



PGA

Kentucky Section

2015

Partner Program



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Kentucky PGA Professionals
Buyers...Sellers...Influencers

KENTUCKY PGA PROFILE

The Kentucky Section of The PGA (KPGA) is one of 41 Sections of The Professional Golfers' Association of America. Formed in 1925 and headquartered in Louisville Kentucky, KPGA is dedicated to the promotion of the game of golf and providing ongoing education and professional developing for Kentucky PGA Professionals. Kentucky PGA Professionals are responsible for conducting a variety of golf-related functions, which include general management, golf instruction, tournament operations, golf shop merchandising, junior golf programs, golf club repair, and much more.

KPGA is a founding member of Golf House Kentucky, the umbrella organization that manages Kentucky's Family of Organizations. In addition to the KPGA, the family includes the Kentucky Golf Association, and Kentucky Senior Golf Association. The family's 501(C)(3) philanthropic affiliate, the Kentucky Golf Foundation through the Kentucky Golf Hall of Fame, Kentucky Golf Museum, youth grants, and growth of the game initiatives, promotes the past, supports the present, and develops the future of golf in the Commonwealth of Kentucky.

KENTUCKY PGA PROFESSIONALS

Kentucky PGA Professionals are the public's link to the game and are the recognized experts in growing, teaching, and managing the game and business of golf in the Commonwealth. Because of this highly visible role, the Kentucky PGA Professional has the unique ability to impact virtually every facet of the clubs operation and the golfers playing at the facility. In short, the PGA professional is at the very pulse of the game.

- PGA Professional are the Buyers
- PGA Professional are the Sellers
- PGA Professionals are the Influencers

89% of golfers say their PGA Professional is highly influential in recommendation of travel, golf equipment and other consumer product purchases.

KPGA Quick Facts

- 311 PGA Members and Apprentices
- 97% are Male
- 3% are Female
- Under 35 - 28.3%
- 35 to 54 - 48.8%
- 55 and Over - 22.9%
- Average age is 44.3
- 59.5% have at least a Bachelor's Degree

PGA of America Membership Survey, 2011



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THE INDUSTRY IN KENTUCKY

With 280 golf facilities, including the State Park Golf Trail, and host to major championships, golf in the Bluegrass State is a key industry contributing to Kentucky's economy.

Kentucky's golf economy exceeds 379.1 million in annual revenues, with a direct and induced impact of 710.4 million, supporting 11,000 jobs with \$218.7 million of wage income. This is comparable to revenues generated by other key industries in the state, such as medical equipment and supplies (\$308.7 million) horse breeding (\$780.0 million), and distilleries (\$2.5 billion).

The continued health and growth of the golf industry has a direct bearing on future jobs, commerce, economic development, and tax revenues for a large number of Kentucky's communities and industries.

Golf brings visitors to the state, spurs new residential construction, generates retail sales, and creates demand for a myriad of goods and services.

Kentucky Golf Economic Impact Study, 2009

KENTUCKY GOLFERS

Quick Facts

- 371,392 Golfers
- 277,158 Households
- 26,000 have a Handicap Index
- An average of 1.1 rounds of golf are played per capita

Core Golfers Age 18+

- 8 to 24 rounds played in past 12 months
- 70% are male with average age of 44.5 years
- 30% are female with average age of 53 years
- Average household income is 79,000
- Most (91%) are home owners

Avid Golfers Age 18+

- 25+ rounds played in past 12 months
- 69% are male with average age of 56.3 years
- 31% are female with average age of 58.2 years
- Average household income is 82,000
- 75% of current golfers say that the best person to learn from is a golf professional

ESPN Sports Poll, 2005

Building Brands | Supporting a Lifetime Sport



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The Kentucky PGA Partners Program provides golf companies with a moderate or low-level sponsorship opportunity. By combining marketing rights, brand exposure, b2b activation, consumer marketing, and prime opportunities to be face-to-face with the key decision makers in Kentucky, we believe this is an important means for those golf companies seeking the following goals:

1. Promote their product lines to professional and consumers
2. Make the Kentucky PGA Professional aware of their programs
3. Support activities the Kentucky PGA has identified as their priorities

BENEFITS

We have created a diverse benefit package to help promote our Partners Program members and to deliver our message of appreciation for the relationship we enjoy with our KPGA members. These include the following platforms:

- Marketing rights to a KPGA member conference, education program, or tournament
- Onsite brand exposure at events
- Tournament webpage brand exposure
- KPGA Weekly brand exposure
- Customized email campaign to KPGA Members
- Company/sales representative bio in KPGA Weekly
- Change notice to KPGA Members
- Unique hospitality experiences
- Opportunity to bid on supplies for Kentucky's Family of Golf Organizations

OPPORTUNITIES

Our opportunities provide companies a way to be involved in a way that works for their budget through a variety of levels that support Kentucky PGA's Membership Conferences, education programs, and tournaments. These various levels include the follow:

- Platinum Partner (\$8,000 investment)
- Emerald Partner (\$6,000 investment)
- Gold Partner (\$4,000 investment)
- Silver Partner (\$2,000 investment)
- Bronze Partner (\$1,000 investment)
- Vendor's Circle (\$250 investment)



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PLATINUM PARTNER

The Platinum Partner is the premier benefit package designed to promote our business partners via a variety of effective platforms. These include the following platforms:

Marketing Rights

- Official KPGA Business Partner status (list displayed on website and at all events/meetings)
- Title partner of a select KPGA tournament
- Title partner of KPGA Member Conferences or an education programs

Brand Exposure

- Onsite signage at tournament, member conference or education event in the following areas;
 - Registration Area, Starting Tees, Practice Facilities, Scoreboard, Podium Banner, Handouts
- Digital advertising on kygolf.org
 - Vertical banner (120x240) – home page (ad space shared with other partners)
 - Full banner (200x200) – news and content pages (ad space shared with other partners)
 - Tournament scoring page for designated event | logo display
- KPGA Weekly brand exposure campaign
 - Logo display | All 50 issues
 - Company/sales representative bio

b2b Activation

- Opportunity to present custom program at KPGA Member Conferences
- Complimentary affiliation in Vendor's Circle
- "Priority Status" booth location at KPGA Member Conferences
- Opportunity for 8 customized promotional emails sent to the KPGA membership
- Opportunity for interaction with participants at designated tournament and/or meetings
- Opportunity to provide bid on supplies for Kentucky's Family of Golf Organizations

Consumer Marketing

- Social media contest opportunities

Hospitality Experiences

- Business meeting or social use of Golf House Kentucky (based upon request and availability)
- KPGA Partner Appreciation Luncheon at Golf House Kentucky (1st Tuesday of December)
- Subscription to KPGA Weekly

INVESTMENT | \$8,000

Value: \$12,000

Requirements: Minimum cash investment required is \$8,000



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EMERALD PARTNER

The Emerald Partner is a high-level benefit package to promote our business partners via a variety of effective platforms. These include the following platforms:

Marketing Rights

- Official KPGA Business Partner status (list displayed on website and at all events/meetings)
- Title partner of the designated event
- Title partner of special event e.g. Par 3 Challenge held at selected events

Brand Exposure

- Onsite signage at tournaments in the following areas;
 - Registration Area, Starting Tees, Practice Facilities, Scoreboard
- Digital advertising on kygolf.org
 - Vertical banner (120x240) – home page (ad space shared with other partners)
 - Full banner (200x200) – news and content pages (ad space shared with other partners)
 - Tournament scoring pages for designated event | logo display
- KPGA Weekly brand exposure campaign
 - Logo display | All 50 issues
 - Company/sales representative bio

b2b Activation

- Opportunity to have 7 customized promotional emails sent to the KPGA membership
- Opportunity for interaction with participants at designated meetings and tournaments
- Complimentary affiliation in Vendor's Circle
- "Priority Status" booth location at KPGA Member Conferences

Consumer Marketing

- Social media contest opportunities

Hospitality Experiences

- Business meeting or social use of Golf House Kentucky (based upon request and availability)
- KPGA Partner Appreciation Luncheon at Golf House Kentucky (1st Tuesday in December)
- Subscription to KPGA Weekly

INVESTMENT | \$6,000

Value: \$10,750

Requirements: Minimum cash investment required is \$6,000



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GOLD PARTNER

The Gold Partner is a moderate value benefit package to promote our business partners via a variety of effective platforms. These include the following platforms:

Marketing Rights

- Official KPGA Business Partner status (list displayed on website and at all events/meetings)
- Title partner of a select KPGA tournament or education program

Brand Exposure

- Onsite signage at tournament or education program in the following areas;
 - Registration Area, Starting Tees, Practice Facilities, Scoreboard, Podium Banner
- Digital advertising on kygolf.org
 - Vertical banner (120x240) – home page (ad space shared with other partners)
 - Tournament scoring page for designated event | logo display
- KPGA Weekly brand exposure campaign
 - Logo display | All 50 issues
 - Company/sales representative bio

b2b Activation

- Opportunity to have 6 customized promotional emails sent to the KPGA membership
- Opportunity for interaction with participants at designated tournament
- Complimentary affiliation in Vendor's Circle
- "Priority Status" booth location at KPGA Member Conferences
- Opportunity to provide bid on supplies for Kentucky's Family of Golf Organizations

Consumer Marketing

- Social media contest opportunities

Hospitality Experiences

- Business meeting or social use of Golf House Kentucky (based upon request and availability)
- KPGA Partner Appreciation Luncheon at Golf House Kentucky (1st Tuesday in December)
- Subscription to KPGA Weekly

INVESTMENT | \$4,000

Value: \$8,750

Requirements: Minimum cash investment required is \$4,000



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SILVER PARTNER

The Silver Partner is a moderate cost-effective benefit package to promote our business partners via a variety of effective platforms. These include the following platforms:

Marketing Rights

- Official KPGA Business Partner status (list displayed on website and at all events/meetings)
- Presenting partner of a select KPGA tournament

Brand Exposure

- Onsite signage at tournament in the following areas;
 - Registration Area, Starting Tees, Practice Facilities, Scoreboard
- Digital advertising on kygolf.org
 - Vertical banner (120x240) – home page (ad space shared with other partners)
 - Tournament scoring page for designated event | logo display
- KPGA Weekly brand exposure campaign
 - Logo display | All 50 issues
 - Company/sales representative bio

b2b Activation

- Opportunity to have 3 customized promotional emails sent to the KPGA membership
- Opportunity for interaction with participants at designated tournament
- Complimentary affiliation in Vendor's Circle
- Opportunity to provide bid on supplies for Kentucky's Family of Golf Organizations

Hospitality Experiences

- Business meeting or social use of Golf House Kentucky (based upon request and availability)
- KPGA Partner Appreciation Luncheon at Golf House Kentucky (1st Tuesday in December)
- Subscription to KPGA Weekly

INVESTMENT | \$2,000

Value: \$4,000

Requirements: Investment can be a combination of cash and product
Requires a minimum cash payment of 1,500



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BRONZE PARTNER

The Bronze Partner is a cost-effective benefit package to promote our business partners via a variety of effective platforms. These include the following platforms:

Marketing Rights

- Official KPGA Business Partner status (list displayed on website and at all events/meetings)
- Supporting partner of a select KPGA tournament

Brand Exposure

- Onsite signage at tournament at the scoreboard

b2b Activation

- Opportunity to have 2 customized promotional emails sent to the KPGA membership
- Opportunity for interaction with participants at designated tournament
- Complimentary affiliation in Vendor's Circle
- Opportunity to provide bid on supplies for Kentucky's Family of Golf Organizations

Hospitality Experiences

- KPGA Partner Appreciation Luncheon at Golf House Kentucky (1st Tuesday in December)
- Subscription to KPGA Weekly

INVESTMENT | \$1,000

Value: \$2,500

Requirements: Investment can be cash and/or product
Requires a minimum cash payment of \$500 and balance can be in product



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VENDOR'S CIRCLE

The Vendor's Circle is a cost-effective diverse way to promote our sales representatives and their lines to KPGA members via a variety of effective. These include the following platforms:

Member Conference Trade Booth

The KPGA holds two annual membership conferences, one in the late fall and the other in early spring. Over 70% of the KPGA membership attends either one or both of these conferences. The KPGA welcomes Vendor's Circle members to come to the conferences and interact with the membership with the following opportunity.

- Trade booth (6-foot table) space at all membership conference
- Lunch is provided complimentary of the Kentucky PGA

Online Directories

There are two online directors published by the KPGA. Both directors are published online and updated every two weeks. The directories can be found at kygolf.org and include;

- KPGA Members Directory
- Vendor's Circle Directory

Communications

The KPGA communicates with its membership frequently. On behalf, a sales representative, the KPGA will:

- Notify KPGA Members of a change in contact information of a sales representative
- Opportunity to have 1 customized promotional email sent out the KPGA membership
- Subscription to KPGA Weekly

INVESTMENT | \$250

Requirements: Commitment Form must be completed
Fees may be paid by check or credit card