

MANITOBA Open



2026 Manitoba Open

Elmhurst Golf & Country Club | August 17-23



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
 - **2025 Order of Merit winner Michael Brennan** went on to win his first PGA TOUR event last fall
 - To date, **over 100 players** have graduated to the PGA TOUR, combined for over **40 wins**



MANITOBA OPEN IMPACT

- Over **\$950,000** 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
- **Community-centric event that goes beyond golf**, including Junior Golf Support
- **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
- **Building a legacy within the community and driving partner value**



MANITOBA
Open



GOLF COURSE ROTATION

- Starting in 2025 the Manitoba Open has been scheduled to be played at five championship golf courses in the greater Winnipeg area.
- **Elmhurst Golf & Country Club is host of the 2026 Manitoba Open.** Elmhurst has been regarded as the best test of golf in Manitoba with a championship pedigree that is second-to-none.



GETTING INVOLVED



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

2026 SCHEDULE OF EVENTS

MANITOBA
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MONDAY

- PGA of Manitoba Pro-Am
- Pro-Junior Experience
- Open Qualifier (@ Glendale)
- 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

SUNDAY

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

DAILY (THURSDAY THROUGH SUNDAY)

- Champions Patio
- Crossroads Concession



Corey Connors
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

PROUD PARTNER

The Manitoba Open, for over 100 years has been a celebration of golf in our province. As a proud partner you will be at the forefront of this year's event which brings the business community together with grass roots in a week-long event. Included with being a Proud Partner:

- Naming rights as Proud Partner of the Manitoba Open
- 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
- Priority Tournament branding as Proud Partner
- Branding of Tee #1 & Tee #18 for the week
- Inclusion in Proud Partner on Website, Credentials, Tickets
- Fifteen (15) Champions Patio passes per day Thursday through Sunday, with access to the clubhouse.
- Two (2) VIP Parking Passes
- General Admission (Ground Access) tickets each day.
- Brand inclusion in all Manitoba Open Marketing Campaign & Elmhurst Host Organization and Volunteer weekly

Investment: \$50,000

CHAMPIONS PATIO PARTNERSHIP

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

- Naming rights as Champions Patio VIP Partner
- One (1) team in the official Pro-Am
- Ten (10) VIP passes per day, Thursday through Sunday, with access to the clubhouse.
- Two (2) VIP Parking Passes
- General Admission (Ground Access) tickets daily
- Brand inclusion in all Manitoba Open Marketing Campaign & Elmhurst Host Organization and Volunteer weekly newsletters
- Corporate Logo in the Manitoba Open Spectator guide
- Corporate Logo on Sponsor Board
- Corporate Logo on Manitoba Open Website
- Dedicated Branding on all shirts and badges
- Opportunity for a brand activation

Investment: \$20,000

VOLUNTEER PARTNER

Being the **Volunteer Partner** opens an opportunity to engage at the event throughout the week.

- Naming rights as Volunteer Partner
- One (1) team in the official Pro-Am
- Ten (10) VIP passes per day Thursday through Sunday, with access to the clubhouse.
- Two (2) VIP Parking Passes
- General Admission (Ground Access) tickets daily
- Brand inclusion in all Manitoba Open Marketing Campaign & Elmhurst 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

OFFICIAL PRO-AM PARTNER

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
- Opportunity to include corporate marketing/promotional material in Pro-Am gifting
- Ten (10) VIP passes per day Thursday through Sunday, with access to the clubhouse.
- Two (2) VIP Parking Passes
- General Admission (Ground Access) tickets each day.
- Brand inclusion in all Manitoba Open Marketing Campaign & Elmhurst Host Organization and Volunteer weekly

Investment: \$20,000

OFFICIAL PRO-AM OPPORTUNITIES

Official Pro-Am Team Entry — \$4,000

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

Pro-Am Lunch & Dinner Sponsor — \$10,000

- Recognition as the Pro-Am Lunch & Dinner Partner
- Two (2) VIP passes (Thursday through Sunday)
- Priority branding for Official Pro-Am
- Includes one (1) team entry into the Official Pro-Am
- General admission tickets daily (Thursday through Sunday)

OFFICIAL PRO-AM OPPORTUNITIES

Pro-Am Tee Gift Sponsor — \$10,000

- Spread brand awareness to all players participating in the Official Pro Am
- Priority branding for Official Pro-Am
- Includes one (1) team entry into the Official Pro-Am
- Two (2) VIP passes (Thursday through Sunday)
- General admission tickets daily (Thursday through Sunday)

Pro-Am Cart Sponsor — \$7,500

- Recognition as the Pro-Am Cart Sponsor
- Priority branding on strategic locations of each cart used during the Official Pro-Am
- Includes one (1) team entry into the Official Pro-Am
- Two (2) VIP passes (Thursday through Sunday)
- General admission tickets daily (Thursday through Sunday)

ADDITIONAL PARTNERSHIP OPPORTUNITIES

Caddy Sponsor — \$7,500

- Logo on all tournament caddy bibs & caddy staging area
- General Admission tickets (Thursday through Sunday)

Parking & Vehicle Sponsor — \$10,000

- Naming rights & branding on the parking & admissions area
- Four (4) VIP passes (Thursday through Sunday)
- General Admission tickets (Thursday through Sunday)

Putting Green Sponsor — \$5,000

- Naming rights & branding on putting green
- Two (2) VIP passes
- General Admission tickets (Thursday through Sunday)

— ADDITIONAL PARTNERSHIP OPPORTUNITIES

Driving Range Sponsor — \$5,000

- Naming rights & branding on driving range
- Two (2) VIP passes (Thursday through Sunday)
- General Admission tickets (Thursday through Sunday)

PLEASE INQUIRE ABOUT OTHER SPONSOR
OPPORTUNITIES & HOSPITALITY PACKAGES



MANITOBA *Open*

THANK YOU



**PGA TOUR
AMERICAS**