



**Golfer Profile:**

**WESLEY YATES**

Atlanta, United States



Age: 26

Years Pro: 2

[WesleyYates.com](http://WesleyYates.com)

Wesley Yates is an American professional golfer that has been pro since 2014. He was on Golf Channel's "Altered Course" (Montego Bay in 2015). Wesley has had several top finishes in his collegiate career and since becoming pro, has competed on 2 international tours: PGA Tour LatinoAmerica and PGA Tour China (where is currently playing).

**Accolades:**

- Alumnus of Frist Tee Atlanta (youth golf program)
- 2005 Highschool Region 5A Championship winner
- Golf Scholarship to Florida A&M University
- Numerous top finishes as a collegiate golfer
- 2011 PGA National Minority Collegiate Championship (only player to shoot 69 / T8)
- 2014 - Turned professional
- 2014 Competed on PGA Tour LatinoAmerica
- Participant on Golf Channel's Altered Course, Montego Bay (2015)
- 2015 PGA Tour China Q School qualifier
- 2016 playing on PGA Tour China

Social: [@wildwesgolf](https://twitter.com/wildwesgolf)



# Sponsorship Proposal

Prepared for: Prospective Sponsors

Prepared by: Wesley Yates, Professional Golfer

January 31, 2016

## EXECUTIVE SUMMARY

### Objective

Use my golf talent, hard-work, and public speaking skill to help expand domestic brands world-wide, whilst raising the necessary capital to compete in a full season of PGA Tour China.

### Goals

Represent a company in alignment with my goals and life values, while building upon current and new relationships on a worldwide scale.

Play a full season on PGA Tour China, finishing Top-5 on the Order of Merit List at season end, graduating to the Web.com Tour.

Be a spokesman and role model for the youth, inspiring our next generation to live a healthy and full-filling life through mind, body and spirit.

### Strategies

Build a relationship and create partnerships in order to achieve our corresponding goals, through corporate outings, charity events, and gatherings.

Be a Brand Ambassador, fully embodying the image and health of the brand, while creating awareness, attention and sales leads.

### Profile

My entry into the world of golf began at the age of six with me tagging along to one of my Dad's golf lessons. As my Dad was out on the course taking his lesson, I was left back in the clubhouse where I found an abandoned club and started hitting all the balls I could find out on the range. My dad's instructor noticed my fervent attempts at swinging, and came over and began teaching me some of the basics. My Dad found me out on the range receiving a lesson of my own, and immediately recognized that I had a passion for the game. After that day, my Dad quit golf, he said "it was too expensive for both of us to play", and hired a golf instructor for me. Black Golf Hall of Famer, William "June Bug" Lewis, this is a day I will never forget because it put me on a path of training and competition that would develop me into the great player i am today.

My first golf coach, Mr. Lewis, had a big impact on my junior golf days. Mr. Lewis went on to become the Director of Golf at the First Tee of Atlanta in 1999, and he brought me over with him. I would remain at First Tee throughout my high school career up to the year 2007. While in high school, I led my golf team to the Regional Championship in 2005. The year 2006 was a breakout year as I earned All-Area Team honors, and was also selected as my golf team's MVP, an honor I also nabbed in 2007 as well.

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Upon completion of high school, I was awarded a full golf scholarship to Florida A & M University, where I would pursue a degree in Quantitative Analysis and continue to hone my golf skills. My hard work continued to pay off with recognition my Freshman year as "Rookie of the Year", and being presented the Sportsmanship award for three consecutive years. Another highpoint for me was finishing within the top ten at the 2011 PGA Minority Collegiate Championship, while completing my degree program in 2012. I turned professional in 2014 after working two years full-time to save money for Tour Q-school. I competed on various mini-tours to prep my game for the next level. In 2015, I came in fourth on the Advocates Pro Tour Points, and also was selected as a cast member on NBC Golf Channel's "Altered Course" series, and my teammate and I were seeded number one after the very first episode.

Recently, I entered Q-School for PGA Tour China and earned status for the 2016 season. I feel like all my past hard work is set to pay off in a big way as I look forward to having a great season and progress on to the Web.com Tour for 2017. As I stand on the cusp of fulfilling my lifelong passion of competing on the PGA Tour, I am actively seeking sponsors and partners to help me realize these goals.

### Expenditures for the 2016 Season Half

Description	Quantity	Unit Price	Cost
PGA Tour China Membership	1	\$ 500	\$ 500
Tournament Entry Fees	25	\$ 400	\$ 10,000
Flights in US	5	\$ 500	\$ 2,500
Flights to/from China	4	\$ 1,500	\$ 6,000
Flights in China	10	\$ 350	\$ 3,500
Hotels	250 Nights	\$ 150	\$ 37,500
Food	600 Meals	\$ 12	\$ 7,200
Caddy	35	\$ 25	\$ 875
Misc. Taxis, deposit fees, bag fees,etc			\$ 5,000
<b>Total</b>			<b>\$ 73,075</b>

2016 Season will consist of 20 Tournaments, PGA Tour China will have 12 tournaments.

This is a break-down of the costs for a Full Season

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# SCHEDULE

## 2016 SEASON SECOND HALF

### PGA TOUR CHINA

#### Second HALF PGA TOUR CHINA Event

7 Aug 29 - Sept 4 Yulongwan Yunnan Open KUNMING Lakeview Yulongwan Golf Club

8 Sept 5 - 11 Pingan Bank Open BEIJING

9 Sept 12 - 18 KingRun Open CHONGQING Chongqing China KingRun Nanshan Golf Club

10 Sept 26 - Oct 2 Fujian Open FUJIAN

11 Oct 3 - Oct 9 TBDTBDTBD

12 Oct 31 - Nov 6 HONGKONG OPEN HONG KONG

13 Nov 7 - 13 BUICK OPEN GUANGZHOU

#### Advocates Pro Tour

Rogers Park Golf Course- March 12-13 Tampa, FL

Chester Washington Golf Course- August 20-21 Los Angeles, CA

#### PGA TOUR

I would like to try and receive a sponsor exemption into the Barbersol Championship and RSM Classic this year. If not I will Monday Qualify for them.

Most of these events are Televised or web-casted\*\*

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## CONCLUSION

This is a great opportunity to inspire, create, and generate sales on a global scale. As a Brand Ambassador and Spokesman, I will represent your brand with honor and integrity. Together we can do some amazing things, as I compete and win on the PGA TOUR China Series. I invite you to log on to my website, and social media outlets. I can also be reached at [wesprogolf@gmail.com](mailto:wesprogolf@gmail.com) and Cell: (678) 591-2916 Thank you

Twitter: <https://www.twitter.com/wildwesgolf/>

Instagram: <https://www.instagram.com/wildwesgolf/>

Facebook: <https://www.facebook.com/wildwesgolf/>

YouTube: [https://www.youtube.com/channel/UCmzrf\\_ICoY4exlgJfpV2kuA](https://www.youtube.com/channel/UCmzrf_ICoY4exlgJfpV2kuA)

Website: [WesleYates.com](http://WesleYates.com)

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