



WORLD
WOMEN'S
SNOOKER
TOUR

PARTNERSHIP OPPORTUNITIES

ABOUT THE WORLD WOMEN'S SNOOKER TOUR

The World Women's Snooker Tour (WWS) is an international development Tour which provides opportunities for women and girls of all ages to play snooker competitively.

A subsidiary organisation of snooker's world governing body the WPBSA, the WWS Tour was recognised as an official qualification pathway to the professional World Snooker Tour for the first time in 2021. This provides a genuine route for leading female players to compete at the highest level of the sport in mixed gender events, with two qualification places each season.

The WWS Tour has undergone significant international expansion over the past decade, with tournaments held across the globe and over 170 players currently on the world ranking list.



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A GLOBAL TOUR

In recent years the WWS Tour has held ranking events in the UK, Germany, Malta, Singapore, Belgium, Australia, Thailand and the United States.

- The current world ranking list is made up of players from approximately 30 different countries, including England, China, Australia, Hong Kong, Thailand, Mongolia, Iran, South Korea, the United States and Canada.
- Working closely with national federations and tour partners across the world to create new events and opportunities for female players

GLOBAL ICONS

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.
- In 2023 became the first woman to win a televised professional match.

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.
- Featured in promotional campaigns for major international brands including Levi's, Estée Lauder, Rayban and Elle Magazine.

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 women 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 current world champion and the highest ranked eligible player each earn a two-year professional tour card for the following season.
- 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:
 - The professional World Snooker Championship in Sheffield – the biggest tournament in our sport.
 - The World Snooker Shoot Out televised live on Eurosport.
 - The World Mixed Doubles features four leading male and female players broadcast live internationally.
 - 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 Thai player has since established herself as one of the leading players on the WWS Tour. In 2022 she became world champion for the first time, before becoming world number one for the first time in February 2023.



MEDIA EXPOSURE

Extensive reach on social media with over 37,000 unique Facebook followers and 7,000+ 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
- Positive brand association with a rapidly expanding sector of our sport
- And much, much more!

For further information and to discuss current opportunities contact us info@womenssnooker.com



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