



WORLD  
WOMEN'S  
SNOOKER  
TOUR

PARTNERSHIP OPPORTUNITIES



# ABOUT THE WORLD WOMEN'S SNOOKER TOUR

A growing development tour with the aim of providing opportunities for women and girls of all ages to engage with and play snooker competitively.

Founded in 1981 by former world champion Mandy Fisher who retains a key role as president to this day.

Currently has over 150 players from 29 nationalities on the world ranking list, with tournaments held regularly around the globe.

A subsidiary organisation of snooker's world governing body the World Professional Billiards and Snooker Association (WPBSA).

In 2021 became an official qualification pathway to the professional World Snooker Tour, providing a genuine route for leading female players to compete at the highest level of the sport in mixed gender events.



@WomensSnooker



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



## A GLOBAL TOUR

In recent years ranking events have been held in the UK, Germany, Malta, Singapore, Belgium and Australia and Thailand.

- The current world ranking list is made up of players from 29 different countries including the UK, China, Hong Kong China, India, Brazil and Thailand.
- Working closely with national federations and tour partners across the world to create new events and opportunities.



## GLOBAL ICONS

**NG ON YEE** HAS ESTABLISHED HERSELF AS ONE OF HONG KONG'S BIGGEST SPORTING STARS WITH ACCOLADES INCLUDING:

- Listed by Forbes as one of Asia's top 30 under 30.
- Two-time winner of the prestigious 'Best of the Best' award at the Samsung Hong Kong Sports Awards.
- Named IWGA athlete of the month for March 2017.
- Featured in promotional campaigns for major international brands including Levi's, Estée Lauder and Elle Magazine.

### **REANNE EVANS** HAS SET NUMEROUS RECORDS

- Record 12-time World Women's Snooker Championship titles.
- First woman to qualify for the venue stages of a professional mixed gender event.

At the 2018 Australian Women's Open tournament both players demonstrated their world class ability by making breaks of 139 and 138 respectively.

Both players joined the World Snooker Tour from the start of the 2021/22 season to compete with the best players in the world.



# A SPORT FOR ALL

- Snooker is one of the few sports that can place men and woman on the same field of play.
- In 2021 the international development of the WWS Tour was recognised by World Snooker Tour as the circuit became an official qualifying pathway to the professional tour for the first time.
- The decision builds upon the opportunities provided by key international bodies such as the WPBSA and World Snooker Federation for the best women players to compete at prestigious international mixed gender events including:
  - Each year the winner of the World Women's Championship and world number one qualify to compete at the iconic professional World Championship in Sheffield.
  - Since 2019, leading female players have been selected to compete at the World Snooker Shoot Out live on Eurosport.
  - In 2017 the IWGA World Games became a mixed gender event for the first time with Ng On Yee and Wendy Jans competing
  - Thailand's Nutcharut Wongharuthai was selected to play at the 2018 SangSom 6-Red World Championship in Thailand.
  - Since 2019 the reigning World Women's Snooker champion has been included on the qualifying list for the Champion of Champions event live on ITV.





## MAXIMUM MINK

In March 2019 Thailand's Nutcharut Wongharuthai became the first female player to make a verified 147 break during a practice frame at the Hi-End Snooker Club in Thailand.

The 19-year-old, also known as Mink, has established herself as one of the most talented players on the circuit, reaching the final of the World Women's Snooker Championship for the first time in 2019 and breaking into the top three of the world women's rankings.



## MEDIA EXPOSURE

**Extensive reach on social media with over 26,000 unique Facebook followers and 5,000+ Twitter followers.**

Huge demand for live women's snooker. In 2020, footage of the Women's Tour Championship from the Crucible Theatre received over 5.9 million views and was the second most viewed video across World Snooker Tour platforms.

The World Women's Snooker Tour receives national and international media coverage including:

- BBC World News Channel – which has a reach of more than 300 million people TV/World Service Radio – which has a reach of more 40 million listeners for the English language service
- BBC1 live coverage of Women's Day.
- BBC coverage on regional TV and local radio
- National/international newspapers / radio
- Extensive social media within snooker sector and beyond
- In 2019 Reanne Evans was featured by CNBC as part of their flagship sports show 'The Leadership League'.





## PARTNER BENEFITS

Through partnering with the World Women's Snooker Tour your company can benefit from:

- Naming rights to a major ranking event
- Strategic branding at event venues and on player clothing
- Tour partnership across a series of events
- Extensive online media exposure
- And much, much more!

For further information and to discuss current opportunities contact us [info@womenssnooker.com](mailto:info@womenssnooker.com)



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