

#WOMENSGOLFDAY



## WOMEN'S GOLF DAY UNITES

#WGDunites @womensgolfday #womensgolfday

### Virtual **Women's Golf Day** – A Digital Celebration

**JUNE 2, 2020**

Three focus points for June 2, 2020.

Activation around them for consumers and the industry

1 - SOCIAL MEDIA ENGAGEMENT – ACTIVATION

2 - VIDEO – ONLINE CONTENT – ENTERTAINMENT – EDUCATION – EMPOWERMENT

3 - CHARITY AUCTION – SUPPORT - **Doctors Without Borders/Médecins Sans Frontières (MSF)**

**We are united, resolute and want to look back and take pride in how we responded to this challenge.**

**LOCATION ENGAGEMENT / CONSUMER ENGAGEMENT / CHARITY COMPONENT**

#### **ENGAGE** - SOCIAL MEDIA ENGAGEMENT & ACTIVATION

**Consumer** – Encourage consumers to go online June 2 and actively engage with WGD, the WGD content and WGD community around the world. Wear Red & White and send us your photos or videos of you at home celebrating Women's Golf Day. Spread the word and bring a friend.

Leading up to and on June 2, encourage consumers to do one or both videos and post them:

**#WGDunites** Challenge – WGD driven. Make a video of you catching a golf ball, say your name and where you are from and something positive about staying home, toss the ball off screen (to the next person) TAG @womensgolfday, #WGDunites #womensgolfday and some friends.

**#GolfAtHome** – R&A driven. Make a video of you or people in your home practicing or golfing in or around your home. TAG #GolfAtHome #wgdunites @womensgolfday #womensgolfday

**Industry**- Locations should be registered and update their WGD location page with videos and photos relevant to Virtual Women's Golf Day.

Social media will also drive the focus hourly of the content on the WGD YouTube page. Please contact Elisa Gaudet if you have a video content you want to share that WGD can host on our website. Elisa Mobile +1 305 610 9558 / [elisa@execgolfintl.com](mailto:elisa@execgolfintl.com)

(Example: 1:00pm R&A *History of Women and Golf* / 1:30 Niall Horan video)

**EMPOWER** - VIDEO – ONLINE CONTENT: 12-24 videos

**Consumer** – Will be directed to video content every hour for 24 hours. 1 supporter / 1 editorial. Educational, fun feel good celebratory content.

**Industry** – 12-24 videos (VIDEOS ARE NEEDED BY MAY 12- See Video sheet for details) the earlier the better for placement.

Supporter video content ideally evergreen advertorial or editorial in nature geared towards new and existing golfers (Example: PGA Tour Superstore – What clubs are best for women? What are the first few things you need to buy in golf when you start.)

**Editorial** – Editorial videos from celebrities in and out of the golf world. Looking for items from them for the charity auction. If you have any auction items you can offer, especially experiences and/or virtual please let us know

**SUPPORT** – Online CHARITY AUCTION – Request for charity auction items

- **To benefit Doctors Without Borders/Médecins Sans Frontières**

**Consumer** – Online auction – engage and support the cause also highlight various locations around the world and golf properties. Do good – Feel Good.

**Industry** – ITEMS NEEDED BY MAY 12 – Please email the auction item, photo, value, description and starting bid / bid requirements- See Charity sheet with details

Opportunity to donate, come together and showcase your locations, resort, events, organizations etc. If you have any auction items you can offer, especially experiences, trips, stay and play, event tickets, event experiences packages and/ or virtual items. (Example: Ultimate Troon Experience- stay and play or Open tickets and experience for 2-4 people). For events with date changes this may help to remind people in a positive way about the changes.

Please contact Elisa Gaudet Mobile +1 305 610 9558 / [elisa@execgolfintl.com](mailto:elisa@execgolfintl.com)

**WGD will be the heart for the community and philanthropy leading up to and on June 2 to unite the industry and give some happiness and celebration for all the good, health and positive things we do have...and give hope for the near future.**

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### #WGDunites- **Kindness is Contagious Auction**

We are united, resolute and want to look back and take pride in how we responded to this challenge.

**SUPPORT** – Online CHARITY AUCTION with 32Auctions – Request for charity auction items

\*To benefit **Doctors Without Borders / Médecins Sans Frontières**

**Consumer** – Online auction – engage and support the cause also highlight various locations around the world and golf properties. Do good – Feel Good.

**Industry** – **ITEMS NEEDED BY MAY 12** – Please email the auction item, photo, value, description and starting bid and any requirements- details below

Opportunity to donate, come together and showcase your locations, resort, events, organizations etc. If you have any auction items you can offer, especially experiences, trips, stay and play, event tickets, event experiences packages and/ or virtual items. (Example: Ultimate Troon Experience- stay and play or Open tickets and experience for 2-4 people). For events with date changes this may help to remind people in a positive way about the changes. Please contact Elisa Gaudet Mobile +1 305 610 9558 / [elisa@execgolfintl.com](mailto:elisa@execgolfintl.com)

**\*IF YOU PLAN TO SEND US AN AUCTION ITEM PLEASE EMAIL [elisa@execgolfintl.com](mailto:elisa@execgolfintl.com) TO LET US KNOW TO EXPECT ONE BY MAY 12.**

**Please send below auction item details to us by MAY 12 - via email to [elisa@execgolfintl.com](mailto:elisa@execgolfintl.com)**

Image 700 x 700 - send up to 3

Title -100 character item name

Subtitle - 100 character subtitle

Item description - 100 words include any restrictions, blackout periods, etc

Fair market value of item

Starting bid requirement

Donor name

Donor contact (email/phone)

Donor address

How can item be obtained by winning bidder? Pickup/Shipping Instructions

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#### **VIDEO – ONLINE CONTENT – ENTERTAINMENT – EDUCATION**

**VIDEO – ONLINE CONTENT:** We will highlight 12-24 videos on the 24 hour Virtual June 2 event.

**Consumer** – Will be directed to video content every hour for 24 hours. Educational, fun feel good celebratory content.

**Industry** – 12-24 videos (**VIDEOS ARE NEEDED BY MAY 12**) the earlier the better for placement.

Supporter / Partner video content ideally evergreen advertorial or editorial in nature geared towards new and existing golfers (Example: PGA Tour Superstore – What clubs are best for women? What are the first few things you need to buy in golf when you start or as you advance- club fitting.)

**Editorial** – Editorial videos from celebrities in and out of the golf world. Fun feel good geared towards women or golf and engaging.

**Discover** – Video highlighting golf locations / overview of golf courses from a country, tourism board, federation or MCO.

Reminder - Looking for items from for the charity auction. As there may be a tie in. If you have any auction items you can offer, especially experiences and/ or virtual items please let us know.

**\*IF YOU PLAN TO SEND US A VIDEO PLEASE EMAIL US ( [elisa@execgolfintl.com](mailto:elisa@execgolfintl.com) & [marketing@womensgolfday.com](mailto:marketing@womensgolfday.com)) TO LET US KNOW TO EXPECT ONE BY MAY 12.**

**\*Please send the video to us by MAY 12 - via Dropbox, Vimeo or Wetransfer to [marketing@womensgolfday.com](mailto:marketing@womensgolfday.com)**

**WGD will be the heart for the community and philanthropy leading up to and on June 2 to unite the industry and give some happiness and celebration for all the good, health and positive things we do have...and give hope for the near future.**