

Professional Golf: Traditional and Emerging Sponsorship Opportunities

August 2020

Table of Contents

INTRODUCTION

Scope

Key findings

PANDEMIC IMPACT AND COMMERCIAL PERFORMANCE

The commercial evolution of golf, in a nutshell

The future of fans at events remains uncertain

Without live attendances, golfers are key to engagement

Social media usage

Can professional golf keep pace with competitors on social media?

Player snapshot: Brooks Koepka

In the women's game, the same challenges persist

Will podcasting play a role in increasing golf's popularity?

Can golf benefit from live-streaming?

How is digital generating value for commercial partners?

Golf exposure outlook

KEY AND EMERGING SPONSORSHIP AREAS

The evolving partnership profile of golf

Golf will continue to rely on luxury and premium partners

Golf over-indexes for private airlines partnerships

Luxury car deals common with golfers, tournaments and tours

Banking and finance partnerships play a crucial role

Hotel/resort partnerships see golfers as cultural ambassadors

Luxury timepieces and activity wearables

New category opportunity: CBD products for athletes

New category opportunity: Consumer electronics

New category opportunity: Energy drinks

Is it time to usher in the new era of golf?

GROWTH OUTLOOK AND TAKEAWAYS

Growing the game: Three key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/professional-golf-traditional-and-emerging-sponsorship-opportunities/report.