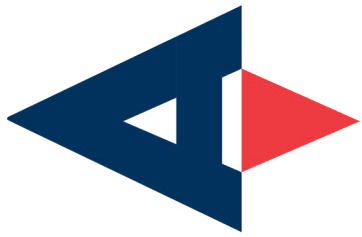
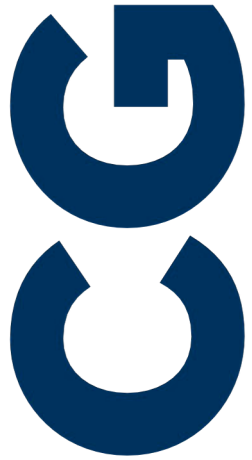


CGA MEDIA KIT





COLORADO GOLF ASSOCIATION



Mission

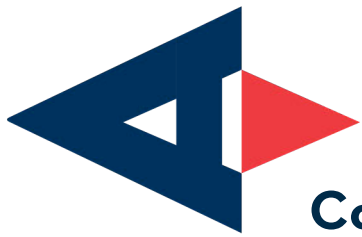
To make golf and all it offers available to everyone.

Vision

Inspiring kids on the course and in the classroom across Colorado.



COLORADO GOLF
ASSOCIATION



PARTNERING WITH THE CGA

Colorado Golf Association

The CGA's mission is: *To make golf and all it offers available to everyone.*

This includes providing services such as serving our members with USGA Handicap® management, and conducting state amateur championship & USGA qualifiers events. Conducting course rating, member play days and clinics at our 500 member clubs and 240 golf facilities across Colorado.

The CGA is licensed by the United States Golf Association as the "Allied Golf Association" of record for the state of Colorado. More than 103,000 members enjoy all that the CGA has to offer.

Corporate partners with the CGA enjoy the following key benefits:

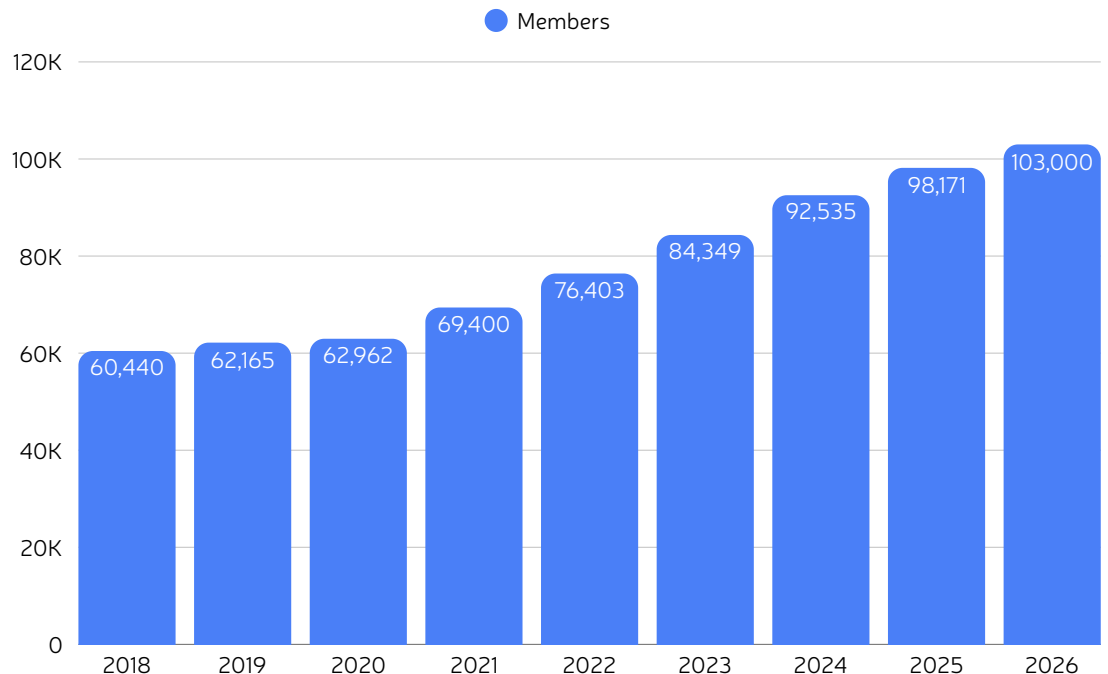
- Investment in community programs.
- Extensive employee and client engagement opportunities.
- Marketing engagement to our 103,000 members across Colorado



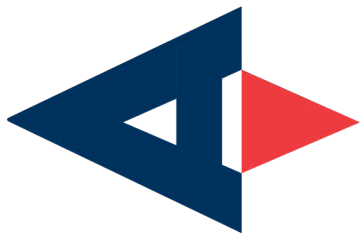
**COLORADO GOLF
ASSOCIATION**

In association with
USGA®

CGA Membership



**COLORADO GOLF
ASSOCIATION**

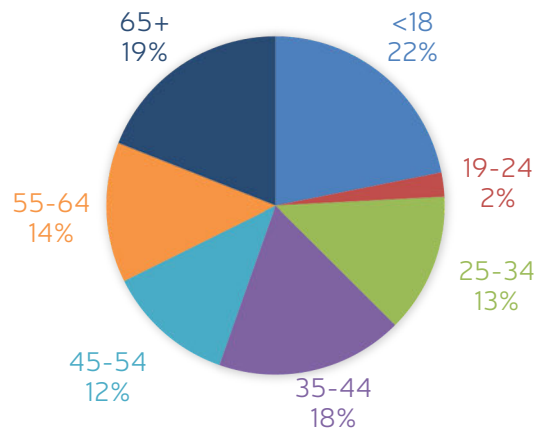


MEMBERSHIP AT A GLANCE

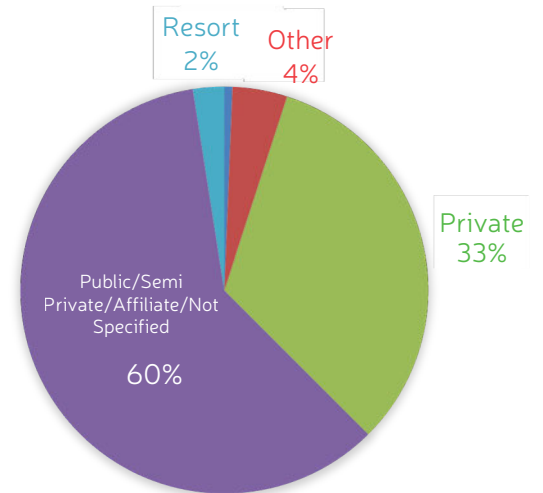
CGA Individual Members - 103,000+

CGA Member Clubs - 589

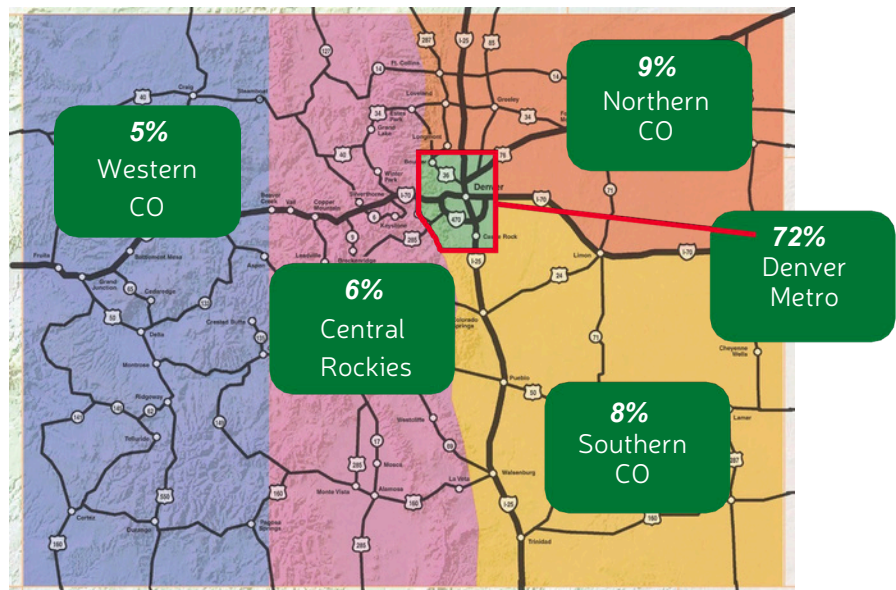
AGE



CLUB TYPE



REGION



COLORADO GOLF
ASSOCIATION



MEMBERSHIP INSIGHTS

Wealthy and Well-Educated

- 70% have a house hold income of over \$100,000.
- 78% have a bachelors degree or higher.
- 8% live in the Top 10 wealthiest ZIP codes in Denver by median HHI.

Other Activities Enjoyed

- Eating Out – 70%
- Travel– 62%
- Attend concerts/performing arts – 49%
- Attend local professional sports–46%

Buying Trends

- Most frequently buy from chain retailers instore or online.
- 53% players purchase golf items directly through the manufacturer.
- Callaway is the most popular golf brand.

Media Trends

- 86% frequently watch cable/satellite TV. KUSA 9 News is most frequently watched. GolfChannel.com is most commonly read golf publication.
- 93% follow professional golf.

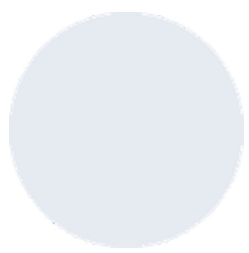
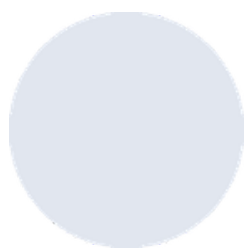
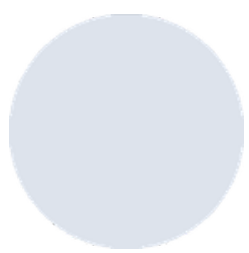
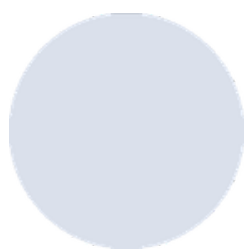
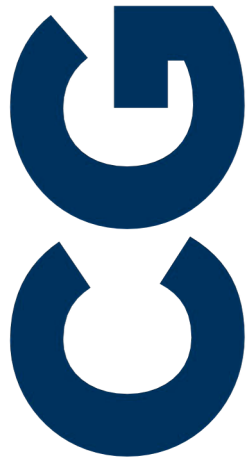
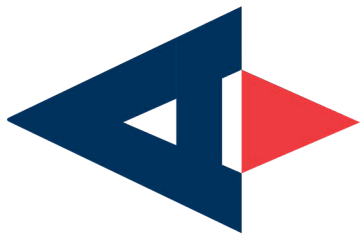
Golf Focused

- 73% players hold an average Handicap Index under 20.0.
- 61% players more than 2,518-hole rounds a year.
- 80% have taken golf lessons. APGA Professional at a golf course is where most people most frequently take lessons.
- 87% players have been a member for 11+ years.
- 94% said they play the game for fun
- 72% play for the social aspect of golf.

Family Oriented

- 80% are married or in a domestic partnership.
- 80% of households have children. 73% of those have at least one child over 18.





COMMUNITY PROGRAMS

Financial Investment Underwrites Flagship Programs of the CGA



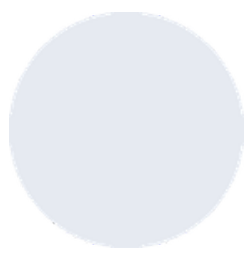
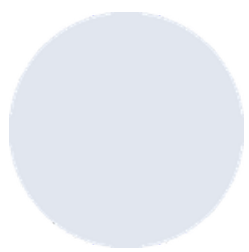
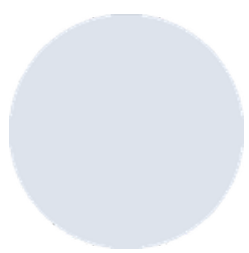
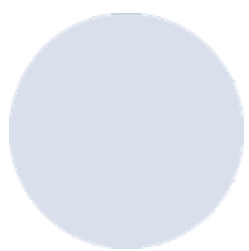
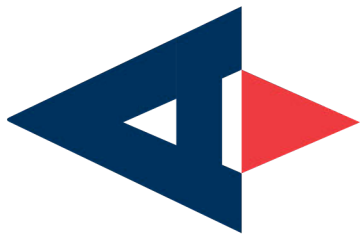
127 Kids Served in annually at 5 Colorado Chapters: Aurora, Parker, Grand Junction, Colorado Springs and Fort Collins.



Golf has the power to teach lifelong lessons. With 20,000 subsidized rounds, YOC provides access for \$5 rounds at 42+ facilities across Colorado, offering the most valuable membership in golf.



The CGA collaborates with non-profits and schools to provide free access and instruction at CommonGround. Partners include Special Olympics, Denver/Aurora Schools and LPGA*USGA Girls Golf.



CUSTOMER ENGAGEMENT

Corporate partners enjoy extensive complimentary golf outings in CGA events & outings.

50+ foursome opportunities include:

Member Play Days

- 10-12 Events Across Colorado– Foursome at all events.



Find CommonGround Tournament - July 26, 2027

- Golf outing for sponsors and key stakeholders
- Complimentary golf, tee gifts, food & beverage.



Women's Clinics

- Send employees to participate in instructional events.

Corporate Golf League

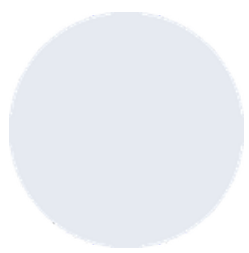
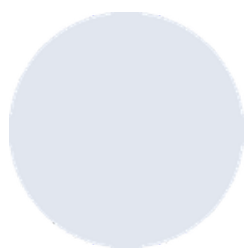
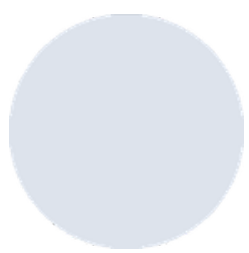
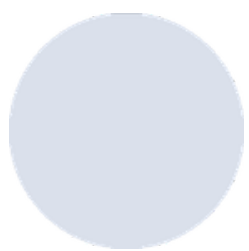
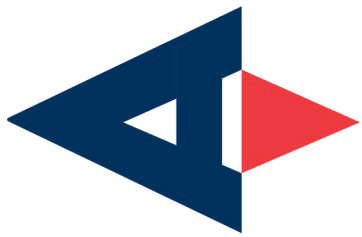
- Free CGA Membership for employees, customers and family.



PRESENTING PARTNER BENEFITS

Marketing & Philanthropic Investment to Underwrite CGA
and serve as Presenting Sponsor of the CGA

<u>BENEFITS</u>	<u>AMOUNT</u>	<u>VALUE</u>
CGA Website & Rotating Ad	12 months- 750,000 Annual Impressions	\$ 5 ,000
Member Insider–Weekly Email	52 Emails – 2,000,000+ Annual Impressions	\$ 62,000
CGA Monthly –Digital Publication	Three (3) Full-Page Ads	\$3,000
Dedicated Email Blast	Four (4) Emails Total	\$10,000
Member Zone Placement	Annual Promotion to CGA Members	\$ 1,000
Member Play Day Participation	Foursome at all 12 Events	\$ 7,200
Find CommonGround Event	Two (2) Foursomes	\$ 5 ,000
Women’s Clinic Guests	5-7 Clinics Annually– Four (4) guests/event	\$ 2,000
Free Golf League	Free Memberships for Employees	\$500
CGA Event Signage	50+ CGA Championships & Member Play Days	\$ 5 ,000
GHIN Mobile – DigitalAd	2 Months Ad Run	\$5,000
(Valuation provided by Creative Strategies Group)		
\$50,000 Sponsorship Investment		\$105,200 Value



MARKETING ENGAGEMENT

Exclusive Recognition across all CGA Communication channels

Website: Global Banner Ad

As the digital home for the CGA, coloradogolf.org provides members with access to their USGA Handicap and game management tools, exclusive discounts and offers, official access to CGA amateur championships and USGA qualifiers, opportunities to play Colorado's top courses and compete in fun events, coverage of local golf news and editorial blogs, and engaging educational content including *Rules of Golf* and swing tip videos.

UNIT

Global banner ad
(above footer)

SIZE

300x250

REACH

77,000 unique
views/month

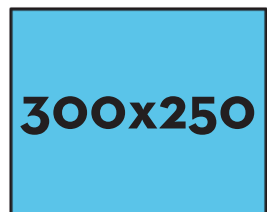
COST

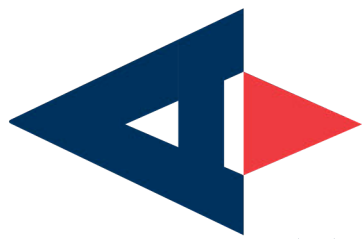
\$500/month



AD SPECS

Global banner ad
(72 dpi .jpg, .png,
.gif)





MEMBER ENGAGEMENT



Member Zone

- Open to businesses/organizations who offer a discount on products/services, or another form of benefit or opportunity exclusive to CGA members.
- 39,000 annual logins to the Member Zone where benefits and USGA services are accessed.
- Member Zone partners are additionally promoted in CGA Member Zone emails and through social media posts.

MEMBER OFFERS AND DISCOUNTS



1894 CLUB - USGA MEMBERSHIP OFFER



AVIS RENTAL CARS



BIRDIE BALL



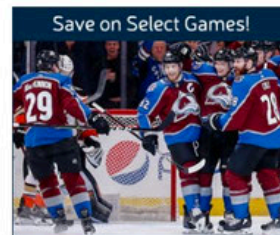
BIRDIE BOTTLE



BUDGET RENTAL CARS



CADDYDADDY GOLF



COLORADO AVALANCHE



COLORADO AVIDGOLFER MAGAZINE





MEMBER ENGAGEMENT

Social Media

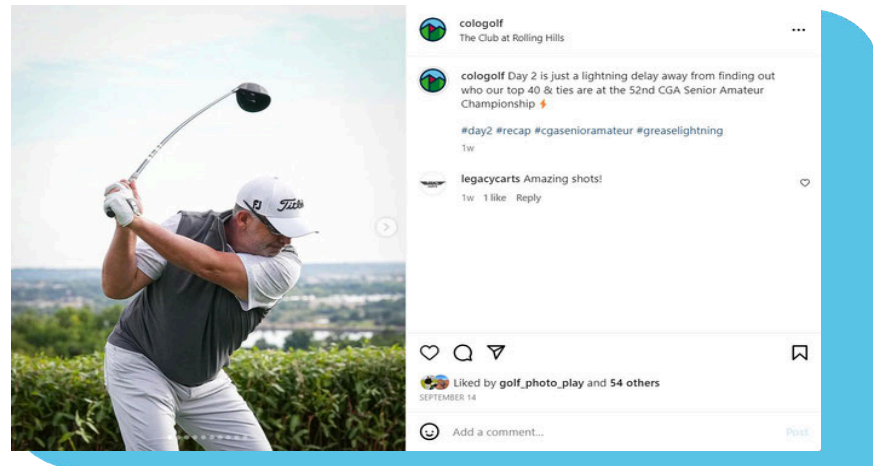
- 3,000+ Twitter followers
-Over 50K monthly impressions.
- 5,300+ Facebook followers
-Over 300K monthly impressions.
- 12,000+ Instagram followers.
-Over 150k monthly impressions.
- 134,000 YouTube views/year.
-Over 1,800 subscribers
- Advertising opportunities available

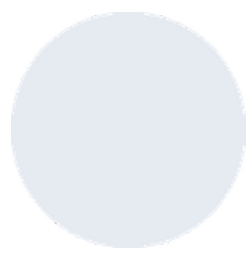
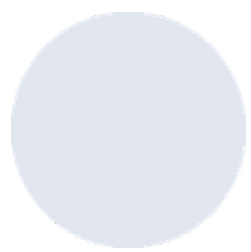
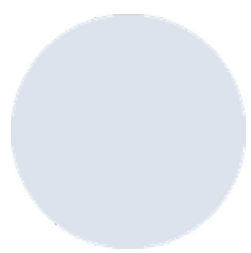
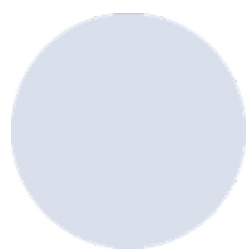
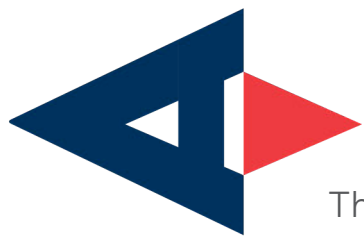
Cost

\$500/post
across all major
platforms

Specs

1080 x 1080px





MEMBER INSIDER E-NEWSLETTER

The GHIN Handicap newsletter, called the CGA Member Insider, is sent weekly to an average of over 85,000 members directly from GHIN (the USGA system). In addition to our members' most recent Handicap Index, these newsletters contain recent golf news, latest video episodes, featured member events and special offers.

**COLORADO GOLF ASSOCIATION**

CGA MEMBER INSIDER

Presenting Partners |  

RULES OF GOLF VIDEO SERIES

 **PLAY VIDEO**

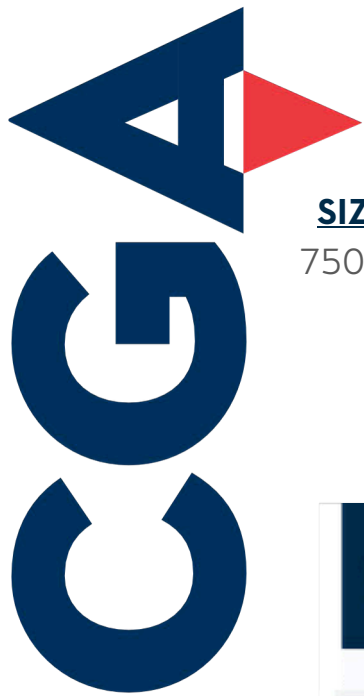
COLORADO GOLF NEWS



FLOODGATES WIDE OPEN

Colorado native Jennifer Kupcho notches third victory in 15 weeks – best on the LPGA Tour this season – this time in team event with Lizette Salas

[- READ MORE](#)



MEMBER INSIDER: VIDEO AD

<u>SIZE</u>	<u>SENT</u>	<u>OPENS</u>	<u>UNIQUE OPENS</u>	<u>OPEN %</u>	<u>COST</u>
750x422	88,000+	100,000+	50,000+	70%	N/A

*only available for sponsor packages

The screenshot displays the CGA Member Insider interface. At the top, the Colorado Golf Association logo and 'CGA MEMBER INSIDER' title are visible. Below this, the member's name 'Mr. John D. Doe Jr.' and GHIN Number '999999' are shown on the left, while the date '09/15/2022', Index Information '14.5', and Handicap Index 'LOW H.I: 12.3' are on the right. The main content area features a 'FEATURED CGA PARTNER' section with a video ad for Whistling Straits. The ad includes the course's logo, a scenic view of the golf course, and a 'PLAY VIDEO' button. A red arrow points to the 'PLAY VIDEO' button.

VIDEO AD SPECS:

Video Ad (linked to video)
(72 dpi .jpg, .png, .gif)

750x422
16:9 ratio



MEMBER INSIDER: FEATURED OFFER

<u>SIZE</u>	<u>SENT</u>	<u>OPENS</u>	<u>UNIQUE OPENS</u>	<u>OPEN %</u>	<u>COST</u>
750x300	88,000+	100,000+	50,000+	70%	\$500/email

FEATURED OFFER SPECS:

300x250 image + text

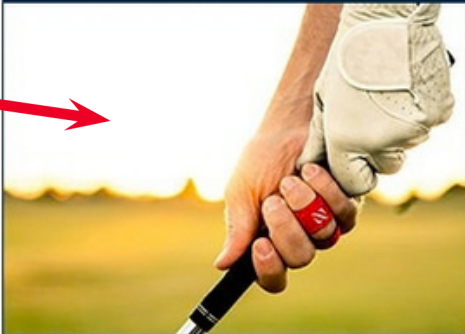
300x250 image ad for offer, plus additional text (75 word limit) and actionable hyperlink.

300x250

Sample text,
Sample text
Sample text
Sample text

FEATURED MEMBER OFFER

Save 15% Off Rings



NAGINI Brand specializes in protecting your fingers. Their rings are tested and approved to withstand harsh conditions and blunt force. Tapered to fit all finger sizes. Enjoy our luxurious limestone neoprene and various sizes and thickness. Made in the USA. Washable, durable, and reusable. There's nothing else like it.

Get 15% off with code **NAGINI15** - [SHOP NOW](#)

FEATURED MEMBER OFFER

CGA Members Save 25%



Promo Code:
CGAMEMBER

CGA Members SAVE 25%

Enjoy 25% off all Classic Knit Headcover purchases at RocketTour.com including the CGA Collection. Boulder-based Rocket Tour Golf has been designing headcovers for avid golfers since 2004. Enjoy adding some classic style to your bag!

Take 25% off using Promo Code **CGAMEMBER** at checkout!
[SHOP NOW AND SAVE!](#)



MEMBER INSIDER: BANNER AD

<u>SIZE</u>	<u>SENT</u>	<u>OPENS</u>	<u>UNIQUE OPENS</u>	<u>OPEN %</u>	<u>COST</u>
750x300	88,000+	100,000+	50,000+	70%	\$250/email

FEATURED MEMBER CLUB



LEARN MORE



Aspen Glen is located just 40 minutes from Aspen and is nestled between Glenwood Springs and Carbondale. This 7,400-yard Jack Nicklaus/Jack Nicklaus II golf course offers eight riverfront holes, where the 18th green is placed strategically among the flowing waters of the Roaring Fork River. Looking to play yourself? Head to our website to register for the Member Play Day on September 24!



ELECTRICITY IN ITS ULTIMATE FORM.

Learn More

THE **iX** M60

 The Ultimate **Electric** Driving Machine

BANNER AD SPECS:
(72 dpi .jpg, .png, .gif)

750x93



ADVERTORIALS/PRESS RELEASES

<u>UNIT</u>	<u>SIZE</u>	<u>REACH</u>	<u>COST</u>
News Post	<2,500 words +image	Full Memberhip (103,000)	\$750

Advertorials and press releases for partners are posted within the “News” section on coloradogolf.org and made available to the 103,000+ membership base along with non-members. These posts will also appear on the coloradogolf.org home page when initially posted for 2-4 days, and will be referenced in the “news” section of the ensuing Member Insider e-Newsletter. Content may include new releases, breaking industry news, and any additional information pertaining to the advertiser. News posts account for 90,000+ page views annually.

PLAY ▾

MEMBERSHIP ▾

JUNIORS ▾

COMMUNITY ▾

COURSES ▾

NEWS ▾

RULES ▾

CALENDAR



The Colorado Golf Association is partnering with Golf Life Navigators to bring you real estate listings of golf properties throughout the country and beyond. Listings featured here are located in North Carolina, Florida, Texas, and South Carolina. Golf Life Navigators has also donated two grand prize packages in our 2022 Dream Golf Vacation Raffle in Naples, FL and West Palm Beach, FL. You can find more information on those packages [HERE](#).



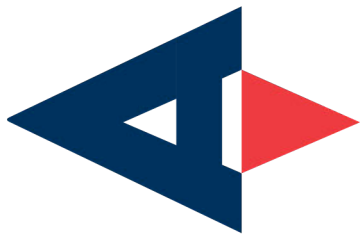
NOVEMBER GOLF HOME LISTINGS

Did you know, 85% of golfers in search of their future club community plan to combine the search with a golf home? With many Sun Belt clubs at a waitlist era and limited inventory of real estate for sale, we encourage you to leverage the resources of Golf Life Navigators. We work exclusively with Golf Certified Real Estate Agents who know golf, know real estate and can offer an expert view on the industry as a whole.

Arguably the biggest buying decision of your life, we have technology resources available, access to valuable data and best practices from past consumers who have used Golf Life Navigators. Once more, our nation-wide team are all (local) industry experts and will offer a transparent view of the marketplace. There is nothing better than spot-on technology and trust-worthy people on your side!



COLORADO GOLF
ASSOCIATION



DEDICATED EMAIL BLAST

To full membership

<u>SENT</u>	<u>OPENS</u>	<u>OPEN %</u>	<u>CTR</u>	<u>COST</u>
82,000+	9,500+	8.5%+	1.5%	\$2,500/email

Segmented Lists - COST: \$60/1,000

The CGA can send dedicated email blasts to segments of its membership for more focused campaigns. Geographically, there are 5 regions of the state already segmented, as well as custom segmentation by city/zip code. Additionally, we can segment by gender, or by private/public club affiliation.



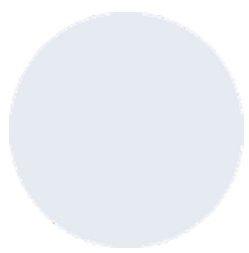
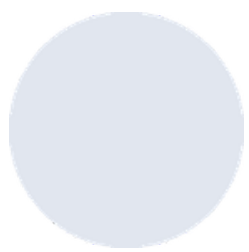
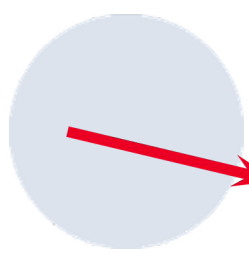
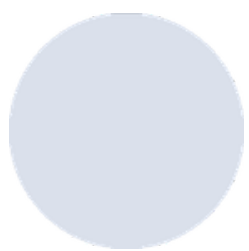
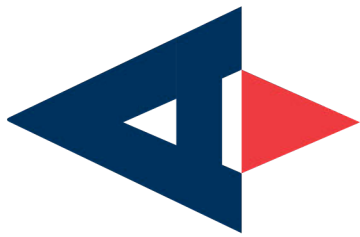
DEDICATED EMAIL BLAST SPECS:

(provide HTML, or
72 dpi .jpg, .png,
.gif)

**600x
lenth as
needed**



**COLORADO GOLF
ASSOCIATION**



GHIN MOBILE - DIGITAL AD

GHIN Mobile Users

USERS

316,000+

MONTHLY CLICKS

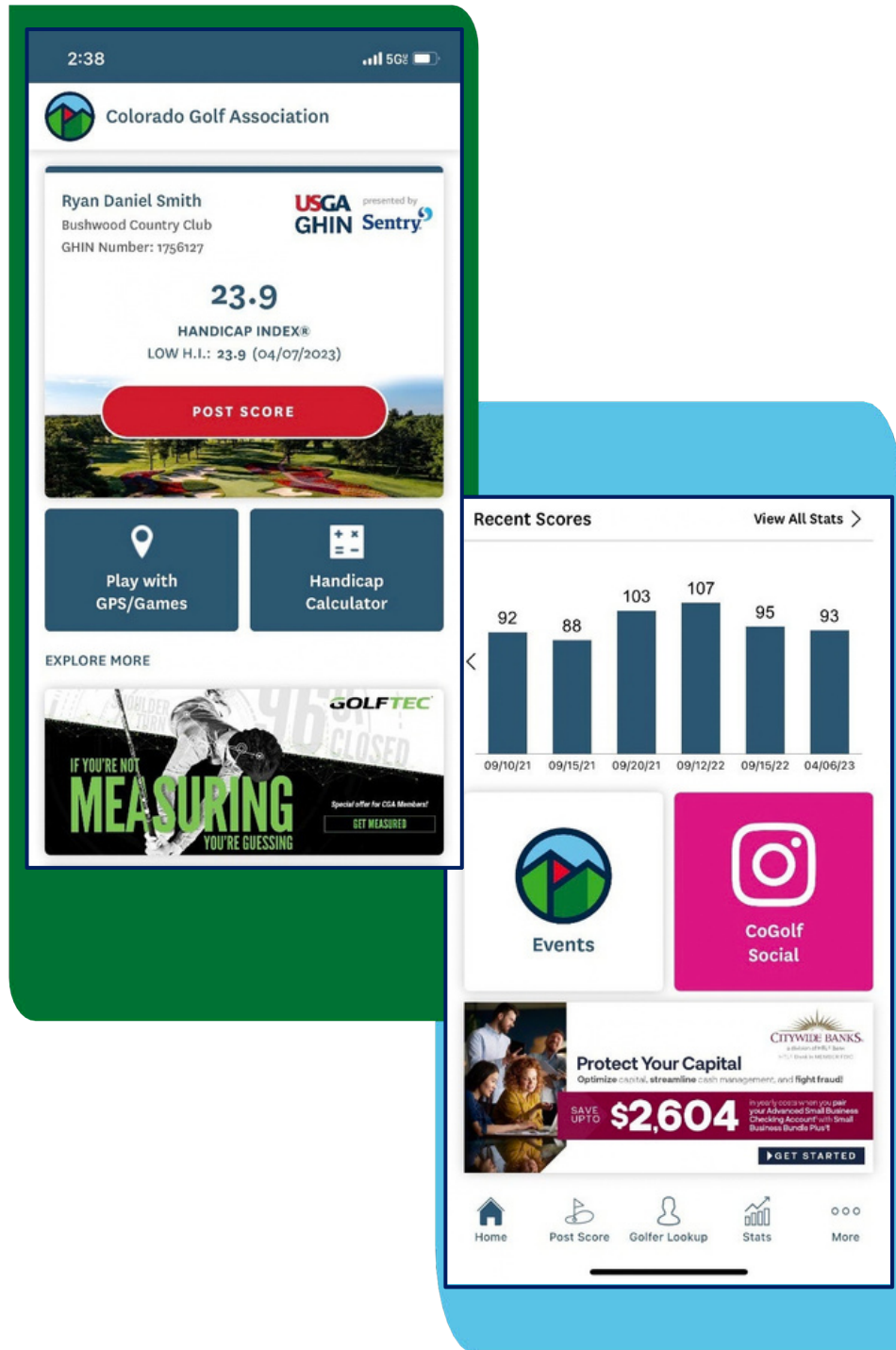
3,000+

MONTHLY VIEWS

1,000,000+

COST

\$2,500/2 months



GHIN MOBILE DIGITAL AD SPECS:

(provide
.jpg,.png. Image
link)

1920 x 800



CGA MONTHLY: FULL PAGE AD

<u>SIZE</u>	<u>SEND</u>	<u>OPENS</u>	<u>UNIQUE OPENS</u>	<u>CTR</u>	<u>COST</u>
16.5" x 10.75"	85,000+	17,000+	12,000+	13.50%	\$500/issue

CGA Monthly Magazine is emailed to all active members on the first Sunday of each month. It is also posted on the website home page.

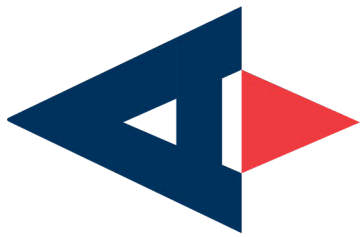
SPECS:

Full-page ad- bleed 16.5"x10.75"

Full-page ad- trim 16"x10.5"

Print-ready PDF or 300 dpi image file.





ADVERTISEMENT SPECS



WEBSITE

(72 dpi .jpg, .png, .gif)
Global banner ad

300x250

300x250

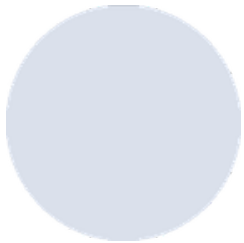


MEMBER INSIDER

(72 dpi .jpg, .png, .gif)
Video Ad

750x422
16:9 Ratio

750x422

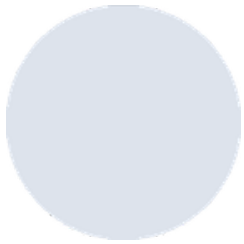


Featured Offer

300x250+text
(75-word limit)

300x250

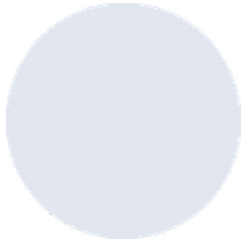
Sample text,
Sample text
Sample text
Sample text



Banner Ad

750x93

750x93



Sponsor Ad

300x250

300x250



DEDICATED EMAIL BLAST

(HTML, or 72 dpi .jpg,
.png, .gif)

600xlength as needed

e-Blast

**600x
length as
needed**

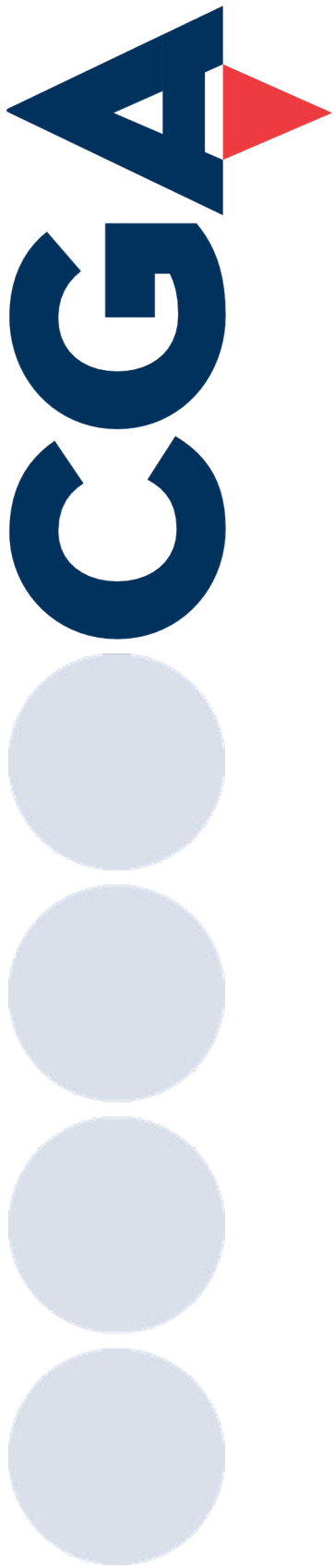
CGA Monthly Magazine

Full-page ad- bleed 16.5"x10.75"
Full-page ad-trim 16"x10.5"

Print-ready PDF or 300 dpi image
file.



COLORADO GOLF
ASSOCIATION



FOR MORE ADVERTISING INFORMATION

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