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Women's golf event signs up 4 sponsors

The inaugural Ladies First Celebrity Golf Classic has added four sponsors, bringing its total to 13. They are 24 Hour Fitness, Tiffany & Co. and Anheuser-Busch's Michelob Ultra and Bud Light brands.

The event this Friday-Sunday is being hosted by the U.S. Women's Soccer Team Players Association on behalf of GoGirl-Go, a charitable initiative of the Women's Sports Foundation. It is at the La Costa Resort and Spa in Carlsbad, Calif.

The 24 Hour Fitness deal is a supporting sponsor package in the low-five-figure range. It will sponsor the straightest-drive contest. The other three brands are gift bag sponsors, also at a low-five-figure level, according to Jennifer Rottenberg, senior vice president of business development for CC&C Management Group, which manages the event.

The Golf Channel and HDTV will be doing editorial coverage of the event. LPGA players Emilee Klein and Kelli Kuehne and RE/MAX World Long Drive champ Stacey Shinnick will be doing clinics and demonstrations. A large number of female celebrities and former sports stars are also participating.

— Noah Liberman