
STBD Includes: -1 bucket of golf balls -a glass of Sangria & snacks 2:00 - 4:00 p.m. Register by: April 30th	STBD (2025-2026) Golf & Walk STBD (2025-2026) Golf & Ride Opt to join us for lunch after! Supporting: YWCA Crossroads Shelter Register by: May 13th	STBD (2025-2026) Golf & Walk STBD (2025-2026) Golf & Ride Opt to join us for lunch after! Supporting: Elizabeth Fry Society Register by: June 4th	STBD (2025-2026) Golf & Walk STBD (2025-2026) Golf & Ride Supporting: Big Brothers & Big Sisters of Peterborough Register by: June 28	STBD (2025-2026) Golf & Walk STBD (2025-2026) Golf & Ride Opt to join us for lunch after! Supporting: Our Daughters' Home Register by: Aug. 6th	All inclusive: STBD (2025-2026) Golf, Cart & Meal Supporting: Kawartha Sexual Assault Centre Register by: Sept. 9th
Details on <a href="http://golfwithwag.ca">golfwithwag.ca</a> Women supporting women — on the course & in the community.					

\*Event registration with pricing is coming in 2026. All information is subject to change.



# The WAG Effect

\*2025 STATISTICS

WAG is growing fast and staying friendly. Our fun-first rounds are bringing more women to the course, keeping them coming back, and turning first-timers into regulars—while building real community along the way.

## 20% PARTICIPATION GROWTH

532 ROUNDS PLAYED  
BY 266 PLAYERS IN  
2025, UP FROM 2024

## NEARLY 50% NEW TO WAG

132 BRAND-NEW  
PARTICIPANTS –  
STEADY EXPANSION  
OF OUR COMMUNITY

## 25% MULTI- EVENT ENGAGEMENT

66 PARTICIPANTS  
ATTENDED MULTIPLE  
ROUNDS – STRONG  
ONGOING  
CONNECTION

## EMAIL REACH

270 SUBSCRIBERS  
WITH A 65% OPEN  
RATE



**For More Information**  
[www.golfwithwag.ca](http://www.golfwithwag.ca)



**Email Us**  
[info@golfwithwag.ca](mailto:info@golfwithwag.ca)



**Call Anne**  
905-537-3592



# Testimonials

## What Sponsors are Saying:

*Bestard*  
INCOME TAX

Fairway Shot Sponsor



"When I started golf, it opened up a whole new world. I've made incredible friendships and brought so much joy. If I can help others feel this way, it's my honour."

— Karen Bestard, Bestard Income Tax

 **SCHILLING**  
FINANCIAL

Fairway Shot Sponsor



"We are proud to sponsor WAG for the welcoming space you've created for women to explore golf, an activity that can sometimes feel intimidating, while also supporting meaningful charities."

— Krystin Schilling, Schilling Financial

## Participant Testimonial:



"I just started golfing 3 years ago and am really loving the game but find most aspects of golf rather intimidating. Enter WAG - a fantastic way to learn the ropes, play in a non-stressful setting and make new golf friends in the process!"

Each event I have attended has been so much fun and my only regret is that I didn't sign up sooner!"

— Cheryl Mahony



# Hole Out!

Season Sponsor  
\$5,000

- **Exclusive** - Opportunity to host activation with golfers
- **Exclusive** - Thank you & quote in WAG media release (x2)
- 12 greens fees with carts
- Featured in WAG Sponsor Spotlight (Website, Email and Social)
- Opportunity for branded giveaway
- Prominent placement of logo on event placard (5 rounds)
- Full Page in game booklet (5 rounds)
- Email recognition at level of giving in all emails  
(approx.20+)Recognition on WAG Banner at Level displayed at Events
- Prominent placement of logo on WAG Website for 2026 season



# Sponsorship Benefits

Sponsor Benefit	Pitch to the Green \$2,500	Fairway Shot \$1,000	Tee Box \$500
Event Participation	8 greens fees	4 greens fees	1 greens fee
Feature in WAG Sponsor Spotlight (Website and social)	✓ Exclusive Social Post	✓ Exclusive Social Post	✓ In Group Posts
Opportunity for Branded Giveaway	✓		
Logo on Event Placard	✓	✓	✓
Recognition in Game Booklets (5 rounds) at Level	✓ Half Page	✓ Quarter Page	✓ Name Listing
Email recognition at level of giving in all emails (approx.20+)	✓	✓	✓
Recognition on WAG Banner at Level displayed at Events	✓	✓	✓
Logo on WAG Website for 2026 season at Sponsorship Level	✓	✓	✓



# Why WAG?

In just two seasons, WAG has welcomed over 487 women to the course, raising funds for local causes and building lasting connections.

What sets us apart:

- Welcoming & fun: Beginner-friendly scramble and themed games.
- Community-focused: Singles matched, friendships formed, socializing after rounds.
- Purpose-driven: Every event supports local charities.
- Sponsor reach: High visibility through signage, booklets, emails, and social spotlights.

For sponsors, WAG offers more than exposure—it's a chance to align with women's empowerment, community impact, and a fresh approach to golf.





# WAG is...

## Not a Tournament

WAG rounds are casual and fun-focused, without the competitive pressure of a tournament setting. There's no leaderboard, no trophies—just themed games and prizes, laughter, and connection. Scoring is optional, and players can simply **enjoy the round**.

## Not a League

Unlike a traditional golf league, WAG doesn't require a long-term commitment. Participants can sign up for as many or as few rounds as they'd like, choosing the dates and locations that work best for them. This flexibility makes WAG perfect for women with busy schedules or those just looking to try something new.

## Not Exclusive

WAG is designed to be open to women of all skill levels, whether you're a complete beginner or an experienced golfer. You don't need a handicap to join, and you don't have to be a member of a golf club. We're here to break down barriers and make the game accessible to everyone.

## Not Just About Golf

While golf is at the heart of WAG, it's also about building friendships, fostering community, and supporting local charities. Each round incorporates a themed game with a charitable twist, encouraging players to give back while having fun.



# Our Team



Susan Williamson  
**Founder**



Anne Ondercin  
**Community Partnerships**

## **OUR MISSION**

To empower and connect women through golf by fostering inclusivity, community, and support both on and off the course.

## **OUR VISION**

To increase women's participation in golf while promoting the game's physical, mental, and social benefits. We create an inclusive, supportive, and fun environment where golfers of all skill levels can feel at home. Through mentorship and networking, women can shape their own golfing experiences, while every round also supports local charities that uplift women and children in our community.





## WOMEN'S ADVENTURES IN GOLF

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