



## PARTNER WITH THE MICHIGAN PGA WOMEN'S OPEN

Crystal Mountain is excited to invite you to partner with the **2026 Michigan PGA Women's Open, presented by Coca-Cola**. This year marks a significant double celebration. This will be the 24th Year that Crystal Mountain will host the event on our signature Mountain Ridge course, the official **"2025 Course of the Year,"** as recognized by the Michigan Golf Course Association. Also, we are proud to announce that the Michigan Women's Open will officially be a part of the prestigious **ANNIKA Women's All Pro Tour (WAPT)**.

The WAPT partnership immediately elevates the Michigan Women's Open to a premier developmental event, serving as a **direct feeder tour to the LPGA's Epson Tour**. This guarantees a field of outstanding, internationally competitive female golfers actively pursuing their professional dreams, drawing competitors from all over the world to Northern Michigan. Sponsorship dollars directly fund the **\$55,000 championship purse** (including a \$10,000 first-place prize).

Sponsoring this event provides a powerful platform for unique exposure, connecting your brand with a broad audience that cares deeply about supporting women in sports and recognizing the high quality of golf in Michigan. Your brand will benefit from the combined promotional power of the Michigan PGA, ANNIKA WAPT, and Crystal Mountain through social media, websites, press opportunities, and player communications both before and during the event.

The event kicks off with the entertaining **Pro-Am on Monday, June 29th**—a premier relationship-building opportunity designed exclusively for our partners. Invite your chosen guests (employees, clients, family, or friends) to play 18 holes of scramble golf alongside an incredible professional player from the ANNIKA WAPT. The day wraps up with a superb dinner reception and awards ceremony.

For those considering our **top-tier sponsorship levels**, we are pleased to offer an opportunity for year-round fun for you and your preferred guests by including both rounds of golf for the summer and lift tickets for the winter.

We sincerely invite you to join us in elevating this already prestigious event and supporting the future of women's professional golf. Please review the attached sponsorship packet for full details on exposure opportunities.

### **Sponsorship contact:**

Brittney Primeau  
Director of Communications  
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### **Event contact:**

Mark Fenech  
Director of Golf  
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MICHIGAN PGA  
**WOMEN'S OPEN**



**2026 MWO SPONSORSHIP LEVELS**

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**CRYSTAL LEVEL | \$30,000**  
*Presenting Sponsor*



- Recognition as the Presenting Sponsor in promotional materials before, during, and after the event. Digital recognition includes press releases, events pages for MI PGA, Crystal Mountain, and the ANNIKA WAPT, e-news to Crystal Mountain's email subscribers, press interview mentions, social media, and golf cart signage.
- (4) foursome entries in Michigan PGA Women's Open Pro-Am with accommodations for up to 16 people, June 28-30.
- (16) invitations to the Pro-Am reception with food and open bar.
- Verbal recognition and opportunity to speak at the Pro-Am reception and Championship Awards Ceremony.
- Option to provide swag or product for the Pro-Am Tee Gift.
- (3+) on-site banners or creative displays set up on resort property during the event.
- (24) rounds of golf at Crystal Mountain, valid for the 2026 golf season.
- (30) open-to-close lift tickets, valid for the 2026-27 season.

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**PLATINUM LEVEL | \$10,000**  
*Pro-Am Sponsor*

- Recognition as the Michigan Women's Open Pro-Am Sponsor in partnership with the ANNIKA Women's All Pro Tour promotional materials before, during, and after the event. Digital recognition includes press releases, a clickable logo on the Crystal Mountain event page, mention on the MI PGA and ANNIKA websites, mention in e-news to Crystal Mountain's email subscribers, press interview (TV, radio, podcasts, and print) mentions, social media, and digital golf cart signage.
- (2+) on-site banners or creative displays set up on resort property during the event.
- (2) foursome entries in Michigan PGA Women's Open Pro-Am.
- (8) invitations to the Pro-Am reception with dinner and four drink tickets each.
- (8) rounds of golf - expires Oct. 31, 2026
- (10) lift tickets for winter 2026-27
- Verbal recognition and opportunity to speak at the Pro-Am reception and Championship Awards Ceremony.
- Option to provide swag or product for the Pro-Am Tee Gift.



## 2026 MWO SPONSORSHIP LEVELS

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### **GOLD LEVEL | \$5,000**

#### *Transportation Sponsor*

- Recognition as the Official Transportation Sponsor for the Michigan Women's Open in partnership with the ANNIKA Women's All Pro Tour. Your transportation will be recommended to 80+ players traveling to and from Crystal Mountain. Digital recognition before, during, and after the event includes press releases, a clickable logo on the Crystal Mountain event page, mention on the MI PGA and ANNIKA websites, mention in e-news to Crystal Mountain's email subscribers, press interviews (TV, radio, podcasts, and print), social media posts, and digital golf cart signage.
- Verbal recognition and opportunity to speak at the Pro-Am reception.
- (1) Foursome entry in Michigan PGA Women's Open Pro-Am.
- (4) invitations to the Pro-Am reception with dinner and two drink tickets each.
- (4) rounds of golf – expires Oct. 31, 2026
- (5) lift tickets for winter 2026-27
- (1+) on-site banner or creative display setup on resort property during the event.
- Option to provide swag or product for the Pro-Am Tee Gift.

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### **GOLD LEVEL | \$5,000**

#### *Players' Welcome Party Sponsor*

- Recognition as the Players' Party Sponsor, which is held at Crystal Mountain after round one of the tournament. Players, their guests, host housing families, and fellow sponsors will be in attendance. Additional recognition before, during, and after the event includes press releases, a clickable logo on the Crystal Mountain event page, mention on the MI PGA and ANNIKA websites, mention in e-news to Crystal Mountain's email subscribers, press interviews (TV, radio, podcasts, and print), social media posts, and digital golf cart signage.
- Verbal recognition and opportunity to speak at the Players' Party.
- (1) Foursome entry in Michigan PGA Women's Open Pro-Am.
- (4) invitations to the Pro-Am reception with dinner and two drink tickets each.
- (4) rounds of golf – expires Oct. 31, 2026
- (5) lift tickets for winter 2026-27
- (1+) on-site banner or creative display setup on resort property during the event.
- Option to provide swag or product for the Pro-Am Tee Gift.



## 2026 MWO SPONSORSHIP LEVELS

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### SILVER LEVEL | \$3,000

#### *Players' Lunch Sponsor*

- Recognition as a sponsor in marketing materials during the event, including exclusive signage during lunch each day for 130+ players, plus your logo on the MI PGA and Crystal Mountain event pages.
- (1) Foursome entry in Michigan PGA Women's Open Pro-Am.
- (4) invitations to the Pro-Am reception with dinner and two drink tickets each.
- Signage on the driving range during the event.
- (1) Fore Pak (total of 4 rounds of golf with cart) valid for the 2026 golf season.

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### BRONZE LEVEL | \$1,000

#### *Driving Range Sponsor*

- Recognition as a sponsor in marketing materials during the event, including signage on the driving range, which will be utilized daily by tournament players, plus your logo on the MI PGA and Crystal Mountain event pages.
- (1) Fore Pak (total of 4 rounds of golf with cart) valid for the 2026 golf season.

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**Thank you for your consideration in supporting aspiring female golf professionals.**