

## Sanrio Joins LPGA Family in Multi-Year Global Partnership



Official Partner of the LPGA

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**DAYTONA BEACH, Fla., and TOKYO (Oct. 8, 2025)** – The Ladies Professional Golf Association (LPGA) and Sanrio, the global lifestyle brand behind beloved characters including Hello Kitty, Kuromi and My Melody, are proud to announce a new multi-year partnership. As the newest member of the LPGA's global partner family, Sanrio will collaborate with the organization to create meaningful and memorable experiences that bring people together and support the next generation of golfers around the world.

Headquartered in Tokyo, Sanrio is a global lifestyle and entertainment company known for creating beloved characters that inspire happiness, friendship and connection. Its flagship character, Hello Kitty, has become a global icon, joined by a cast of fan-favorite brands including Cinnamoroll, Pompompurin, Gudetama and more — each bringing smiles to fans across generations. Sanrio connects with audiences worldwide through character-driven media and storytelling, consumer products, gaming, immersive experiences and meaningful partnerships, all guided by its vision of “One World, Connecting Smiles.”

“At Sanrio, we believe in the power of smiles to bring people together and create meaningful moments,” said Wataru Nakatsuka, Senior Managing Director overseeing Corporate Strategy Division. “This partnership with the LPGA allows us to share that joy with new communities while encouraging the next generation of female athletes to pursue their dreams – both on and off the course.”

Rooted in its commitment to foster connection, the partnership aims to unite communities and inspire happiness through golf, blending Sanrio's iconic characters and brand values in ways that transcend cultural boundaries and connect people around the world. From community outreach to the LPGA Tour, the initiative will engage fans and audiences through immersive activations, youth development, and digital storytelling

Sanrio already supports women's golf in Japan through its partnership with Mynavi and ALBA to host the Sanrio Smile Golf Tournament, which provides young female golfers with opportunities to grow, compete and pursue professional careers. With this new LPGA partnership, Sanrio deepens its global commitment to empowering the next generation of female athletes through sport and connection.

"We are thrilled to welcome Sanrio and its family of iconic character brands to the LPGA family," said Jody Brothers, LPGA Chief Sales and Partnerships Officer. "So many LPGA fans already have Sanrio characters in their lives, so it made perfect sense to bring our two global brands together in support of our incredible athletes. It will be exciting to see how Hello Kitty and her Sanrio friends pop up across the LPGA Tour schedule."

The collaboration at select tournaments will include golf clinics for area juniors. Hosted at LPGA tournaments, these clinics will offer mentorship and hands-on golf instruction to young participants, fostering confidence, connection and enjoyment through sport. Additionally, Sanrio will create vibrant fan zones at select LPGA Tour events, featuring interactive photo booths, character meet-and-greets and more, providing exclusive and memorable experiences for attendees.

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## **About the LPGA**

The Ladies Professional Golf Association (LPGA) is the world's premier women's professional golf organization. Created in 1950 by 13 pioneering female Founders, the LPGA, whose Members now represent nearly 40 countries, is the longest-standing professional women's sports organization. Through the LPGA Tour, the Epson Tour, the LPGA Professionals, and a joint venture with the Ladies European Tour, the LPGA provides female professionals the opportunity to pursue their dreams in the game of golf at the highest level. In addition to its professional tours and teaching accreditation programs, the LPGA features a fully integrated Foundation, which provides best-in-class programming for female golfers through its junior golf programming, and its LPGA Amateurs division, which offers its members playing and learning opportunities around the world. The LPGA aims to use its unique platform to inspire, transform and advance opportunities for girls and women, on and off the golf course.

Follow the LPGA online at [www.LPGA.com](http://www.LPGA.com) and download its mobile apps on [Apple](#) or [Google Play](#). Join the social conversation on [Facebook](#), [X \(formerly known as Twitter\)](#), [Instagram](#) and [YouTube](#).

## **About the LPGA Tour**

The LPGA Tour is the world's leading competitive destination for the best female professional golfers in the world. The Tour hosts more than 32 annual events across 12 countries for over 200 athletes, awarding total prize funds exceeding \$129 million and reaching television audiences in more than 220 countries. Follow the LPGA Tour on its U.S. television home, Golf Channel.

## **About Sanrio**

Sanrio is a global lifestyle and entertainment company best known for its beloved characters such as Hello Kitty, Cinnamoroll, Kuromi, My Melody, Pompompurin and Gudetama. Since its founding in 1960, Sanrio has upheld the corporate philosophy of "*Minna Nakayoku*" (Getting Along Together).

Today, with a presence in over 130 countries and regions, Sanrio continues to strengthen its global influence in entertainment through consumer products, digital content, and immersive experiences.

Guided by the vision “One World, Connecting Smiles”, Sanrio is committed to creating smiles, one person at a time, and spreading the circle of happiness even further afield. As it evolves into a global IP platform provider, Sanrio aims to generate new value in entertainment and shape the future of fun and joy through co-creation with people around the world.

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