

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: Expression of interest for PIF Media Trip to Saudi Arabia - 11 -15 February
Attachments: [image001.png](#)

Hi [REDACTED],

Things are still very much being finalised, but players wise expect the likes of Olivia Cowen, Carlotta Ciganda etc at the tournament and access beyond. It will certainly be a good experience.

Again, exec wise, still being confirmed, but Alanoud Althonayan, Head of Sponsorships and Events at PIF will be one of those available!

[REDACTED]

From: [REDACTED]
Sent: 09 January 2026 10:00
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Expression of interest for PIF Media Trip to Saudi Arabia - 11 -15 February

Hi [REDACTED]

Thanks for your email and apologies for not responding sooner. Do you have confirmation yet of the players that will be participating and how much access we would have to them? Also, how many of the senior execs from PIF, Golf Saudi etc are female?

[REDACTED]



[REDACTED]



On Fri, 9 Jan 2026 at 09:43, [REDACTED] wrote:

|

Hi both,

Hope you're well. Just wanted to follow up on the below note.

Things are still being finalised (appreciate that's not too helpful!), but we expect there to be senior execs from PIF, Golf Saudi, Red Sea Global Resort, as well as a few other names and some really prominent female golfers.

Topics will be primarily around the golf, i.e. investment into women's golf, tournament itself, wider golf course vision etc.

Please do let me know your thoughts.

[REDACTED]

From: [REDACTED]

Sent: 07 January 2026 14:13

To: [REDACTED]
[REDACTED]

Subject: Expression of interest for PIF Media Trip to Saudi Arabia - 11 -15 February

Hi [REDACTED],

Hope you're well and Happy New Year.

On behalf of the Public Investment Fund (PIF), I wanted to get in touch to gauge your interest on whether one of you would like to join a media trip to Saudi Arabia, organised by PIF and supported by Golf Saudi, Red Sea Global, and Diriyah Company.

Whilst the itinerary itself is being finalised, this trip will take place between Wednesday 11th February – Sunday 15th February, and will include a visit to both the Red Sea Global Resort and Riyadh and a day at the PIF Saudi Ladies International. The trip will also include exclusive golfing opportunities and access to briefings with relevant spokespeople and professional golfers, with the premise of gaining more insight into PIF's commitment to women's golf and Saudi Arabia's rapidly evolving golfing and tourism ecosystem.

We would be grateful if you could confirm whether this trip would be of interest to you.

Following your confirmation, we will follow up with you to provide further detail on the itinerary and travel arrangements in due course.

Best,

[REDACTED]

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[REDACTED]

Associate Vice President

[REDACTED]



[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: RE: Expression of interest for PIF Media Trip to Saudi Arabia - 11 -15 February
Attachments: [image001.png](#)

Hi [REDACTED],

Thanks for coming back, things are still being finalised (appreciate that's not too helpful!), but we expect there to be senior execs from PIF, Golf Saudi, Red Sea Global Resort, as well as a few other names and some really prominent female golfers.

Topics will be primarily around the golf, i.e. investment into women's golf, tournament itself, wider golf course vision etc.

Hope that's useful?

[REDACTED]

From: [REDACTED]
Sent: 08 January 2026 18:15
To: [REDACTED]
Subject: RE: Expression of interest for PIF Media Trip to Saudi Arabia - 11 -15 February

Hi [REDACTED],

Thanks for reaching out, Happy New Year to you too.

Would you be able to share who the relevant spokespeople are likely to be, or the seniority/areas of responsibility they will cover? That will help us assess the editorial value and determine any next steps from our side.

Many thanks, look forward to hearing from you.

Best,

[REDACTED]

[REDACTED]

From: [REDACTED]

Sent: 07 January 2026 14:14

To: [REDACTED]

Subject: Expression of interest for PIF Media Trip to Saudi Arabia - 11 -15 February

Hi [REDACTED]

Hope you're well and Happy New Year.

On behalf of the Public Investment Fund (PIF), I wanted to get in touch to gauge your interest on whether you would like to join a media trip to Saudi Arabia, organised by PIF and supported by Golf Saudi, Red Sea Global, and Diriyah Company.

Whilst the itinerary itself is being finalised, this trip will take place between Wednesday 11th February – Sunday 15th February, and will include a visit to both the Red Sea Global Resort and Riyadh and a day at the PIF Saudi Ladies International. The trip will also include exclusive golfing opportunities and access to briefings with relevant spokespeople and professional golfers, with the premise of gaining more insight into PIF's commitment to women's golf and Saudi Arabia's rapidly evolving golfing and tourism ecosystem.

We would be grateful if you could confirm whether this trip would be of interest to you.

Following your confirmation, we will follow up with you to provide further detail on the itinerary and travel arrangements in due course.

Best,

[REDACTED]

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[REDACTED]

Associate Vice President

[REDACTED]

