

# Michael Heller Talks to The New York Times About Firm's LPGA Sponsorship

Friday, July 21, 2023

The *New York Times* Golf section recently featured an article, "Suddenly There Is Money in Women's Golf," on the growth of the Ladies Professional Golf Association (LPGA) and the increase in compensation for its golfers. According to the article, in the last 10 years, the LPGA has more than doubled its prize money for golfers. Up and down the rankings, players are seeing an increase in compensation — the No. 1 player in the world earned 22% more in 2022 than in 2021; the 100th-ranked player earned 30% more.

In addition to prize money, more and more companies are interested in sponsoring golfers in the LPGA and the PGA. In the article, Executive Chairman and CEO of Cozen O'Connor, Michael Heller, discussed how the firm came to sponsor American professional golfer Ally Ewing, "When we decided sponsoring players was part of our branding strategy, we wanted to make sure it was inclusive," he said. "We wanted it to represent our firm and our clients. It was important to add a female player."

[Click here to read the article \(subscription required\).](#)