



## **P&G NW Arkansas Championship Story/Promotion Ideas**

### **Volunteers**

- Special Feature on Expert Volunteers/Chairman (Ex. Walking Scorers)
  - Favorite Players
  - Best Part of Volunteering
  - Funny Interactions with Players
  - Benefits of Volunteering
  - Duties/Responsibilities of Volunteers
  - State of Golf Game
- Feature on Volunteers that are influential in the community
- Tournament Appreciation Party

### **Entertainment**

- Concert Special
- Economic Impact
- Community Support

### **Charity**

- Mar's First Tee Challenge (Youth team up with LPGA Pros)
- Tournament's focus on women & children's health
- Local charities selling tickets and keeping 100% of proceeds

### **Players**

- Stacy Lewis' Return to Area
- Cristie Kerr's Battle for World #1 Ranking
- Defending Champion Jiyai Shin's 2009 Honors (Rookie of Year, Female Player of the Year by the Golf Writers Association of America at 2010 Master's, etc.)
- Winners of 2010 Majors Playing In Arkansas
  - Kraft Nabisco Championship: Yani Tseng
  - LPGA Championship presented by Wegmans: Cristie Kerr
  - US Women's Open: TBD
  - British Open: TBD
- Player of the Week Interviews
  - Questions & Answers
  - Fun Facts
- Rolex Rookie of the Year Race
  - Azahara Munoz, Amanda Blumenherst, Gwlayds Nocera, Beatriz Recari
- Charity Supporters:
  - Cristie Kerr: Opening of the Cristie Kerr Women's Health Center (Jersey City Medical Center) & Birdies for Breast Cancer



- Katherine Hull & Meg Mallon: Golf Fore Africa
- Interesting Stories
  - Veterans vs. Rookies
  - International Players vs. Domestic
  - Tour Moms
  - Player Fitness

### **Caddies**

- Special Player/Caddie Relationships
  - Mothers/Fathers, Sisters/Brothers, Husbands, etc.

### **Pinnacle Country Club**

- Course Transformation for Tournament
  - Before/After Daily Pictures

### **Promotions**

- Going Green Initiatives
- Autograph Ally – Player Friendliness
- Exhibition Area Representatives

### **Schedule of Events**

- Qualifying Event
  - Top University of Arkansas Women Golfers Invited to Participate
- Pairings Party
  - Attendees
- Pro-Am
  - Important Participants
  - Interaction with Pros
- Junior Clinic
  - Player Participation & Interaction with Youth
- Pantene Beautiful Lengths Event
- Mar's First Tee Challenge
- Concert

### **Website Ideas:**

- What the Papers Are Saying (Links to Articles)
- Family Activities Link (Family Events)