

# Sponsor Media Kit

Investing in Tomorrow's Champion  
**TODAY!**



[www.chloetennent.com](http://www.chloetennent.com)



[@chloetennent.golf](https://www.instagram.com/chloetennent.golf)



[@chloeTennentGolfer](https://www.youtube.com/@chloeTennentGolfer)

# Executive Summary:

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Chloe Tennent represents a unique and high-value investment opportunity in the world of golf. As an elite junior golfer with State Championship titles in both Queensland and New South Wales at just 12 years old, she is on a clear trajectory toward a professional career. Chloe has a clear vision, a dedicated training schedule, inspires younger golfers and has a growing digital and social media presence.

Partnering with Chloe now offers a strategic "early mover" advantage. By establishing a relationship during these formative foundational years, brands can build authentic, long-term loyalty and storytelling that is impossible to replicate once an athlete reaches the professional tour. This document outlines the compelling ROI of youth sports sponsorship and the specific pathway for partnering with tomorrow's champion today.



# Athlete Profile:

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## Meet Chloe:

Chloe Tennent is a competitive junior golfer dedicated to developing her game at an elite level through disciplined training, tournament competition, and continuous improvement. She shares her journey online to inspire and educate young golfers—particularly young girls discovering the game.

## Vision and Career Path:

- Committed to developing elite-level golf performance
- Building a long-term career in the sport of golf
- Documenting her journey to inspire future golfers
- Representing partners with professionalism and integrity

## Dedication and Training:

- Structured weekly training schedule
- Strong coachability and commitment to improvement

## Inspiring the Next Generation:

Chloe is passionate about encouraging more young girls to get involved in golf. She enjoys mentoring kids, especially from diverse backgrounds. Through her social media platforms, she shares tips, lessons learned, and experiences from competition. Her goal is to show that confidence, discipline, and dedication can help young athletes achieve their potential.

## Digital Presence & Audience:

- Instagram – Training, tournaments, and journey updates
- YouTube – Practice routines and tournament experiences
- TikTok – Junior golf tips and relatable athlete moments
- Audience includes junior golfers, parents, and golf enthusiasts



**Birthday:** November 2013

**Started Golf:** September 2020

**GA Handicap:** Less than 5 and falling

**Coaches:** Kieron Judges, Matt Rogers

**Current Equipment:**  
**Driver:** PXG  
**Woods:** Cobra 3 Wood. Mizuno 5 wood, Taylormade 7 Wood  
**Irons:** Taylormade P770  
**Putter:** Taylormade Spider GTX  
**Balls:** Titleist ProV1X

# Why Youth Sports Sponsorship Outperforms Traditional Marketing

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## **Authentic Connection with Future Customers:**

Youth sports sponsorship creates a unique opportunity for brands to connect with **the next generation of consumers** in an authentic and meaningful way. Unlike traditional advertising, which is often ignored or skipped, supporting a young athlete builds a genuine connection with audiences who follow and trust their journey.

Young athletes like Chloe build communities of followers who are invested in their progress, achievements, and daily training. This level of engagement creates a powerful platform for brands to gain visibility and credibility.

## **Long-term Brand Association:**

Supporting an athlete early in their career allows brands to develop a **long-term association** that grows as the athlete develops.

Early partnerships position companies as **foundational supporters**, creating a story that audiences remember. As the athlete's competitive success and online presence grow, the brand benefits from continued exposure and recognition.

In many cases, early sponsors become permanently linked to the athlete's journey and achievements.

## **Authentic Product Integration:**

Youth athletes naturally incorporate equipment, apparel, and training tools into their daily routines. This creates **organic product exposure** rather than forced advertising.

When followers see products being used in real training sessions, tournaments, and practice environments, the brand message feels genuine and trustworthy.

This form of exposure is often significantly more effective than traditional advertising because it is **demonstrated in real-life use**.

## **Influence Within the Next Generation of Golfers:**

Junior athletes attract an audience that includes:

- young golfers
- parents of junior golfers
- coaches and clubs
- golf enthusiasts

This audience represents the future buyers of golf equipment, apparel, and training products.

Supporting a rising junior golfer allows brands to build awareness and loyalty among the next generation of participants in the sport.

## **Positive Brand Values:**

Youth sports sponsorship aligns brands with values that resonate strongly with audiences:

- dedication
- discipline
- perseverance
- sportsmanship
- personal development

By supporting young athletes, brands demonstrate a commitment not only to sport but also to **the development of future talent and the growth of the game.**

## **A Strategic Investment in the Future:**

Partnering with developing athletes provides brands with a unique early-stage opportunity.

As Chloe's competitive career and online influence grow, early partners benefit from increased exposure and recognition as companies that supported her journey from the beginning.

For brands looking to connect authentically with the golf community and the next generation of players, youth sports sponsorship represents a high-impact marketing strategy with long-term value.

# PRIMARY FOCUS: Equipment Partnership (Top Priority)

## The Opportunity: Be Chloe's First Equipment Partner

**What We're Seeking:** A golf equipment partner to provide Chloe with clubs, balls, and gear as she progresses from junior to amateur to professional ranks.

### Why Equipment Sponsorship Matters:

- Equipment partnerships formed in junior years typically lead to lifelong brand loyalty.
- Research shows that professional golfers who receive equipment sponsorship early in their career are significantly more likely to stay with that brand when they turn professional.
- Examples: Jordan Spieth & Under Armour, Tiger Woods & Nike - relationships that began early and lasted decades.
- Getting in FIRST creates lasting brand ambassadorship and authentic storytelling.

### The First-Mover Advantage:

- Chloe currently plays with premium equipment (PXG Gen 4 Driver, TaylorMade P770 irons, Titleist ProV1X balls) - she understands quality.
- She has NOT yet committed to a single equipment brand partnership.
- Whoever sponsors her FIRST will have the inside track to a long-term relationship. Early partnerships are exponentially more valuable than deals signed after turning pro.
- **This is a limited-time opportunity** - once she signs with a brand, this window closes forever.

### What's Included in Equipment Partnership:

- Full bag equipment sponsorship (driver, woods, irons, wedges, putter), Golf balls for all tournaments and practice
- Logo placement on golf bag, apparel, and headwear
- Social media content featuring equipment
- Product testing and feedback
- First right of renewal as she transitions to a professional
- "Powered by [Your Brand]" designation on all tournament results.
- Authentic brand ambassador relationship from junior to pro career

# Additional Sponsorship Opportunities

## Title Sponsor

### Example Benefits

- Primary brand association: "Chloe Tennent, presented by [Your Brand]"
- Premium logo placement on all apparel and equipment
- Exclusive category rights
- Social media partnership and content creation
- First right of renewal through professional career
- Community Event appearances
- Website recognition and links
- Annual strategy meetings with Chloe and the management team

## Supporting Partner

### Example Benefits

- Logo placement on apparel (shirts,hats, bags)
- Social media mentions and content
- Brand presence at select tournaments
- Website recognition and links

# Partner with Chloe

## The Early Partnership Advantage

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Investing in a junior athlete offers distinct advantages over traditional professional sponsorship models:

- **Cost Efficiency:** Significantly lower entry cost than professional athlete sponsorship, with potentially higher long-term ROI.
- **Authenticity:** Audiences connect deeply with "origin stories." Being the brand that supported Chloe from the start builds immense consumer trust.
- **Timeline:**

2026-2028: Elite Junior Competitions, and Some Amateur Events

2029-2031: Top-Tier Amateur Competition

2032+: Professional Career

## Chloe's Mission

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Beyond trophies, Chloe is driven by a passion to grow the game. She is actively involved in mentoring younger girls in golf, hosting junior clinics, and working to break barriers for female athletes. Sponsors align themselves not just with a player, but with a movement for inclusivity and youth development in sport.

## Don't Miss Out

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Don't miss this opportunity - once she signs with an equipment brand, this exclusive first-mover advantage is gone forever.



### Contact for Inquiries

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