





**Mexico's pioneering
PGA TOUR event**



Oct. 30 – Nov. 5, 2023



**Invitation to the
Masters**



**500 FedExCup points and
a total purse of US\$8.2 MM**



**Live Broadcast in the
United States, Mexico and
more than 200 other
countries and territories**



132 PGA TOUR Professionals
**72 holes of stroke play
with a 36-hole cut**

16

Years and counting

91

Millions of USD
in total prize money
distributed since 2007—
the most of any golf event
in history in Latin America

24.9

Millions of USD in
direct annual
economic impact

27

Mexicans have
participated in the
tournament

3.2

Millions of USD
donated to charity
in the event's
history

 **World Wide
Technology**
CHAMPIONSHIP



PGA TOUR

The world's premier membership organization for touring professional golfers, co-sanctioning tournaments on the PGA TOUR, PGA TOUR Champions, Korn Ferry Tour, PGA TOUR Latinoamérica and PGA TOUR Canada.

PGA TOUR members hail from around the globe. In 2022-23, there are 82 active international members from 25 countries and territories outside the United States.

Through the world of golf, the PGA TOUR, backed by its network of volunteers, drives positive impact at unprecedented levels to support and improve local communities. The PGA TOUR and its tournaments have donated more than \$3.64 billion to date to support local organizations.

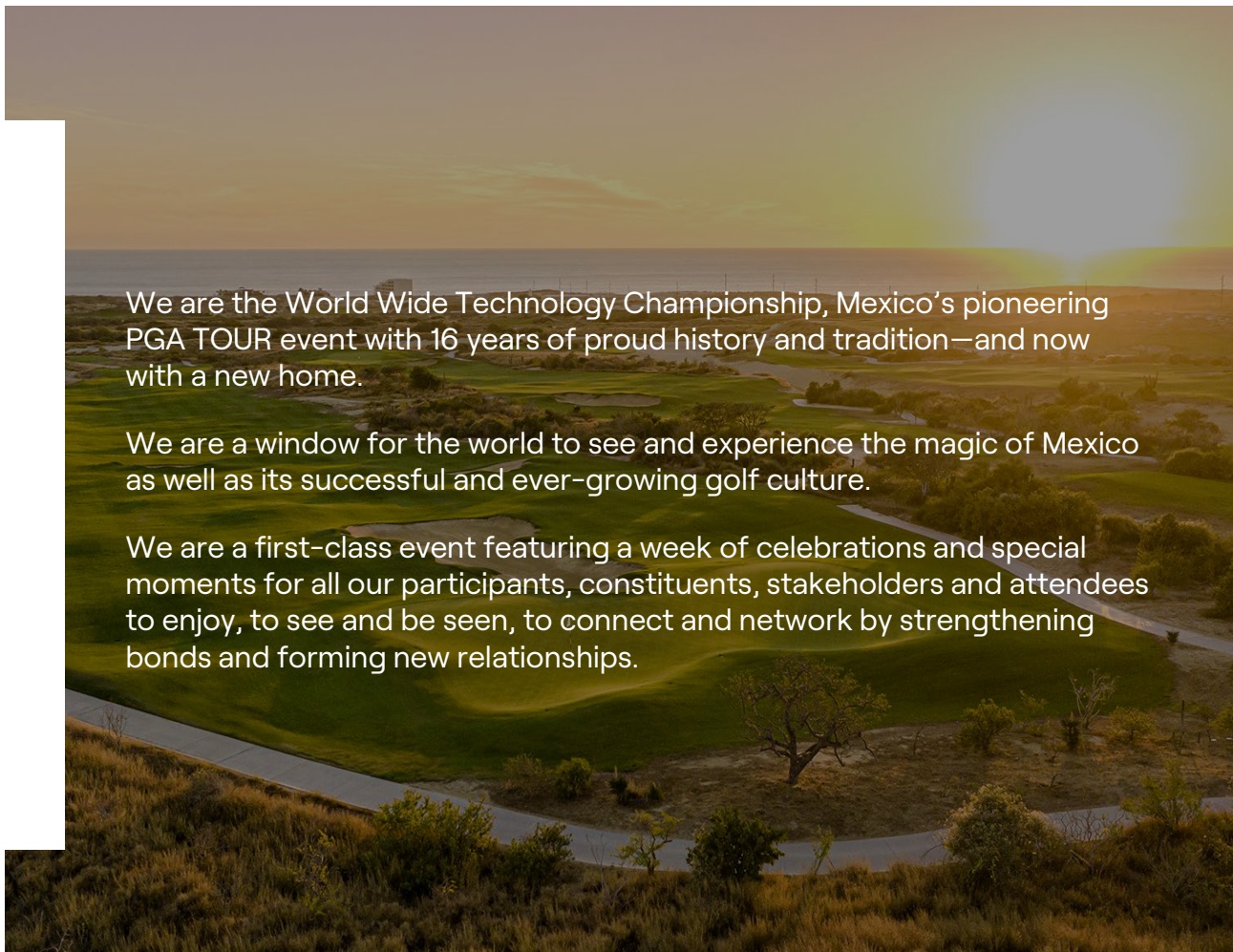


Who We Are

We are the World Wide Technology Championship, Mexico's pioneering PGA TOUR event with 16 years of proud history and tradition—and now with a new home.

We are a window for the world to see and experience the magic of Mexico as well as its successful and ever-growing golf culture.

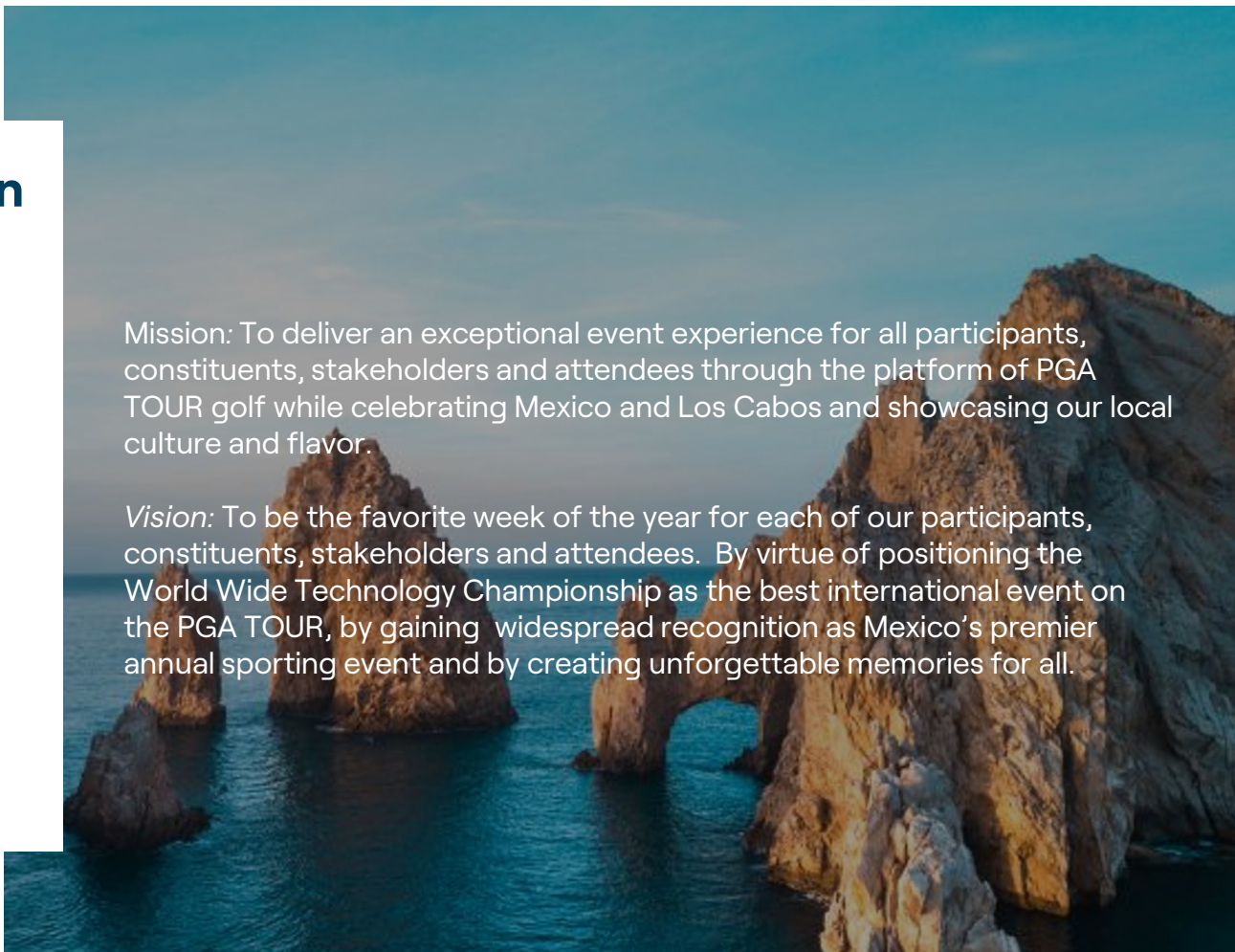
We are a first-class event featuring a week of celebrations and special moments for all our participants, constituents, stakeholders and attendees to enjoy, to see and be seen, to connect and network by strengthening bonds and forming new relationships.



Our Mission & Vision

Mission: To deliver an exceptional event experience for all participants, constituents, stakeholders and attendees through the platform of PGA TOUR golf while celebrating Mexico and Los Cabos and showcasing our local culture and flavor.

Vision: To be the favorite week of the year for each of our participants, constituents, stakeholders and attendees. By virtue of positioning the World Wide Technology Championship as the best international event on the PGA TOUR, by gaining widespread recognition as Mexico's premier annual sporting event and by creating unforgettable memories for all.



Our Core Values

Excellence

Hospitality

Passion

Fun &
Camaraderie

Intimacy &
Exclusivity

Organization &
Efficiency

Golf

Mexico





World Wide Technology, a global technology solutions provider with \$17 billion in annual revenue, combines the power of strategy, execution and partnership to accelerate transformational outcomes for large public and private organizations around the world.

As Title Sponsor, World Wide Technology is the critical driving force behind our event's continued success.





LOS CABOS



Widely heralded as Mexico's #1 golf destination, Los Cabos is also a leader in the premium and ultra-luxury segment of the country's powerful tourism sector.

As the Host Destination for the World Wide Technology Championship, Los Cabos will shine as it welcomes the world and offers an unrivaled array of luxury hotels, breathtaking scenery, top culinary experiences, excursions, activities and of course access to some of the world's most spectacular golf courses.

Diamante is a private resort oasis nestled along the stunning coastline of Cabo San Lucas. Escape to Diamante and treat yourself to world-class service, golf, food and amenities. At Diamante, pride is taken in creating an experience that is both elevated and relaxing.



DIAMANTE
CABO SAN LUCAS






El Cardonal


TGR DESIGN
BY TIGER WOODS

With dramatic long-range views of the Pacific Ocean, natural arroyos, mature vegetation, native dunes and Diamante's signature service, the Tiger Woods-designed El Cardonal course at Diamante is a challenging and rewarding golf experience that you'll want to play again and again.

A Proud Tradition

History was made when the event debuted in 2007 as the first ever official PGA TOUR event celebrated outside the United States and Canada—and today the event remains a pioneer for golf in Mexico and Latin America.

Since its inception in 2007, the field of participants at the World Wide Technology Championship has annually featured some of the biggest names from the world of professional golf.

On-course, the World Wide Technology Championship delivers the thrill and excitement of PGA TOUR competition with a memorable finish always awaiting every year on Sunday afternoon.



¡Viva México!

Beyond just golf, the event embraces its Mexican heritage and identity celebrating the rich culture of its home country. Through art, nature, culture, cuisine, history and more, the event is a true celebration and fiesta.

No golf tournament in the history of Latin America has distributed more prize money than the World Wide Technology Championship; and annually the field features a strong representation of Mexican players.

In 16 years, 27 different Mexican golfers have teed it up and combined to earn a total of US\$3.2 million in prize money. Each year, a series of qualifiers are staged exclusively for Mexican players to earn their opportunity to compete on the PGA TOUR. And with an eye always toward the next generation, the event supports Mexican junior and amateur golf in a variety of ways.



Community Support

Supporting and enriching the local community is a key objective for all PGA TOUR events and the World Wide Technology Championship is no exception.

Annually, an average of 600 community members participate in the event as volunteers. And the tournament is proud to give back to that very community.

With a total of more than US\$3 million generated for charity since 2007, a variety of organizations have been able to positively impact lives.

But beyond just donations, the event will produce a critical economic impact and worldwide promotional exposure for the Host Destination of Los Cabos.

We are proud to become part of the Cabo community.



Schedule of Events



- Monday, Oct. 30** Arrivals, PGA TOUR Player Registration, Practice Rounds
Kick-Off Pro-Am
- Tuesday, Oct. 31** Oasis Short-Am, Official Press Conference & Grand
Opening Ceremony
- Wednesday, Nov. 1** El Cardonal Pro-Am, Dunes Pro-Am & Pro-Am Awards
Party
- Thursday, Nov. 2** First Round of Professional Competition
Hospitality Venues and Fan Village open
A Taste of Cabo – culinary experience
Día de Muertos Celebrations
- Friday, Nov. 3** Second Round of Professional Competition
Hospitality Venues and Fan Village open
Live Music & A Taste of Cabo
Tournament VIP Party
- Saturday, Nov. 4** Third Round of Professional Competition
Hospitality Venues and Fan Village open
Live Music & A Taste of Cabo
- Sunday, Nov. 5** Final Round of Professional Competition
Hospitality Venues and Fan Village open
Trophy Presentation and Closing Ceremony

**Pro-Am
Experience**

**PARTNERSHIP
OPPORTUNITIES**

**Unique
Activations**

VIP Hospitality

**TV Broadcast
Exposure
& Media Coverage**

**Branding &
Advertising**



PRO-AM EXPERIENCES

Nothing brings you closer to PGA TOUR
action than playing in a Pro-Am.



- **Kick-Off Pro-Am:** Start off tournament week on Monday alongside a PGA TOUR pro and get the first look at the El Cardonal course in tournament conditions.
- **Oasis Course Short-Am:** Enjoy the fun and relaxed challenge of Diamante's world-renowned 12-hole, par-3 course together with celebrities and pros.



- **El Cardonal Pro-Am:** On Wednesday of Tournament week, the unique 9-and-9 format affords sponsors the opportunity to play El Cardonal with two different professionals.
- **Dunes Pro-Am:** Enjoy one of the world's highest rated golf courses along with a top professional.

- **Private VIP Suites:** Enjoy a private venue reserved exclusively for you and your guests, complete with premium food and beverage service and, of course, spectacular views of El Cardonal.
- **Shared Hospitality Venues:** See and Be Seen as you mix and mingle with other tournament sponsors and VIPs, all while enjoying unique culinary experiences and some of the most exciting spots on the golf course.



- **The Woods Restaurant:** *By Invitation Only.* Cabo's newest premium dining option will be available on a limited basis for VIPs to enjoy the tournament's most exclusive experience and spectacular vantage points of the 1st tee, the 18th green and the Pacific Ocean.

Enjoy premium hospitality experiences unlike anywhere else on the PGA TOUR; scenic views of the Pacific Ocean, award-winning Baja cuisine and limitless luxury.



VIP HOSPITALITY



14M+

GLOBAL SOCIAL
FOLLOWING



#1

ENGAGEMENT RATE AMONG ALL
U.S. MAJOR SPORTS LEAGUES



Media value of PGA TOUR's
global distribution network:
US\$10,350,000

Media value of broadcast
coverage in USA and MX:
US\$5,632,131

Available in more than **200**
countries and territories

Total household potential reach
of more than **1 billion**

12 hours of live coverage in HD,
plus various repetitions and
highlight programs

Mexico and Latin America
receive a parallel transmission
on Golf Channel Latin America
reaching nearly **30 million**
homes in the region

Special TV shows in Latin
America such as
**Golf Central &
LIVE FROM**



* Total Cross Platform Engagement represents the following: Domestic TV, GOLFTV, PGA TOUR Live, PGA TOUR Digital Visits, YouTube Video Engagements, Social Engagements (TOUR, Tournament, GOLFTV, Athlete, International: Twitter, FB, Instagram accounts)

Source: Nielsen Sports, 2020-2021, NBC Sports, 2020-2021, Adobe Analytics, 2020-2021, Meltwater, 2020-2021

The World Wide Technology Championship is set to embark on a new era and is poised to establish an even higher standard of excellence in its new home market of Los Cabos.

Thanks to its proud history and long-running tradition, the World Wide Technology Championship is recognized as a premier PGA TOUR event and one of Mexico's most well-regarded professional sporting events. As this new chapter is written, the tournament seeks to form strategic alliances and collaborative partnerships to fully embrace the power of PGA TOUR golf and the destination of Los Cabos as the event soars to new heights.

Through sponsorship or other avenues, the World Wide Technology Championship is proud to collaborate with its partners to achieve their marketing or hospitality goals and create unforgettable memories all while enhancing the event.

Please contact us to learn how you and your organization can become part of this special event.

www.WWTChampionship.com

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