



2025 SPONSORSHIP PROPOSAL



WOMEN'S ADVENTURES IN GOLF

1001 Golfview Road
Peterborough
Ontario K9J 7W2

Why WAG?

Empowerment Through Community and Connection

Women's Adventures in Golf (WAG) is redefining what it means to experience golf. We've created a welcoming and inclusive space where women can connect, build confidence, and enjoy the game without the pressure of competition or the barriers that often make golf intimidating. Whether participants are first-time golfers or seasoned players, WAG's unique format is designed to celebrate camaraderie, fun, and personal growth.



At WAG, we believe that golf is more than a sport—it's a platform for connection and empowerment. Our events provide women with the opportunity to step outside their comfort zones, forge new friendships, and discover a shared passion in a supportive, low-pressure environment. With themed rounds that encourage creativity and teamwork, WAG brings together women of all backgrounds to enjoy golf in a way that feels accessible, exciting, and impactful.

Hole Out!

Season Sponsor
\$5,000

- **Exclusive** - Opportunity to host activation with golfers
- **Exclusive** - Thank you & quote in WAG media release (x2)
- 4 greens fees, 2 carts, 4 meals at 1 event
- 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)
- Social Media Acknowledgments (3 posts)
- Recognition on WAG Banner at Level displayed at Events
- Prominent placement of logo on WAG Website for 2025 season



Sponsorship Opportunities

Sponsor Benefit	Pitch to the Green \$2,500	Fairway Shot \$1,000	Tee Box \$500
Event Participation	4 greens fees at 1 event	2 greens fees at 1 event	1 greens fee at 1 event
Feature in WAG Sponsor Spotlight (Website and email)	✓		
Opportunity for Branded Giveaway	✓		
Logo on Event Placard	✓	✓	✓
Recognition in Game Booklets (5 rounds) at Level	✓ Half Page	✓ Quarter Page	✓ Name Listing
Social Media Acknowledgments (3 posts)	✓ Exclusive Posts	✓ In Group Posts	✓ In Group Posts
Recognition on WAG Banner at Level displayed at Events	✓	✓	✓
Logo on WAG Website for 2025 at Sponsorship Level	✓	✓	✓

Our Team



Susan Williamson
Founder



Anne Ondercin
Community Partnerships

MISSION

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

VISION

- To increase women's participation in golf and promote its physical, mental, and social benefits.
- Create an inclusive, supportive, and fun environment for golfers of all skill levels.
- Provide mentorship, networking, and opportunities for women to shape their own golfing experiences.
- Support local charities that uplift women and children in the community

About WAG

Founded in 2024, Women's Adventures in Golf (WAG) is a welcoming community designed to make golf fun, accessible, and inclusive for women of all skill levels. With a unique approach that blends themed games, social connection, and charitable giving, WAG brings women together to enjoy the game in a relaxed, supportive environment.



WAG is redefining golf by focusing on inclusion, fun, and community. Whether you're here to socialize, improve your skills, or simply have a great time, WAG is a space where every woman can feel welcome.



Statistics*

2024 inaugural season*

203

participants

7

Events (5 golf/2 social)

\$5044

Raised for 5 charities

Testimonial

WAG – Women’s Adventures in Golf

“And what an adventure it was! I got introduced to this wonderful idea through our amazing organizer Susan Williamson. An idea that inspired me to get back into golf after many years. Our group of four joined at the start of the season and enjoyed five terrific golf events and a dinner theatre presentation. We reconnected with many women we knew and met so many lovely women that were new to us. Besides the comradery we enjoyed, there was the thrill of the five different themes that we got to take part in.

The murder mystery was intriguing. It didn’t matter that my other teammates had to carry our team, we just laughed at the not so good shots and reveled in the good. A whole day of laughter and fun made my day. I liked that there was no pressure to show up to each event and the option to stay after to share time with each other was always available. In addition to this, we were given the opportunity to donate to local charities that benefit women and children. I am very grateful to have been involved with WAG and I encourage other women to join this amazing group.”










~Theresa Pagett (participant in 2024)

Event Schedule

2025 Season*

Building on feedback from our end-of-season survey, 2025 Women's Adventures in Golf (WAG) events will feature a fun and relaxed scramble format with a shotgun start. This format was chosen to ensure all groups finish around the same time, creating more opportunities for women to gather, socialize, and enjoy post-round activities together.

Each event is uniquely themed, adding excitement and creativity to every round.

Women's Adventures in Golf 2025 					
Inviting women of <u>all</u> skill levels.					
WAG has been created for: *new golfers & the experienced* *social players* *high, no, mid, low handicappers*					
Register for individual rounds ~ play as often as you like! Join as a single, twosome, or foursome.					
WAG Pre-Season Social	Jailbreak	She CAN	Wheel of Life	Jetsetter	Mystery at the Club WAG Season Finale
Celebrate the beginning of a new WAG season & answer golf trivia! Supporting The Super Sophia Project	FUN Scramble Format: Use your group's preferred golf shot.				
	Learn the Slammer's Lingo & Bribe your way out of Jail Supporting Five Counties Children's Centre	Celebrate Canadian Women Trivia-style Supporting Y.W.C.A. Crossroads Shelter	Play the Game of Life Supporting Peterborough Child & Family Centres	Jet Around the World Supporting Dnaagdawenmag Binnoojijag Child & Family Services	Solve the NEW Mystery! Supporting Kawartha Sexual Assault Centre
					
Sun., May 18th Rolling Grape Vineyard	Sat., May 24th Warkworth G. C. SHOTGUN	Sat., June 21st Liftlock G.C. SHOTGUN	Sun., July 13th Katchiwano G.C. SHOTGUN	Sun., Aug. 24th Heron Landing G. C. SHOTGUN	Sun., Sept. 14th Katchiwano G.C. SHOTGUN
1:00 p.m. Limited seating Reserve your spot in advance!	Option to join the group for a meal at the clubhouse.				
Reservation Deadline: May 8th	Registration Deadline: May 10th	Registration Deadline: June 7th	Registration Deadline: June 29th	Registration Deadline: Aug. 10th	Registration Deadline: Aug. 31st
WAG is not a league or a tournament - just enjoyable & relaxing themed games with a bit of golf thrown in!					
 wagpeterborough		Watch for our new website golfwithwag.ca - ready early spring!		 Women's Adventures in Golf	

*Event registration with pricing is coming in 2025. Charitable partners are subject to change.

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, 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.

Not Intimidating

For many, golf can feel daunting because of its rules, pace of play, or competitive nature. WAG eliminates these stressors with a maximum score per hole, a scramble format for beginners, and a focus on enjoying the game, not perfecting it.



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