

Tournament Overview

Golf in the surrounding areas of Kansas and Missouri has proved successful for cities that are less populated. Recorded crowds: Wichita, Kansas - 22,000, Springfield, Missouri - 35,000 and Omaha, Nebraska - 28,000! In Kansas City we expect to draw crowds of over 40,000 for the week. The regional tournaments have a history of success and this is evidenced in their tenures. The Wichita tournament has been produced consecutively for the past 18 years donating over \$200,000 annually to local charities, Springfield for 18 years donating \$650,000 annually and Omaha for 11 years donating over \$75,000 annually.

Based on information from the PGA Tour the spectators that are drawn to this event have the following characteristics. They are well educated, with 42.44 percent having obtained a four-year degree and 27.7 percent have at least a masters degree. The majority of attendees (58.1 percent) indicated that they work full time, and 15.9 percent indicated that they are self-employed. About 4.0 percent of respondents were retirees and 7.8 percent indicated that they are employed part time

In 2007, nearly 15 percent of respondents were seventeen years or younger in age, 37.9 percent of respondents were between the ages of 18 and 34 and 27.4 percent, were between the ages of 35 and 49 while 16.5 percent of respondents were between the ages of 50 and 64.

The tournaments are an attractive event for younger people and families with young children. The average party size is 3.4 persons, ranging from one attendee to a group of 40. The most frequently encountered party size is 2 persons, accounting for 32.2 percent of total respondents, followed by parties of 4 at 20.2 percent. Many respondents attended the tournaments with a group of friends and/or relatives (54.0 percent) and 22.3 percent attended with their spouse or partner. About 19.0 percent of surveyed attendees brought their children. Most of the respondents were married (57.7 percent) and a number of attendees were single (31.5 percent). About half (49.2 percent) of attendees had children under the age of 18. Most respondents were males (61.3 percent). In terms of ethnic breakdown, 82.6 percent of respondents classified themselves as Caucasian, 6.1 percent as Hispanic, 2.1 percent Native American, and 2.4 percent African American.

Most household incomes (21.7 percent) were in the \$120,000 plus range, followed by incomes between \$80,000 and \$100,000 (20.1 percent). However, many attendees earn incomes of between \$60,000 and \$80,000 (18.9 percent). The implication then is that the Nationwide tournaments attract relatively high income families.

How will sponsors be rewarded for their participation? The survey results indicate the following:

- Ninety-two percent of respondents indicate that they were either satisfied or very satisfied with the tournaments and its various venues in 2007.

- There was nearly universal agreement that corporate sponsorship makes the tournament possible as indicated by the fact that 96.4 percent of respondents indicate agreement or strong agreement with this proposition.
- About 94 percent of respondents indicated they have a positive attitude toward the event sponsors because of their association with the PGA Nationwide Tour.
- Over 81 percent of respondents indicated that they are more likely to purchase brands from tournament sponsors because of their association with it.

Kansas City is the 39th most populous city in the United States and will be one of the more recognized and appreciated stops for the players. The Kansas City Golf Classic will be a high profile event for the PGA Tour, the players, our Host Organization, tournament sponsors, spectators and the Kansas City Metropolitan area.