

SPONSORSHIPS

STRENGTHS

- Access to Facilities
- Existing Relationships
- Expanding PGA Influence (GM's Etc.)
- Relationship w/KGA / Leverage
- Influence of PGA Professionals on Golf Industry
- Access to Decision Makers
- Ability to Customize/Taylor Sponsor Program

WEAKNESSES

- Tied Only to Golf Companies Currently
- Exposure/Number of Touches (Section Size)
- Lack of Industry Growth
- Lack of Measurable ROI
- Lack of Media Coverage – Some Events
- Exposure Only to PGA Professionals
- Lack of Participation

OPPORTUNITIES

- Non Golf Companies
- Potential for Expanded Casino Gaming
- Tie-ins With PGA Affiliated Programs
- Expanded PGA Support of Section Sponsorships
- Take Advantage of Individual PGA Member Relationships With Potential Sponsors
- Increased Sponsorship of Non-Golf Events

THREATS

- Economy / Golf Industry
- Turnover in Decision Makers
- Turnover in Sales Reps
- Lack of Member Response – Thank You's, Purchasing
- Declining Event Participation

COMMUNICATIONS

STRENGTHS

- 2 - Annual Meetings
- Friday E-mails
- Website – KPGA & PGA Links
- District Representation
- Education Seminars in State
- More Efficient Committee Process
- KPGA Member Area
- Section Camaraderie

WEAKNESSES

- Website Not Being Utilized
- Utilization of Electronics / E-mail Too Long?
- Minutes of Board Meetings Not Available
- Can't Register For All Events At One Time
- Decrease in Phone/Interpersonal Communication

OPPORTUNITIES

- More District Communication
- Continued Website Enhancements
- Promote Members Going to KPGA Website
- Promote Members Using KPGA Website as Homepage
- Ability To Use Website To Convey New Information

GROWTH OF THE GAME

Section Has Active Involvement:

- Play Golf America Days
- Don Fightmaster
- Kentucky Derby Festival
- Urban Youth
- Public Course PGA Professionals
- Willingness of KPGA Professionals to Contribute Time
- Subsidy From PGA
- Best Practices Available

WEAKNESSES

- Difficult to Measure Success

OPPORTUNITIES

- Promote Individual Facility Program Participation
- Re-establish Churchill Downs Program
- Expand & Grow Play Golf America Days
- Hooters & Futures Tour Events/Clinics
- Ryder Cup