



WOMEN'S ADVENTURES IN GOLF

2026 SPONSORSHIP OPPORTUNITIES

EXECUTIVE SUMMARY

Women's Adventures in Golf (WAG) is a volunteer-led, community-powered initiative that makes golf welcoming, joyful, and accessible for women of all skill levels. Since launching in 2024, WAG has grown into a vibrant movement built on confidence, connection, and giving back.

In just two seasons, participation has surged: in 2025, 266 women played 532 rounds, and since 2024 our generous WAG community has raised over \$10,000 for local organizations supporting women and children. This momentum reflects the strong demand for inclusive, low-pressure golf experiences for women in our region.

As a volunteer-led initiative, WAG relies on community partners to keep our programming affordable and impactful. Partnerships directly support what our players have asked for—more clinics, social events, and opportunities to build confidence both on and off the course.

What your Partnership Will Help Make Possible:

- **Strong Digital Engagement:** Maintaining our website and email platform—the hub for registration, updates, and community connection.
- **Enriched Event Experiences:** Providing game materials, creative prizes, and welcoming touches that make each round fun and beginner-friendly.
- **Expanded Clinics & Social Events:** Reducing barriers so WAG can offer more low-cost learning and connection opportunities.
- **Inclusion & Growth:** Supporting outreach and programming that help new golfers feel comfortable, confident, and excited to return.

Partnering with WAG offers meaningful visibility while aligning your organization with a mission that champions women's wellness, recreation, and community impact. Your support helps ensure WAG remains accessible, inclusive, and able to grow in ways that truly matter to the women we serve.

Join us in making the 2026 WAG season our most impactful yet.

With gratitude,
Susan Williamson & Anne Ondercin



\$5,000 - Hole in One Season Sponsor

Exclusive • High-Visibility • High-Impact

Your investment helps keep WAG accessible while expanding clinics, workshops, and social events requested by our players. As our only Season Partner, you receive the highest level of visibility and community connection.

Brand Visibility & Storytelling

- Exclusive Season Partner status (1 available)
- Feature Spotlight Story on WAG website (interview + photos)
- Dedicated social post (x2) + highlight in season launch announcement
- Most prominent logo placement on website, event signage, in-game booklets
- Full-page feature in game booklet (5 rounds)
- Logo included in all WAG emails (20+ per season)

Community Engagement

- Invitation to attend and greet players at two events of your choice
- Option to host a co-branded activity (e.g., warm-up, photo booth, challenge hole)
- Opportunity to co-host a clinic or social event in 2026

Participation Benefits

- 12 greens fees with carts (use for staff, clients, or donate to local women)

Impact Reporting

- Year-end Season Partner Impact Summary (visibility stats, photos, community reach, programming made possible)



\$2,500 - Chip In Sponsor

Strong visibility + a meaningful role in shaping the season

Brand Visibility & Storytelling

- Featured "Impact Partner" profile on WAG website
- Dedicated social spotlight post
- Logo placement on website, event signage, and game booklets
- Half-page feature in the game booklet

Community Engagement

- Option to host a fun on-course activity or giveaway
- Recognition at one clinic or social event

Participation Benefits

- 8 greens fees



\$1,000 - Fairway Shot Sponsor

Accessible, visible, and connected to the heart of the season



Brand Visibility

- Logo on website and event signage
- Quarter-page feature in game booklet
- Recognition in group social posts
- Included in all WAG emails at partner level

Community Engagement

- Opportunity to provide a giveaway or contest prize

Participation Benefits

- 4 greens fees

\$500 - Tee Box Sponsor

Entry-level partnership with meaningful community visibility

Brand Visibility

- Logo on website and event signage
- Name listing in game booklet
- Recognition in partner thank-you email(s)

Participation Benefits

- 1 green fee



IN-KIND PARTNERSHIP OPPORTUNITIES

WAG welcomes in-kind contributions that help create fun, memorable, and uplifting experiences for the women who play with us. Prize Sponsors and Premier Prize Partners support the joy and inclusivity at the heart of every WAG round, while keeping our events accessible and community-driven.

PRIZE SPONSOR

In-kind contribution valued at \$100–\$499

Prize Sponsors support a single WAG round by contributing fun, themed, or useful prizes that help make each event special. This level is perfect for small businesses, boutiques, artisans, local makers, and community supporters who want to be part of the WAG experience.

Recognition Includes (Round-Specific):

- Listed as the Prize Sponsor for the selected round
- Verbal thank-you during event announcements
- Logo or name featured in the game booklet for that round
- Logo or name included on round signage
- Round-specific social media acknowledgement
- Option to include a small branded item with the prize(s)



PREMIER PRIZE SPONSOR

In-kind contribution valued at \$500+ or major prize

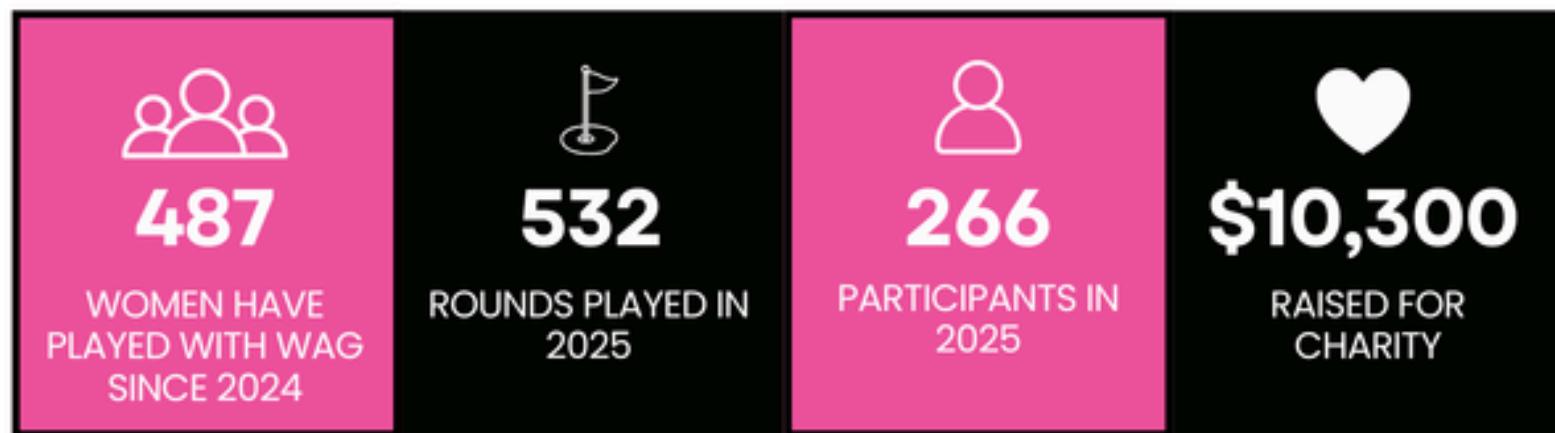
Premier Prize Partners contribute high-value items such as equipment, golf bags, premium products, lessons, custom experiences, or multiple prizes. Because of the elevated value of these contributions, recognition can be tailored to best align with both the partner and the round.

Recognition Includes (Customized Based on Contribution Level):

- Recognition as a Premier Prize Partner for the selected round
- Enhanced social media acknowledgement (e.g., feature post or story)
- Prominent logo placement on round-specific signage and game booklet
- Opportunity to present the prize or attend the event, if desired
- Inclusion in any special prize features or celebration elements
- Option to co-name a featured prize (e.g., The [Sponsor] Grand Prize)
- Additional recognition may be available for major prizes or elevated rounds (e.g., season finale celebrations)

The WAG Effect

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.



Our Community Impact

WAG rounds do more than bring women together on the course, they strengthen our community. **In just two seasons**, generous WAG players have raised **\$10,300** in support of local organizations that uplift women, children, and families.

Supported organizations include:

- Dnaagdawenmag Binnojiiyag Child & Family Services
- Five Counties Children's Centre
- Kawartha Sexual Assault Centre
- Lakefield Animal Welfare Society
- Peterborough Special Olympics
- Peterborough Child & Family Centres
- Super Sophia Project
- YWCA Crossroads Shelter

WAG's growth reflects something powerful: when women feel welcome, supported, and connected, amazing things happen, on and off the course.

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

2026 Event Schedule

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:

Women's Adventures in Golf 2026



Ditch the scorecard, keep the fun!

No experience required. Just laughs & WAG's signature themed rounds. Sign up for individual events — come solo, with a friend, or bring your crew.

Bring a Friend, Make a Memory - a perfect way to welcome a golf-curious friend into the WAG fun.

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. 	FUN Scramble Format with Zero Pressure: Use your group's best golf shot.				
18-hole Round 9:00 a.m. SHOTGUN	18-hole Round 8:00 a.m. SHOTGUN	9-hole Round Tee Times starting @ 4:30	18-hole Round 8:00 a.m. SHOTGUN	18-hole Round WAG Closer 9:30 a.m. SHOTGUN	New mystery, same Mavis mayhem! Rescue our frazzled GM before it all goes awry!
Kick off the season in Barbie's Kicks! Play to learn her deal. 	Build your community brick by brick, Monopoly-style. 	Based on WAG's Viva Las Vegas	You tried to escape in 2025 but your plans were foiled and you're still in the stammer, coping as best as possible!		
Sat., May 9th Heron Landing G.C. \$TBD Includes: -1 bucket of golf balls -a glass of Sangria & snacks 2:00 - 4:00 p.m. Register by: April 30th	Sat., May 23rd Keystone Links G. & C. C. \$TBD (NET incl.) Golf & Walk \$TBD (NET incl.) Golf & Ride Opt to join us for lunch after! Supporting YWCA Crossroads Shelter Register by: May 13th	Sun., June 14th Katchiwano G.C. \$TBD (NET incl.) Golf & Walk \$TBD (NET incl.) Golf & Ride Opt to join us for lunch after! Supporting Elizabeth Fry Society Register by: June 4th	Wed., July 8th Baxter Creek G.C. \$TBD (NET incl.) Golf & Walk \$TBD (NET incl.) Golf & Ride Opt to join us for lunch after! Supporting Big Brothers & Big Sisters of Peterborough Register by: June 28	Sun., Aug. 16th Heron Landing G. C. \$TBD (NET incl.) Golf & Walk \$TBD (NET incl.) Golf & Ride Opt to join us for lunch after! Supporting Our Daughters' Home Register by: Aug. 6th	Sat., Sept. 19th Warkworth G.C. All Inclusive: \$TBD (NET incl.) Golf, Cart & Meal Supporting Kawartha Sexual Assault Center Register by: Sept. 9th

Details on golfwithwag.ca

Women supporting women — on the course & in the community.

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

Contact Us



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For More Information
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