

sidlee
sport

YARDAGE BOOK

FOR MODERN
GOLF BRANDS



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WELCOME TO THE NEW COURSE

The golf landscape is rapidly shifting. A surge of new players, media, and technology; alongside evolving formats and fresh cultural expression; creates unprecedented opportunity. But in this volatile, expansive environment, it's never been more difficult to navigate, or easier to misread.

YOUR CADDIE FOR THE MODERN GAME

You wouldn't play a new or complex course without an expert on your bag. Sid Lee Sport brings vision, strategic rigor, operational excellence, and world class creativity to help you avoid hidden hazards, build a game plan and get the very best return from your potential.



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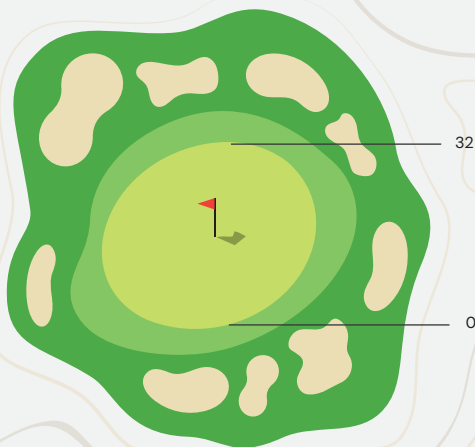
TOO MUCH CLUTTER

The PGA TOUR calendar alone spans 34 official FedExCup events in 2026; its partner roster now stretches across dozens of categories from cloud computing to decking. TGL's season-two ecosystem expanded to 33 licensees. Beyond the official designations, Masters week alone now fuels a parallel merch economy in which 'Augusta-inspired' drops from any and all brands chasing fan attention around an event whose official merchandise reportedly generates about \$70 million in a single week. Despite the huge expansion of golf, the truth is... it does not in fact 'really open up out there...'

01 PAR 4

It's tough to find space in this cluttered environment and you could end up lost in it. You are doing the standard creative expression of "golf" things, but your activations are blending in with the category wallpaper, you're failing to get noticed and aren't delivering true impact or memorability.

- 458 YARDS
- 425 YARDS
- 382 YARDS
- 330 YARDS




The Caddie's Play: Tumbleweed Detox.

We provide a creative rehab for your sponsorship strategy. We help you strip away industry clichés and unlock bold, distinctive campaigns and activations that find genuine standout positions that support your business needs.

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THE BLIND TEE SHOT



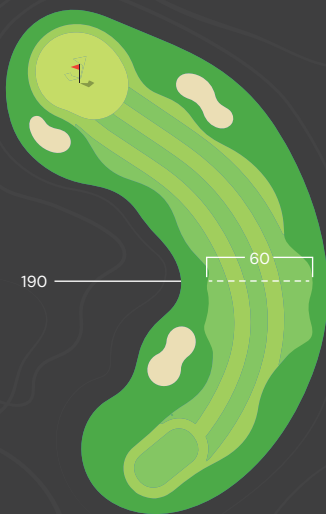
There are countless sponsorship studies that show that when fans perceive a strong fit or contribution between sponsor and sport, they are more likely to perceive the sponsor positively. And the warning sign is just as powerful: a Journal of Business Research study found that greater sponsorship exposure can actually negatively impact sponsor image when fans perceive low fit or excessive commercialization.

In a culture as literate and self-protective as golf, authenticity or just 'getting it' is crucial. Remember: you don't know what you don't know.

02

PAR 4

You're playing the course for the first time, shooting blind and not sure what line to take to land in the right spot. You're in danger of talking at fans, not with them and you risk putting yourself out-of-play. Your brand cannot afford to miss the cultural nuances, taboos, and humor of the contemporary golf community - you need to be confident you have the right approach.



- 352 YARDS
- 310 YARDS
- 278 YARDS
- 225 YARDS

The Caddie's Play: Culture Pulse Scan.

We deep dive fandom and unpack the unique behaviors, insights and identity of the golf community you're trying to engage. This helps you speak credibly, avoid missteps, and design activations that genuinely connect with the modern fan.



THE NIGHTMARE READ

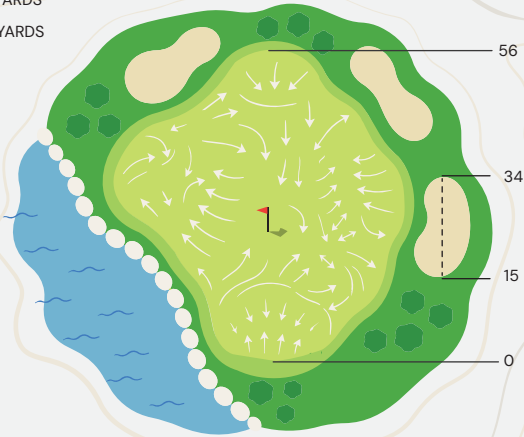
Golf's best players don't guess - before each shot they take in every relevant bit of data to make the right call. Afterwards they log, review, and pattern-match. One major champion records every competitive shot because small truths compound over time. Brand investment should work the same way. Nielsen research shows that nearly two-thirds of global marketers say full-funnel ROI measurement is very important, yet only 54% feel confident doing it well.

03

PAR 4

Getting on the dancefloor here is easy. But line and length are tough to figure out. You are spending heavily on sponsorship, but your tracking relies on legacy vanity metrics which miss the wider business impact and don't line you up in the right direction or help you improve for the next go around. If a partnership is measured too narrowly, its value cannot be properly attributed, defended, or more importantly, improved next time.

- 434 YARDS
- 405 YARDS
- 378 YARDS
- 303 YARDS



The Caddie's Play: Effectiveness Audit.

We review your measurement framework and identify KPI gaps. Using our AI-powered intelligence platform (KIP™), we can align your sponsorship spend directly with the right outcomes to give you a true, data-led investment roadmap.

UNLOCKING POTENTIAL

A report published by the World Federation of Advertisers (WFA), in partnership with Lumency, found that for every \$1 in rights fee spend, sponsors are, on average, investing \$0.81 in activation (though industry guidance has long recommended meaningfully higher leverage). The content picture is just as stark. CreativeX found that 52% of core assets created by brands were never activated across markets, and Campaign reported that 90% of global campaign toolkits were never used by local markets. What a waste.

04

PAR 3

There is so much to unlock on this hole that you might squander a great chance to score. It's all in front of you, and lots of help from the course – speed slot, funnel and backstop. You are sitting on a valuable suite of dormant and underleveraged rights, hospitality, IP, talent, content, data and more. They're secured and available, yet never even make it into activation plans. Make sure you unlock your full potential.



- 158 YARDS
- 137 YARDS
- 110 YARDS
- 103 YARDS

The Caddie's Play: Sponsorship Healthcheck.

A forensic, fast-turn diagnostic of your rights. We help you leverage hidden value, smartly integrate dormant assets, and deliver immediate commercial wins and improved ROI.

POT BUNKERS

System1 and Peter Field's analysis of IPA effectiveness data found that boring ads require 2x to 2.6x more media spend to achieve the same impact as interesting ones. System1 found that 21% of 2025 Super Bowl viewers could not even recall the advertiser after watching the ad. If you've read this far, you probably know all-too-well what golf advertising, sponsorship and activation looks like, and you know the price of being forgettable in a sea of sameness.

05

PAR 4

For serious challengers, getting stuck in a rut of convention and simply repeating what's been done by bigger, incumbent brands is a guaranteed way to get left behind. While in many cases consistency is good, it cannot be at the expense of distinction. If you and every other brand is repeating the same activation playbook over and over again, you'll see any advantage gained slip away. Arnold Palmer said it best: "Swing your swing."



- 458 YARDS
- 440 YARDS
- 420 YARDS
- 395 YARDS

The Caddie's Play: Innovation Sprint.

We look at your rights and the way they're activated with fresh eyes to break you out of the traditional sponsorship trap. We use lateral thinking to reinvent activation formats, and bring unconventional, yet effective, plays to your game.

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THE HARD DOGLEG

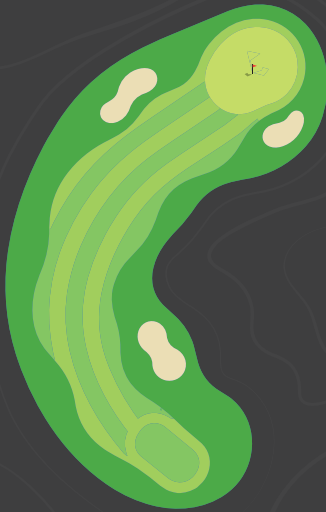
The National Golf Foundation reports that women make up 28% of on-course golfers, and Black, Asian, or Hispanic players account for 25% - these are both record highs. Golf is still anchored by its traditional white, male, middle-aged core, but growth is increasingly being driven by different players and the brands who engage them.

06

PAR 5

While some elements of golf remain traditional and foundational, other parts of the game are taking a hard turn. You may need to consider the needs of younger, more diverse fans, without alienating the traditional, loyal base. In short, you need to carefully position your business and brand in the best place for your next consumer play.

- 568 YARDS
- 548 YARDS
- 523 YARDS
- 497 YARDS



The Caddie's Play: Future Fan Scan

A cultural insight and strategy pack that blends youth trends with sports sentiment. We help you future-proof your fan strategy by identifying authentic, new entry points for tomorrow's audience to engage with your brand.

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THE LONG CARRY

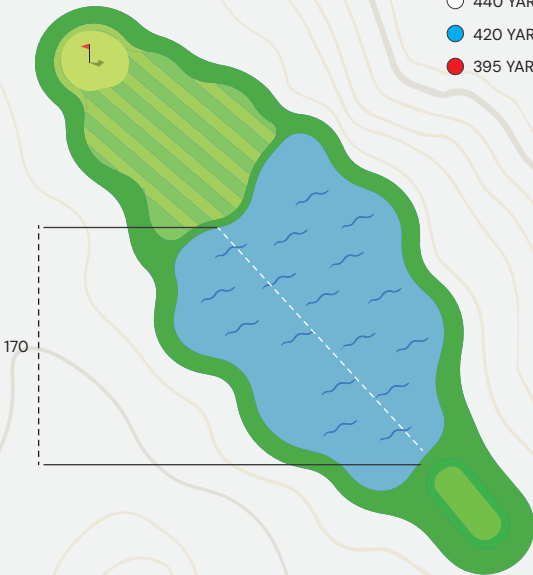
There are countless studies (Kantar, Deloitte, Kevin Lane Keller's Brand Report Card) that reinforce the, by now-common sense that consistency and alignment lead to growth. But all too often organizations (especially global ones) diminish the potential of what they have through rigidity, lack of ambition or misalignment. The power and potential is there but it all needs to work together to be unlocked.

07

PAR 4

Your budget and business means you cannot afford to thin this shot. You need to flush it. The danger here is that a central team secures an amazing global sponsorship, but local markets fail to activate it due to a lack of clear direction, application, capability, or localized excitement. Unless every part of your shot comes together perfectly, you'll be in trouble.

- 458 YARDS
- 440 YARDS
- 420 YARDS
- 395 YARDS

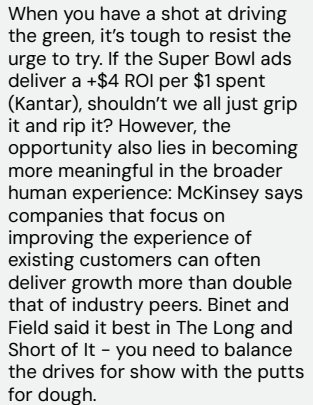






The Caddie's Play: Market Unlock Kit.

We build a scalable playbook featuring rights guidance, activation ideas, and brand guardrails. This empowers your local markets to execute consistently while staying culturally relevant on the ground.



DRIVE-ABLE GREEN?



When you have a shot at driving the green, it's tough to resist the urge to try. If the Super Bowl ads deliver a +\$4 ROI per \$1 spent (Kantar), shouldn't we all just grip it and rip it? However, the opportunity also lies in becoming more meaningful in the broader human experience: McKinsey says companies that focus on improving the experience of existing customers can often deliver growth more than double that of industry peers. Binet and Field said it best in *The Long and Short of It* - you need to balance the drives for show with the putts for dough.

08

PAR 4

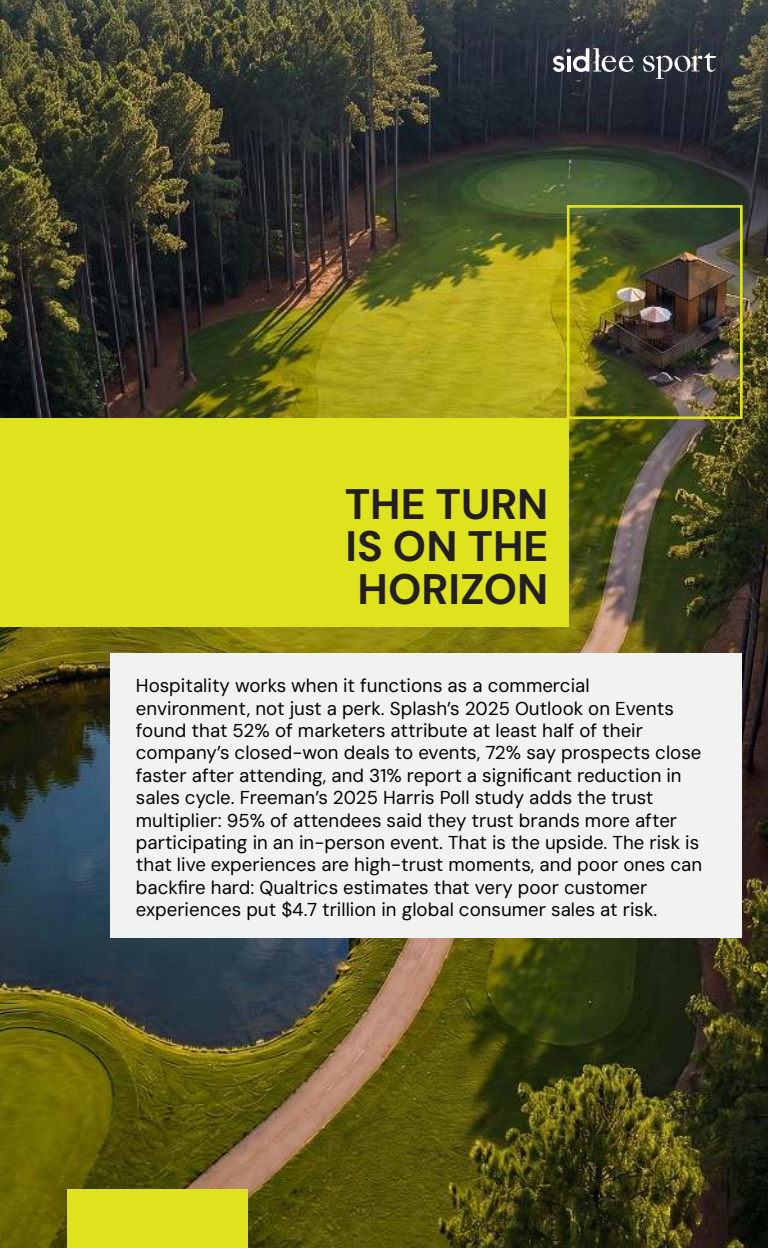
You think you can blow the doors off and invest heavily in the moment – one big swing. But in doing so, there's a good chance you'll miss the meaningful opportunities. Careful course management (read CX) will allow you to support your business, maximize the full opportunity within your sponsorship, and engage golfers beyond the tentpole moments and across their full lifestyle.

- 335 YARDS
- 305 YARDS
- 280 YARDS
- 255 YARDS



The Caddie's Play: Experience Mapping.

Using fast-turn video ethnography, we map the entire 24/7 fan journey. We identify creative, fame-building moments before, during, and after to plot the right approach.

An aerial photograph of a golf course. In the upper right, a circular green is visible. To its right, a yellow-bordered inset shows a clubhouse with a brown roof and two white umbrellas on a deck. The foreground shows a sand trap and a path. The background is a dense forest of tall pine trees. The text 'sidlee sport' is in the top right corner.

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THE TURN IS ON THE HORIZON

Hospitality works when it functions as a commercial environment, not just a perk. Splash's 2025 Outlook on Events found that 52% of marketers attribute at least half of their company's closed-won deals to events, 72% say prospects close faster after attending, and 31% report a significant reduction in sales cycle. Freeman's 2025 Harris Poll study adds the trust multiplier: 95% of attendees said they trust brands more after participating in an in-person event. That is the upside. The risk is that live experiences are high-trust moments, and poor ones can backfire hard: Qualtrics estimates that very poor customer experiences put \$4.7 trillion in global consumer sales at risk.

09

PAR 4

You have top-tier rights, but your hospitality program feels like a logistical cost center, causing you to miss the chance to sit down and build real relationships with your playing partners. If you treat hospitality as basic logistics, rather than an experience geared to a clear outcome, you're not stepping up to the tee-box with any real chance of making par. The best golf hospitality does not take people out of business; it creates the kind of setting where trust forms faster and decisions move sooner.

- 371 YARDS
- 357 YARDS
- 325 YARDS
- 286 YARDS



The Caddie's Play: Hospitality Audit.

We evaluate your hosting ecosystem across three interconnected pillars: brand alignment, guest experience, and commercial return. We shift your approach from a cost center to a powerful brand growth driver.

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GET IN TOUCH

To meet Sid Lee Sport,
please contact:

Tom in the US:
tramsden@sidleesport.com

Rodrigo in Canada:
rcoehlo@sidleesport.com

Gareth in the UK:
ghall@sidleesport.com

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