

PGA Tour Image

Spectator Research

(% Favorable Responses)

Provides Good Role Models	94.5%
Promotes Honesty and Integrity	95.6%
Enhances Local Community	93.3%
Encourages Volunteerism	93.0%
Positive Overall Image	94.2%



Since the first donation from a PGA TOUR event to charity in 1938, the three TOUR's combined have surpassed the \$1 billion mark.

What is the PGA Tour?

- Great competition featuring new stars
- Fun and exciting fan experience
- Community involvement
- Charitable contributions
- Strong corporate sponsorship/ support
- PGA TOUR expansion
- Regional economic impact



Tournament Benefits

- New & Exciting KC Event
- World Class Golf Tournament
- Play with the Pros
- Participate with the Tour Pros
- Year Round Event Exposure
- Civic Satisfaction
- VIP Hospitality
- Special Functions



- Average 3.5 million unique visitors per month
- Total page views of over 2 billion in 2006
- Real time scoring for all three TOURS
- Up-to-the-minute TOUR news, features, and information
- PGATOUR.COM was designed for tournaments
- Highest traffic for golf on the internet

