

MARKETING / SPONSORSHIP REPORT

As the 2016 year comes to a close, the KPGA Marketing/Sponsorship Committee has laid the groundwork for the committee's future success. The Committee met with staff early in the year to give input to staff on this year's marketing efforts and provide direction for future communications beyond an already operational marketing program. This process allowed the committee and staff to see the benefit of creating a formally produced document outlining strategy and promotion for the upcoming year. This document will be submitted as the KPGA Marketing Schedule and hopefully provide a template to plug in various promotions for our future tournaments, events, and special messages.

This Marketing Schedule will be the first of its kind within our association and hopefully provide some guidance to both Staff, and our Members and Apprentices, on when messages and promotions will begin and end for each key event. This effort has required a large amount of staff time and focus in order to draft a Marketing Schedule as it has required a large amount of documentation on current practices and future suggestions. We feel like it gives the association organization, input, and great continuity throughout the season and abundant direction in the event of staff or member turnover. It will also help to differentiate the KPGA message as it pertains to our larger marketing umbrella within Golf House Kentucky. The Tournament Committee, along with Golf House Kentucky Staff, are making plans to submit a Marketing Schedule for board approval. If approved, the Marketing Schedule will lay out the timeline for marketing efforts for all levels of tournaments and events at the Spring Member Conference.

Other goals for the Marketing Committee moving forward into 2017 will be the completion and a release of an app allowing push notifications for tournament and event deadlines. We also plan on, establishing with staff, a text service to replace the One Call system for those who wish to receive text notifications instead on phone calls. While email remains a constant mode of communication for larger items of business the committee and staff recognize the need to send smaller messages in a more suitable, easily readable format. The Marketing Schedule will include when these messages will be relayed in accordance with each event.

The Sponsorship year is coming to a conclusion at the end of this year and will finish off another successful sponsorship campaign. A special thank you goes out to the sponsors of all of our events, tournaments, programs, and educational opportunities. It is great to have such a wonderful working relationship with sponsors who not only care about the success of the association but also about the members that they interact with on a daily



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basis. Please show your support by thanking sponsors and asking others to get involved with the KPGA. In closing, I want to say special thanks to the Members who served on the committee for its first year of inception. Your opinions helped drive the data capture and future of the committee. Another thank you goes out to the Staff Liaison, Steve McMillen, who put in countless hours preparing sponsorship documents, programs, and the template for the proposed Marketing Schedule. If you have any interest in serving on this committee in 2017, please contact Steve McMillen to learn more about the commitment.

Thanks Again and good luck to everyone in 2017!

Barry Payne
Marketing/Sponsorship Committee Chair
District 3 Director