



**America's #1
Award-winning Golf
Travel Show**

*Voted Best Golf Show in
America four times by the
International Network of Golf
(PGA Show Media Awards)*

Official Sponsor Deck 2025/2026 Season

By WingDing MEDIA™

The Opportunity

- ◆ Voted Best Golf Show In America (4x) International Network of Golf / PGA Show
- ◆ Airing on NBC Sports, WingDing MEDIA™, Comcast Xfinity 1, and Fun Roads Network
- ◆ Reaching over 200M+ households worldwide (adjusted for overlap)
- ◆ On-demand access via ROKU, Fire TV, Apple TV, iTunes, Spotify, YouTube, Facebook, iOS, and Android



TravelingGolfer.tv

New Energy *Fresh Appeal*

◆ Welcoming 3 new on-air personalities

- ◆ Sofia Arthur
- ◆ John Daly (no, not the pro golfer)
- ◆ Chef Marc Cummings



Sofia



Jon



Chef Marc



Tony

Avid Golfer. Long Drive World Championship contender and social influencer.

Veteran broadcast host, golf journalist, and avid golfer. Actually knows “the other” JD

Culinary Ambassador, former Food Network chef, golf aficionado. Yes, he can cook!

Show creator and founder, Tony Leodora (the OG) has officially retired from the show after 14 years, but still makes appearances and occasionally hosts segments of the show. He remains the OGTG ❤️

TravelingGolfer.tv

Meet *The Audience*

Golf is growing. So is our audience.

◆ 28 M+ Americans played golf on-course in 2024 (most since 2008)

◆ 20M+ played golf off-course!

◆ 28% women - all time high

◆ 25% are Black, Asian, or Hispanic - Most diverse on record

◆ Off-course participation: 43% female, 45% people of color

◆ The Traveling Golfers connects with brand-loyal, gear-focussed players

Media Reach Snapshot

200M+ Households Reached
(adjusted for overlap)

- ◆ NBC Sports (Philadelphia, North Jersey, Pittsburgh) 12 million households
- ◆ Fun Roads Network – 90M households + 91 Local OTA Markets
- ◆ WingDing MEDIA™ OTT (Roku, Fire TV, iTunes, Spotify) – 100 Million+ households
- ◆ Wingding iOS, Android, and WebApps
- ◆ 150,000 social followers
- ◆ Connected TV: Glewed TV; Select TV; Comcast Xfinity 1



The most widely distributed golf travel show in America!

*Seamlessly Connecting Mobile,
Desktop, and Television With
Micro-Targeted Content*

TravelingGolfer.tv

Not Just A Show – A Marketing-Driven Media Platform

Powered by WingDing MEDIA™, we combine television reach with SEO, social media, press releases, and programmatic distribution to build loyal, engaged audiences across every screen.



Press Release

Each show is represented in a written and video press release on TGD Newswire

Social media

WingDing MEDIA™ shares Traveling Golfer content across a variety of social profiles with a total golf specific following exceeding 150,000

Traveling
Golfer

SEO

Each show is represented by an article written for maximum SEO engaging audiences for months and years to come.

Programmatic

We reach our golf audience through geographic and demographic targeting and follow them to all devices they own.

TravelingGolfer.tv



30 Second Commercial Spots

- ◆ 30 second (or bookend 15s) commercial spots featuring your professionally produced commercial spot
 - All ads are embedded in all distribution channels.
 - Ads placed into WingDing MEDIA™ AdVantage™ ad management system for pre-roll, mid-roll, and post-roll delivery across the WingDing OTT network
 - Commercial production quoted separately
 - With multiple weekly airings on NBC Sports, Funroads network, and on-demand viewing, play frequency is unmatched
 - \$1800 each for one 30 or both 15s
 - 1 year (12 month) commitment required

Only 1 Position available



Official Apparel Sponsor Position

- ◆ The Traveling Golfer “Official Apparel” sponsorship position allows participating brands the value of on-air recognition along with CTA and linked banner ads.
 - Shows hosts wear brand apparel during production
 - On-air live mentions are provided at the end of the show: : (Your Brand) is the official apparel of the Traveling Golfer show staff. (With CTA)
 - Image/icon/banner linked on the TravelingGolfer.tv website
 - \$10,500 plus 5 sets of apparel for on-air talent.
 - Additional 30 second commercial spots (if desired) will be discounted to \$1500 per month when available.
 - 1 year commitment (from date of commencement) required.

Only One Position Available



Official Equipment Sponsor

- ◆ Official Equipment Sponsor
 - Product integration & on-course exclusivity
 - Broadcast & streaming exposure with (2) 30-second commercial per episode
 - Digital activation & promotion through social media collaboration
 - Logo placement with click-through on the Traveling Golfer website an WingDing MEDIA™ web platforms
 - Estimated value of the media exposure exceeds \$100K
 - \$35,000 per year (12 month cycle from start date)

Step into a turnkey position with built-in credibility!

Only 1 Position (clubs) available



Show Feature Segment Position

- ◆ Featured Course / Destination / Lodging / Restaurant
 - 6 minutes of content
 - Feature segments do not have to be from a related theme or area
 - Feature segments can spread across multiple shows when sufficient content allows
 - Feature segments clipped for additional social media distribution
 - \$7500 per segment (up to three segments in each show).
 - Or \$15,000 for all three segments (One segment has to be golf content)



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Entitlement & Presenting Sponsor Positions

- ◆ Premium Presenting Sponsor Positions provide exposure throughout the show at open, commercial ins and outs, and show close.
 - The Traveling Golf Show is “presented by” (Your Brand)
 - \$5500 per episode (6 episode minimum)
 - \$60,000 for 12 episode commitment
 - 4 Positions available
- ◆ Show Entitlement Position
 - (Your Brand) Traveling Golfer Show in all show opens, ins, outs, and in all show media.
 - \$125,000 for 12 month commitment
 - 1 position available

Trusted for nearly 15 years and counting. The Traveling Golfer Delivers!



Each episode of the Traveling Golfer show is aired in excess of 120 times across all included broadcasts distribution. It airs multiple times weekly on programmed networks. The show is available on-demand to more than 170 million subscribers on OTT, Connected TV, and Smart TV applications. It is shared (in its entirety) as well as included segment reels receiving hundreds of thousands of views each month across affiliated social media accounts. It is accessible from over 15 billion devices globally!

“Before our show aired, we were averaging around 200 people a day (on the weekend) touring our brewery. Since the show aired, we’re averaging over 500 per day! These guys are the best brand ambassadors we’ve ever had.”

Dick Yuengling
Yuengling Brewery
Pottsville, Pennsylvania

“The Traveling Golfer television show is the single-best promotion I have ever done for our business. We produce golf/travel packages for courses in Western Maryland. We are a bit off the beaten path, so it takes a bit of promotion to attract attention. As soon as the show aired, my phone started ringing. Even a year after the show aired on Comcast, we continue to get a couple thousand views per year on the YouTube channel. When people make an initial inquiry, I just send them the link to the show ... and they are usually sold.” Chris Moore President Golf Frederick (Md.)

The traveling golfer TV show has been a great marketing success for our Myrtle Beach Golf Trail courses. We have participated in several shows, the exposure that we received was outstanding. We have visiting golfers telling us how they saw the course(s) on the show and could not wait for their MB Golf Trip! Working with the team at the Traveling Golfer was great! AJ Gohil, Vice President Sales and Business Development Myrtle Beach Golf Trail

“The best marketing doesn’t just reach people. It moves them.” TravelingGolfer.tv



**BRIDGESTONE
GOLF**



**VALLEY FORGE
TOURISM & CONVENTION BOARD**

Executive Producer - Dustin Gilder
dustin@wingding.tv



**Sports
PHILADELPHIA**



Fun Roads
your adventure starts here



Get in *Touch*



jeff@wingding.tv



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