
From: [REDACTED]
Sent: Friday, February 14, 2025 1:00 PM
To: [REDACTED]
Subject: RE: PIF Introduced as Title Sponsor of the PIF Saudi Ladies International

Hi [REDACTED],
Kindly following up on my previous e-mail. This investment reflects PIF and Golf Saudi's commitment to driving inclusivity and opportunity within golf for all ages, genders, and demographics. PIF also sponsors other women's sports international. It is the only global partner of both the WTA and ATP tours, and the first-ever naming partner for both organizations' professional rankings. PIF has also established partnerships with the E1 Series (electric powerboat racing) and Extreme H (hydrogen-powered offroad racing) - two racing series where each team consists of one female and one male driver.

Let me know if you are interested in mentioning the news in any of your golf or women's sports coverage.

Best,

[REDACTED]

[REDACTED]

VP | Prosek Partners | [REDACTED]



From: [REDACTED]
Sent: Thursday, February 13, 2025 11:30 AM
To: [REDACTED]
Subject: PIF Introduced as Title Sponsor of the PIF Saudi Ladies International

Hello [REDACTED] -

The first round of the newly named **PIF Saudi Ladies International** on the Ladies European Tour is now complete from Riyadh Golf Club. In case you have not seen the news, I wanted to put PIF's new title partnership on your radar.

Some key takeaways from this announcement:

- Driven by PIF's partnership, the prize purse of \$5 million matches the purse for the men's equivalent tournament, the PIF Saudi International Powered by SoftBank
- This investment reflects PIF and Golf Saudi's commitment to driving inclusivity and opportunity within golf for all ages, genders, and demographics
- The PIF Saudi Ladies International now offers a new team format for female professional competitors

Copying the full press release, below with additional information. Let me know if you are interested in covering this story.

Best,

[REDACTED]

[REDACTED]
Vice President

[REDACTED]



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PIF NAMED TITLE PARTNER OF SAUDI LADIES INTERNATIONAL GOLF TOURNAMENT

- PIF Saudi Ladies International prize purse at \$5 million, matching men's equivalent from PIF Saudi International Powered By SoftBank
- PIF Saudi Ladies International offers new team format for female professional competitors
- Charley Hull, and defending tournament champion, Patty Tavatanakit among names returning to Riyadh for prestigious playing event

Riyadh, 10/02/25 – Golf Saudi today announced that PIF is the new title partner of the renamed PIF Saudi Ladies International, a partnership which also sees the prize money for the tournament equaling with the equivalent men's contest, underlining PIF's commitment to inclusion in sport.

The PIF Saudi Ladies International returns February 13-15 at Riyadh Golf Club and will also see a new format for the competition with professionals competing in an individual and team competition.

The partnership between PIF and Golf Saudi is designed to have a transformative impact on the sport, promote inclusivity and equality within golf, and foster greater engagement among Saudi Arabia's people and visitors alike. This includes providing opportunities for all Saudi nationals to participate in the game of golf, creating gateways for aspiring professionals in the Middle East to enter the professional game, and launching golf tourism initiatives such as the development of quality golf facilities at scale across the country.

The PIF Saudi Ladies International will feature a field of 112 elite competitors, including world number three ranked Ruoning Yin, nine ranked Charley Hull and defending tournament champion Patty Tavatanakit, with the prize purse at \$5 million – the largest purse for any women's professional golf tournament outside majors and a few select LPGA events.

Driven by PIF's partnership, the tournament's purse intentionally matches that of Golf Saudi's equivalent men's tournament, the PIF Saudi International presented by SoftBank, which is played on the Asian Tour. This investment reflects PIF and Golf Saudi's commitment to driving inclusivity and opportunity within golf for all ages, genders, and demographics.

The teams, which are drafted ahead of the event, will compete over the first two days for a \$500,000 prize. Following this, the top 60 performers and any tied players from days one and two advance to a second phase where they will compete individually against one another for the remaining \$4.5 million purse.

Star English golfer Charley Hull said: "Winning last year's event in Riyadh was a huge moment for me. I felt really sharp all week, and to lift the trophy after such a strong three rounds gave me a lot of confidence. It is great to come back to the same venue to compete in the PIF Saudi Ladies International, I know this course suits my game, and I'm excited to see what I can do this time around."

“Across women’s sport there are very few examples of where we can compete for prize money that is remotely equitable with the guys. So the commitment of PIF and Golf Saudi is really exceptional.”

Thailand’s Patty Tavatanakit said: “The sustained support given to the Ladies’ European Tour has really provided an amazing platform for pros to play for meaningful prize money outside the US. Winning the 2024 Saudi Ladies International gave me a lot of belief back in my game, so I am especially proud to be returning to a course where I’ve had success, and I’m ready for the new challenge.”

PIF sponsors a variety of sports internationally and locally. In tennis, PIF is the only global partner of both the WTA and ATP tours and the first-ever naming partner of both rankings. In January 2024 PIF established a new Electric 360 partnership with Formula E, Extreme E and E1 powerboat racing to support the growth of sustainable motorsports globally.

PIF’s program of sponsorships uncovers new potential, investing in people, initiatives and partnerships that drive positive impact on the global stage. PIF is a catalyst for transformation globally, uplifting and enhancing sports for players, fans, tournaments, and stakeholders at every level.

For more information, please visit www.ladieseuropeantour.com.

Ends

Golf Saudi Ambassadors contesting in the 2025 PIF Saudi Ladies International (Current Rolex World Golf Rankings):

Ruoning ‘Ronni’ Yin (#3)
Charley Hull (#9)
Patty Tavatanakit (#25)
Carlota Ciganda (#38)
Pauline Roussin (#121)
Anne Van Dam (#122)
Emily Kristine Pedersen (#138)
Bronte Law (#152)
Olivia Cowan (#143)
Danielle Kang (#295)
Muni He (#360)
Marianne Skarpnord (#711)

About PIF Saudi Ladies International

The PIF Saudi Ladies International has been making history since its inception in 2020. As the first professional women’s golf event in Saudi Arabia, the tournament has showcased world-class competition, whilst being a driving force behind introducing golf to thousands of women in the Kingdom. With a remarkable \$5 million prize fund the PIF Saudi Ladies International is a true trailblazer, becoming the first golf tournament in history to offer the same prize money as the men’s event. As the tournament continues to inspire, empower, and redefine sporting norms, it remains a cornerstone of Golf Saudi’s dedication to fostering inclusivity, excellence, and the continued growth of women’s golf worldwide. Marking its sixth edition in 2025, the prestigious tournament has been hosted at renowned venues like the Royal Greens Golf and Country Club and Riyadh Golf Club. With a world class field, Major champions and Solheim Cup titans compete against those looking to take their place as golf’s future stars, all challenging for the coveted PIF Saudi Ladies International title.

About Golf Saudi

Golf Saudi facilitates uptake and participation in golf through the delivery of world-class facilities, operational excellence and the implementation of industry best practice to position the Kingdom as an exceptional golfing nation. Combined with grass roots training and education programmes that introduce people to the game at the earliest opportunity and with the greatest ease, Golf Saudi is committed to delivering a dynamic national development programme that transforms the golfing landscape.

Twitter: [@Golf_Saudi](https://twitter.com/Golf_Saudi)

Instagram: [@Golf_Saudi](https://www.instagram.com/Golf_Saudi)

Facebook: [@GolfSaudi](https://www.facebook.com/GolfSaudi)

About the Saudi Golf Federation

The Saudi Golf Federation is dedicated to promoting and sponsoring the sport of golf, aligning with the Kingdom of Saudi Arabia's Vision 2030. With its headquarters in Riyadh, the federation actively develops organizational and educational strategies to encourage Saudi nationals' involvement in golf, demonstrating its commitment to fostering the sport's growth and expanding its participant base across the country.

Twitter: [@SaudiGF_](https://twitter.com/SaudiGF_)

Instagram: [@SaudiGF_](https://www.instagram.com/SaudiGF_)

About the Ladies European Tour

The LET inspires women and girls to pursue their passion and realise their potential through the game of golf.

At our core, we aim to build and deliver an extensive competitive schedule of events to enable our strong, energetic, proud and confident players to compete at the highest level, pursue their dreams and lead by example.

Our diverse and multicultural membership of 402 professional golfers represents as many as 43 countries. We are a global tour with roots in Europe. We aim to entertain and excite, but also to enhance health and quality of life, as a responsible, committed and respectful partner.

- Inspiring – our players are inspiring role models to follow and encourage others to pursue their own dreams.
- Passionate – we are driven by a passion to perform to our full potential and get better every day. It's not just about the money or the glory, but a true love for the game.
- Committed – we are fiercely committed to continuous improvement and recognise the grit that it takes to achieve long-term goals.

2024 marks the 46th season of golf tournaments since the professional tour was founded in November 1978. This year's schedule includes 31 events in 20 different countries and a prize fund of at least €35 million.

The LET Access Series is the official development tour of the LET, formed to give players an opportunity to compete and progress onto the LET and achieve their dreams in professional golf.

For media inquiries, please contact:

Pif Saudi Ladies International – Press Office

media@saudiladiesinternational.com

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