

MANTOBA Open



2025 Manitoba Open

Breezy Bend Country Club | August 18-24

Johnny Keefer
2024 Champion



PGA TOUR PATHWAYS

Mission: Identify. **Prepare.** Transition.

STRATEGIC NARRATIVE

Every journey is different, but the goal is the same:
Make it to the PGA TOUR to compete
at the highest level in professional golf.

Those journeys begin via PGA TOUR Pathways.

Korn Ferry Tour

PGA TOUR Americas

PGA TOUR Q-School

PGA TOUR University

— CHASING THE PGA TOUR DREAM

- The Manitoba Open has directly supported playing opportunities for future PGA TOUR stars:
 - **36 players earned PGA TOUR status**, including 2023 champion Hayden Springer
 - **61 players earned Korn Ferry Tour status**, including 2024 champion Johnny Keefer
- To date, **over 100 players** have graduated to the PGA TOUR, combined for over **40 wins**



— MANITOBA OPEN IMPACT

- \$910,000 raised for local charities, including True North Youth Foundation
- Estimated \$3.5 million in annual economic activity
- 50+ community partners, including 7 of top 12 companies in Winnipeg by revenue
- Robust volunteer program, with over 250 community members
- \$9.5 million in earned media
- Collaboration with **Winnipeg Jets** including players such as **Mark Scheifele, Kyle Conner and Dylan Samberg** playing in the tournament
- **Community-centric event that goes beyond golf**, including 17th Hole Fan Zone, Kids Day, Jersey Day
- **Sport development** through playing and mentorship opportunities for elite local golfers
- **Career development** for tournament and club staff, along with Golf Manitoba and tournament partners such as Manitoba Physiotherapy Association
- **Building a legacy within the community and driving partner value**



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— NEW GOLF COURSE ROTATION

- The Manitoba Open will be played at five championship golf courses in Winnipeg over the next five years.
- **Breezy Bend Country Club will host the 2025 Manitoba Open.**



— GETTING INVOLVED

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Official Pro-Am
Inside-the-Ropes



Hospitality & Curated Events
Business Connect



Fan Fair
Par-3 Party Hole & Kids Zone



Brand Awareness
Marketing, Media & On-Site



Community Leadership
Support True North Youth Foundation
& Volunteer



Grassroots Programs
Junior Golf Mentorship

All Packages are Customizable



Tony Finau
2015 Graduate

— 2025 SCHEDULE OF EVENTS

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MONDAY

- Sponsor Pro-Am
- Camp Manitou Golf Clinic
- Pro-Junior Experience
- Open Qualifier
- Player Practice Rounds

TUESDAY

- Player Practice Rounds
- Sponsor Value Programs

WEDNESDAY

- Official Pro-Am
- Charity Auction

THURSDAY

- Manitoba Open - Round 1

FRIDAY

- Manitoba Open - Round 2

SATURDAY

- Manitoba Open- Round 3
- Family Day

SUNDAY

- Manitoba Open— Final Round
- Closing Ceremony & Trophy Presentation

DAILY (THURS-SUN)

- Champions Patio
- Rink Hole
- Crossroads Concession



Corey Conners
2016 Graduate

— PARTNERSHIP OBJECTIVES

The following business objectives can be accomplished through the Manitoba Open platform:

- Demonstrate Corporate good will in the province of Manitoba
- Entertain clients through premium experiences
- Support Grass roots initiatives to support the future of Manitoba's Youth

For over 100 years the Manitoba Open has provided business around the province with premium experiences to entertain clients and build brand awareness.

- Drive business development opportunities
- Grow brand awareness and affinity
- Continue to give back to the community

— THOUGHT STARTERS

On Wednesday, the **Official Pro-Am** brings the business community together for the ultimate inside-the-ropes experience with PGA TOUR Americas players. The title sponsor position provides full access and integration during the day.

- Naming rights as Official Pro-Am Partner
- Two (2) teams in the Official Pro-Am
- Opportunity for brand activation on a dedicated hole and in and welcome area during the Pro-Am
- Inclusion as Official Pro-Am Partner in all communications to participants and professionals
- Dedicated on-site signage during Official Pro-Am
- Ceremonial Tee Shot by an Executive
- Opportunity to include corporate marketing/promotional material in Pro-Am gifting
- Ten (10) Champions Patio passes per day Thursday through Sunday, with access to the clubhouse.
- Five (5) VIP Parking Passes
- 200 General Admission (Ground Access) tickets per day.
- Brand inclusion in all Manitoba Open Marketing Campaign & Breezy Bend Host Organization and Volunteer weekly

Investment: \$20,000.00

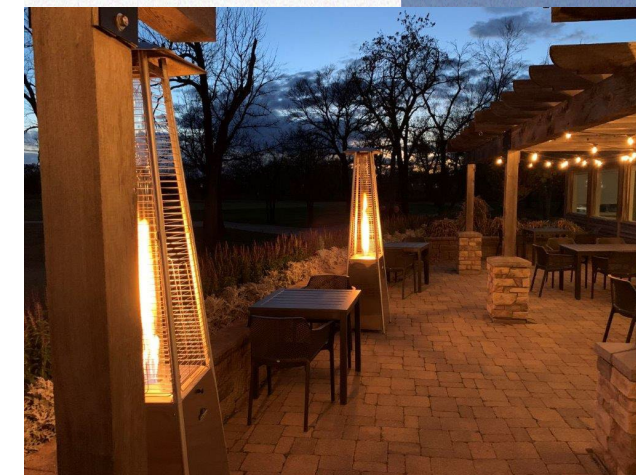
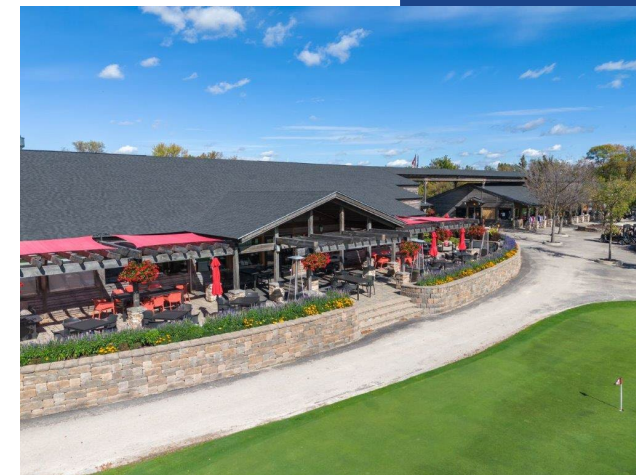


— THOUGHT STARTERS

Champions Patio opens an opportunity to engage local business leaders and clients, fully immersed in Brand Experience

- Naming rights for the Champions Patio
- One (1) team in the official Pro-Am
- Ten (10) Champions Patio passes per day Thursday through Sunday, with access to clubhouse.
- Five (5) VIP Parking Passes
- 100 General Admission (Ground Access) tickets/day
- Brand inclusion in all Manitoba Open Marketing Campaign & Breezy Bend Host Organization and Volunteer weekly newsletters
- Corporate Logo in Manitoba Open Spectator guide
- Corporate Logo on Sponsor Board
- Corporate Logo on Manitoba Open Website
- Dedicated Branding in Champions Patio
- Opportunity for a brand activation

Investment: \$20,000.00



— THOUGHT STARTERS

Grassroots Programs – Camp Manitou, Pro Junior Experience allows the ability to give back to the community and help support future generations to come.

- Naming rights as Camp Manitou Clinic Partner
- 25 General Admission (Ground Access) tickets/day
- Corporate Logo Displayed during the clinic and on social media
- Opportunity to speak to the kids attending the clinic
- Picture opportunity with camp attendees and Corporate Logo
- Naming Rights as Pro Junior Experience Partner
- 6 Juniors will play 9 holes with a pro spending time “inside the ropes”
- Juniors and Pros will sit down after their round and enjoy a meal where juniors can ask questions and get mentorship

Investment: \$10,000.00



— THOUGHT STARTERS

OFFICIAL PRO-AM – TEAM \$4000

- One (1) team in Official Pro-Am
- Four (4) amateurs per group
- Two (2) professionals per group (9 holes with each)
- Premium Tee Gift
- Two (2) meals

OFFICIAL PRO-AM – LUNCH & DINNER SPONSOR \$10,000.00

- Recognition as the Pro – Am Lunch & Dinner Partner
- Two (2) Champions Patio passes per day (Thursday through Sunday), with access to the clubhouse.
- Priority Branding – Tee 1, Bag Drop Area, Dining Room and branding included on Premium Dining Menu
- Two (2) Amateur Spots in the Official Pro-Am

OFFICIAL PRO-AM – CART SPONSOR \$5000

- Recognition as the Pro-Am Cart Sponsor
- Priority branding on external and internal locations of each Cart used during the Official Pro-Am
- Twenty (20) General Admission Tickets per day (Thursday through Sunday)

— Hospitality Packages

Entertain corporate clients or staff with complimentary food and drink.
A key opportunity to close important deals and reward staff for their everyday contributions to your success.

Bronze \$800

Two (2) Champions Patio Passes per day (Thursday through Sunday)

Silver \$1600

Five (5) Champions Patio Passes per day (Thursday through Sunday)

Gold \$2400

Ten (10) Champions Patio Passes per day (Thursday through Sunday)

Platinum \$5000 – (Private Roped Area)

Twenty-Five (25) Champions Patio Passes per day (Thursday through Sunday)





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THANK YOU



PGA TOUR
AMERICAS