



COLORADO GOLF
ASSOCIATION

2022 MEDIA KIT

COLORADOGOLF.ORG

DIGITAL COMMUNICATIONS

DEDICATED EBLASTS

CGA MEMBER ZONE SPONSORSHIP



COLORADO GOLF ASSOCIATION

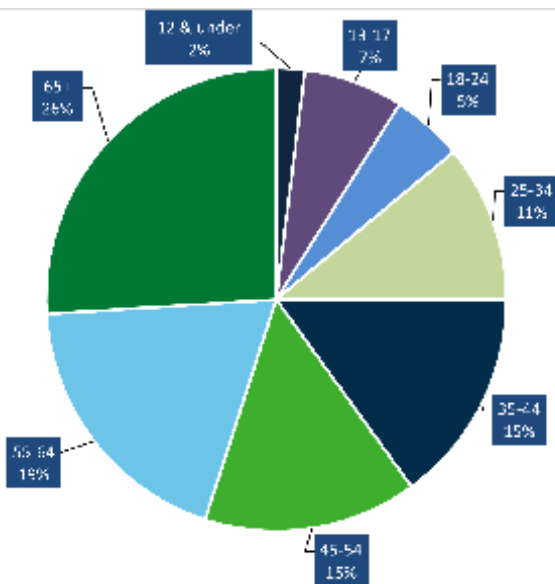
CGA MEMBERSHIP AT A GLANCE

CGA Individuals Members - 69,000 +

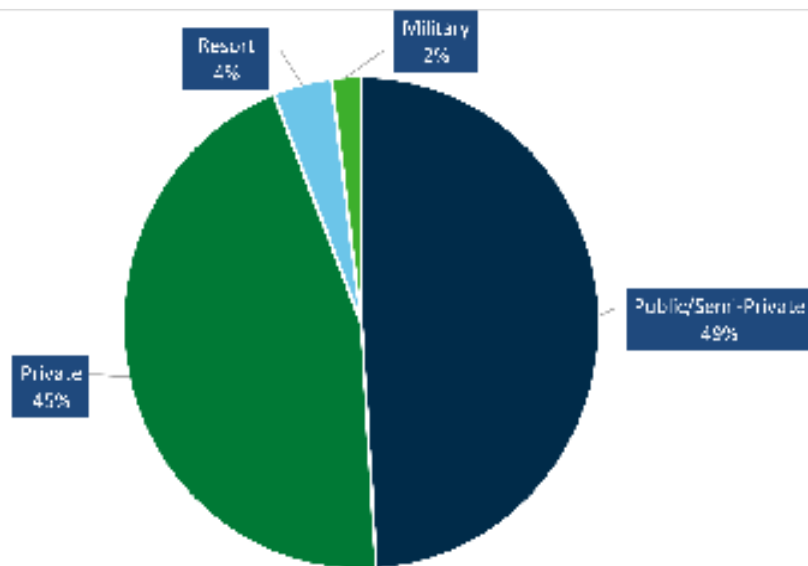
(Male - 52,000 | Female - 17,000)

CGA Member Clubs - 600 +

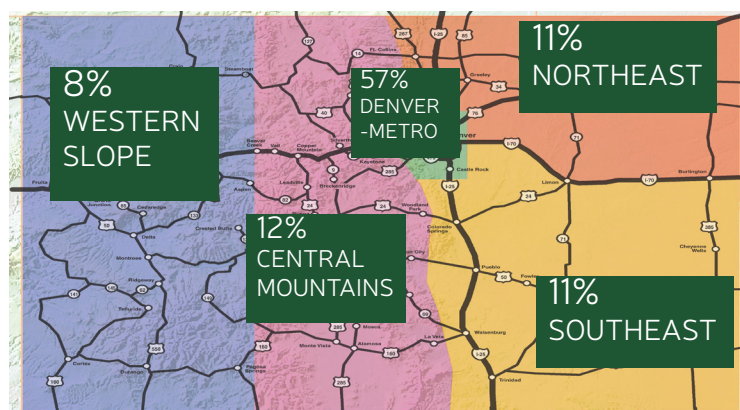
AGE



TYPE



REGION





COLORADO GOLF ASSOCIATION

CGA MEMBERSHIP INSIGHTS

WEALTHY AND WELL-EDUCATED

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

OTHER ACTIVITIES ENJOYED

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

BUYING TRENDS

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

GOLF FOCUSED

- 73% players hold an Average Handicap Index under 20.0.
- 61% players more than 25 18-hole rounds a year.
- 80% have taken golf lessons.
- A PGA 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 the game.

FAMILY ORIENTED

- 80% are married or in a domestic partnership.
- 80% of households have children.
- 73% of those have at least 1 child over 18.

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.





COLORADO GOLF ASSOCIATION

ADVERTISING OPPORTUNITIES

COLORADOGOLF.ORG

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, Colorado's most complete coverage of local golf news, and engaging educational content including *Rules of Golf* and swing tip videos.

UNIT

Global banner ad (above footer)

SIZE

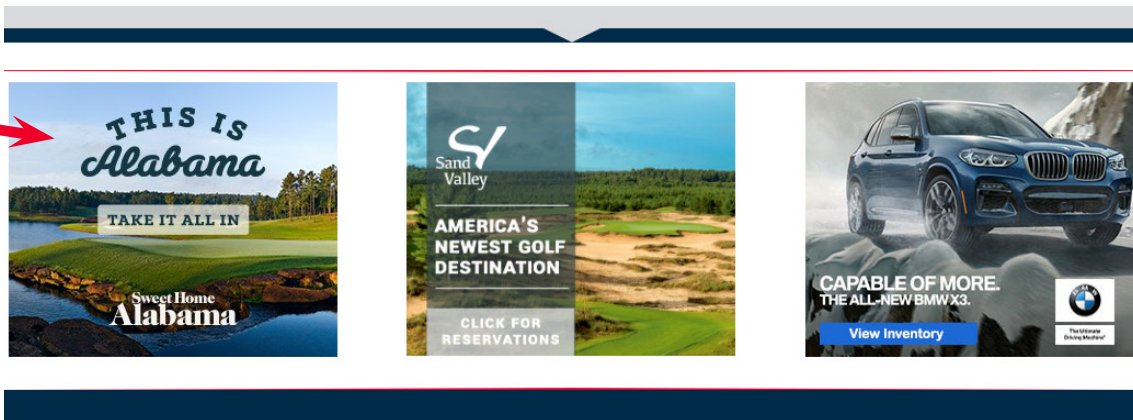
300x250

REACH

70,000 unique views/month

COST

\$500/month





COLORADO GOLF ASSOCIATION



COLORADO GOLF ASSOCIATION

CGA MEMBER INSIDER

Presenting Partners



Comfort dental

CITYWIDE BANKS
MEMBER FDIC

GHIN HANDICAP NEWSLETTER

The GHIN Handicap newsletter, called the CGA Member Insider, is sent weekly to an average of over 48,000 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, and featured member events and offers. Ads are in blocks of two or four, with no more than eight ads total in email.



CGA MEMBER INSIDER

Presenting PartnersComfort dentalCITYWIDE BANKS
MEMBER FDIC

CGA FEATURED MEMBER EVENT

SEASON KICK-OFF
SILENT AUCTION 2021





ENDS MARCH 15TH

CLICK HERE TO BID BEFORE IT'S TOO LATE!

PROCEEDS BENEFIT:

- Colorado Golf Association
- Colorado Junior & Leadership Academy
- Local Junior & Leadership Academy

FEATURED SWING TIP VIDEO

MAINTAINING A
GOOD FACE ANGLE
THROUGH IMPACT



PLAY VIDEO

COLORADO GOLF NEWS



TEERING IT UP ACROSS
COLORADO

From Montrose to Windsor & Fort Collins to Colorado Springs, 2021 CGA championship and USGA qualifying sites cover much of the state; registration for many events opens March 15

READ MORE

BIG-TIME TURNOUT - 371 participants in virtual CGA Women's Golf Summit; Kipcho DBA on weekend shot in contention for LPGA title among the highlights; ongoing CGA silent auction has raised about \$20K...[READ](#)

2021 CADDIE SUMMIT - Concept behind Seitch Caddie & Leadership Academy continues to gain momentum in Colorado and beyond...[READ](#)

JENI DO COLORADO PROUD - Colorado native Jewell Kipcho matches LPGA career best with third runner up showing and surpasses \$1 million in LPGA earnings; former CGA golfer Jenny Coleman breaks through with third place finish...[READ](#)

RAILING THE ROOST - 2 golfers with ties to members' Colorado named Golfweek national men's college players of the week in consecutive weeks...[READ](#)

ALL RECENT NEWS ITEMS

FOLLOW LOCALS ON TOUR

Click [HERE](#) for a free subscription to the CGA News Weekly Insider e-newsletter

FEATURED COLORADO GOLF EVENTS



Plan to join!

ADMISSION IS FREE!

March 12, 13

CLUB AND MEMBER SERVICES

NOTICE: The Colorado active score-keeping season begins on March 15th!

GHIN DIGITAL PROFILE

HAVING TROUBLE LOGGING

GHIN.COM WEBSITE

GHIN MOBILE APP

For more advertising information contact Ryan Smith: 303-974-2108 | rsmith@coloradogolf.org



COLORADO GOLF ASSOCIATION

CGA MEMBER INSIDER

UNIT	SIZE	SENT	OPENS	OPEN %	COST*
Video ad	750x300	48,700	25,300	52%	N/A


*only available for sponsor packages

Jill Marks




GHIN Number: 10772570

03/11/2021 Index Information: **NH** HANDICAP INDEX


LOW H.I.:


**COLORADO GOLF
ASSOCIATION**

CGA MEMBER INSIDER


Presenting Partners   

CGA FEATURED MEMBER EVENT




**SEASON KICK-OFF
SILENT AUCTION 2021** 




ENDS MARCH 15TH

 **CLICK HERE TO BID BEFORE IT'S TOO LATE!**


PROCEEDS BENEFIT:

-  COMMUNITY & WELLNESS PROGRAM
-  SOCIETY OF GOLFERS & LEADERSHIP ACADEMY
-  KIDS' GOLF PLAYER PROGRAM

FEATURED SWING TIP VIDEO



**MAINTAINING A
GOOD FACE ANGLE
THROUGH IMPACT**

 **PLAY VIDEO**



COLORADO GOLF ASSOCIATION

CGA MEMBER INSIDER

UNIT	SIZE	SENT	OPENS	OPEN %	COST
Featured offer	750x250	48,700	25,300	52%	\$1,000/email
	300x250	48,700	25,300	52%	\$500/email

300X250
+ ADVERTISER
COPY & LINKS

FEATURED MEMBER OFFER



LABOR DAY SALE EARLY ACCESS

CGA Members can now enjoy special discounts on PCs, electronics and more with unique offers and before-the-public access to the Lenovo Labor Day Sale!

Free ground shipping on all web orders

Award-winning service and support before, during and after your purchase

[SHOP THE LABOR DAY SALE NOW!](#)

FEATURED MEMBER OFFER



We are releasing a special edition of two designs in early July: the Sista Kay and the Montreal Cart Bags. With fewer pockets than our deluxe cart bags, these bags are lighter, weighing only 5 pounds. Place your pre-book order today to receive an additional 10% off these bags.

CGA MEMBERS SAVE 20%

Use promo code **CGA20** at checkout.

[SHOP NOW](#)



Sista Kay



Montreal

750X250



COLORADO GOLF ASSOCIATION

CGA MEMBER INSIDER

UNIT	SIZE	SENT	OPENS	OPEN %	COST
Banner ad	750x100	48,700	25,300	52%	\$250/email

FEATURED MEMBER CLUB



Blackstone Country Club in Aurora offers an amazing golf and membership experience. Home of the famous "Gauntlet" (Holes 13-16), Blackstone challenges the state's top players while also providing opportunities for the whole family to enjoy the game.

PGA Director of Golf Jeff Covington and staff provide unparalleled service to every member and guest. Blackstone CC and Black Bear GC in Parker (host of the CGA Senior Match Play Championship) are part of the ClubCorp family of clubs that provide unique membership opportunities across the network.

[LEARN MORE](#)



Full day women's clinic led by PGA/LPGA Coaches
MON AUG 30, 2021 | @ TPC COLORADO

Instruction + On-Course Play
Save \$25 with Promo Code: **TPCCOL02021**



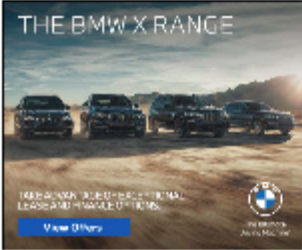





COLORADO GOLF ASSOCIATION

CGA MEMBER INSIDER

UNIT	SIZE	SENT	OPENS	OPEN %	COST
Sponsor ad	300x250	48,700	25,300	52%	\$250/email

PROUD CGA PARTNERS







CLICK TO WATCH VIDEO

MOVE YOUR COMPANY TO
ELECTRONIC PAYMENTS

Simulate Your Accounts Payable Process





COLORADO GOLF ASSOCIATION

DEDICATED EMAIL BLAST

TO FULL MEMBERSHIP

CONTENT

600xlength as needed

SEND

47,500

OPENS

15,200

OPEN %

32%

COST

\$2,500/email

SEGMENTED LISTS

The CGA can dedicated email blasts to segments of its membership for more focused campaigns. Geographically, there are 5 regions of the state already segmented, or we offer custom segmentation by city/zipcode. We can also segment by gender, or by private/public club affiliation.

COST: \$60/1,000



Exclusive Offer

FOR CGA MEMBERS

Sign up for WGT by Topgolf and get a free Callaway virtual equipment upgrade, including an Epic Speed Driver and sleeve of Chrome Soft X Triple Track Balls



GET FREE UPGRADE NOW

WGT is the free virtual golf game loved by millions of players all over the world. Experience famous golf courses, including Pebble Beach, St Andrews, Walt Creek and more -- or challenge your friends to a game of virtual Topgolf! Download free on iOS, Android or Amazon devices, PC, Mac and Steam.



COLORADO GOLF ASSOCIATION

CGA MONTHLY

UNIT	SIZE	SEND	OPENS	OPEN %	CLICK %	COST
Full page ad- bleed	16.5" x 10.75"	43,315	16,507	38.11%	11.73%	\$500/issue
Full page ad- trim	16" x 10.5"	43,315	16,507	38.11%	11.73%	\$500/issue

CGA MONTHLY MAGAZINE

The CGA Monthly Magazine is sent to all active members on the first Thursday of each month.



THE BMW ULTIMATE SUMMER ON SALES EVENT

Hurry in to receive a credit of up to \$3,500 on select models now through August 2nd.

bmwcolorado.com

BMW of Denver Downtown
1040 S Colorado Blvd
Denver, CO 80246
855-579-9692
bmwofdenverdowntown.com

BMW of Loveland
4150 Byrd Dr
Loveland, CO 80538
888-206-5718
bmwofloveland.com

Gebhardt BMW
4740 Valmont Rd
Boulder, CO 80301
844-873-0777
gebhardtBMW.com

Schomp BMW
1190 Plum Valley Ln
Highlands Ranch, CO 80129
720-776-4327
schompBMW.com

Offer available to qualified customers with excellent credit history who finance through BMW Financial Services NA, LLC. Offer applied to customers who have leased a BMW model in the last 12 months. In order to qualify for this BMW Ultimate Summer On Sale Event, all BMW owners must have proof of ownership. BMW Financial Services NA, LLC account holder must be able to meet all requirements. Offer ends 8/2/21. BMW Sales & Service Center. Subject to new and used BMW sales and service. BMW Sales & Service. Not valid on vehicles sold by BMW of North America, LLC. Offer ends 8/2/21. Some restrictions may apply. See dealer for details. ©2021 BMW of North America, LLC. The BMW name, model names and logo are registered trademarks.

The Ultimate Driving Machine®



ADVERTISEMENT SPECS

WEBSITE

Global banner ad 300x250

300x250

MEMBER INSIDER

Video ad 750x300

750x300

Featured offer 750x250
300x250+text

750x250

300x250 Sample text
+ text Sample text
Sample text

Banner ad 750x100

750x100

Sponsor ad 300x250

300x250

DEDICATED EMAIL BLAST

Full page ad 600xlength as needed

600xlength as
needed

CGA MONTHLY MAGAZINE

Full page ad- bleed 16.5" x 10.75"
Full page ad- trim 16" x 10.5"

16.5"x10.75"

16"x10.5"



COLORADO GOLF ASSOCIATION

MEMBERSHIP ENGAGEMENT

MEMBER ZONE PARTNERS

- Open to businesses / organizations who offer a discount on products/ services, or another form of benefit or opportunity exclusive to CGA members.
- 100,000 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.



CADDYDADDY GOLF

From coolers to heavy duty all-in-one travel bags, Caddy Daddy Golf produces cutting edge products using only the finest materials available. Members will receive 15% off Claw Gloves, Travel Bags, Sunday Bags, Coolers & accessories through 2021. Use code **cga15** at checkout to redeem your discount.

Click to access CGA discount - use code cga15

SOCIAL MEDIA

- 2,600+ Twitter followers
 - Over 75K monthly impressions.
- 2,700+ Facebook followers
 - Over 35K monthly impressions.
- 2,500+ Instagram followers.
- 125,500 YouTube views/year.
- Advertising opportunities available

