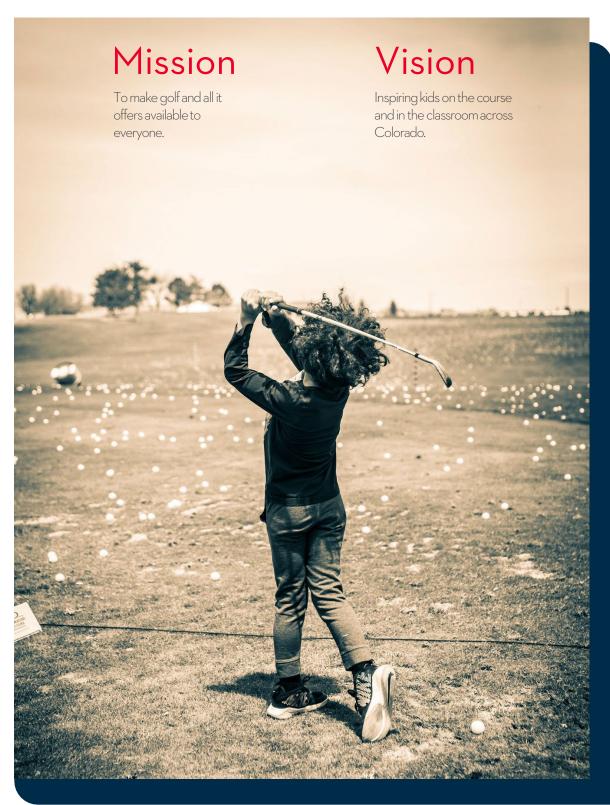




Colorado Golf Association







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 98,000 members enjoy all that the CGA has to offer.

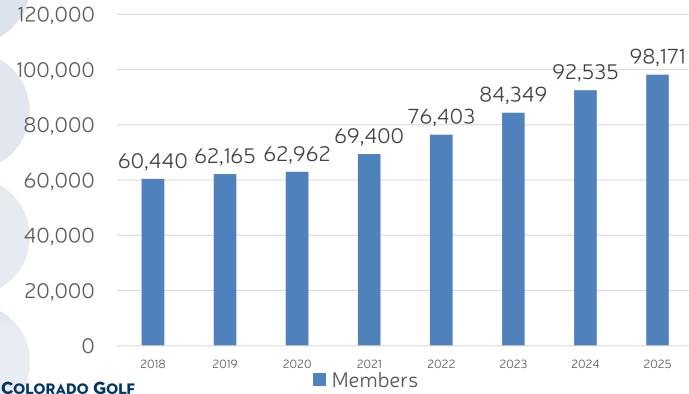
Corporate partners with the CGA enjoy the following key benefits:

- Investment in community programs.
- Extensive employee and client engagement opportunities.
- Marketing engagement to our 98,000+ members across Colorado





CGA Members





Membership at a Glance

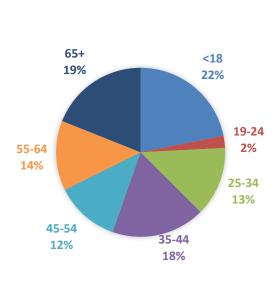
CGA Individual Members - 98,000+

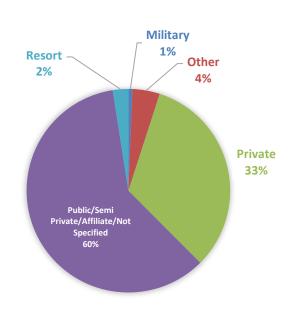
+(Male - 75% | Female - 25%)

CGA Member Clubs - 589

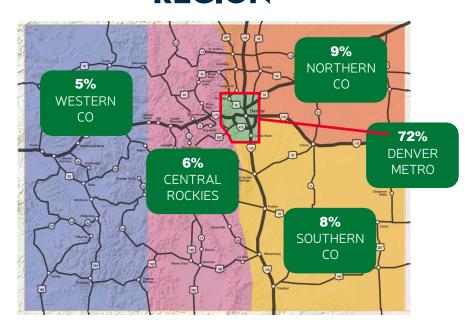


TYPE





REGION







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/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 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 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 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.





Marketing Engagement Exclusive Recognition across all CGA Communication channels



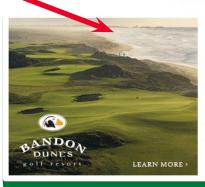
WEBSITE: GLOBAL BANNER AD

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 net 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 300x250 (above footer)

SIZE

REACH 77,000 unique views/month COST \$500/month







AD SPECS

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

300x250





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







AVIS RENTAL CARS



BIRDIE BALI



BIRDIE BOTTLE



BUDGET RENTAL CARS



CADDYDADDY GOLF



COLORADO AVALANCHE



COLORADO AVIDGOLFER MAGAZINE













Member Engagement

SOCIAL MEDIA

- 3,300+ Twitter followers

 Over 50K monthly impressions.
- 4,400+ Facebook followers

 Over 300K monthly
 impressions.
- 7,500+ Instagram followers.
 - Over 100k monthly impressions.
- 134,000 YouTube views/year.
 Over 1.000 subscribers

\$500/per post Across all major platforms

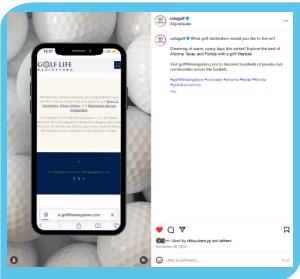
AD SPECS

Global banner ad **.jpg**, **.png**





Kaiser Permanente sponsor recognition post



Golf Life Navigators dedicated post





The GHIN Handicap® newsletter, called the **CGA Member Insider**, is sent weekly to an average of over 93,000 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.



Fix Out-to-In Swing Path & Hit Straighter Shots

Is your downswing path too steep or out-to-in? That's one of the biggest causes of slices and weak shots. In this video, I'll show you a simple downswing drill to keep your hands and club on the right path — the same move the best golfers in the world use.

WATCH NOW

FEATURED MEMBER OFFER



CGA MEMBER DISCOUNT

North Coast Golf Co. creates the highestquality gloves & accessories with style rooted in the game and built for golfers who love to explore. CGA members get





Member Insider: Video Ad

SIZE

SENT

OPENS

UNIQUE

OPEN%

COST*

750x422

93,000

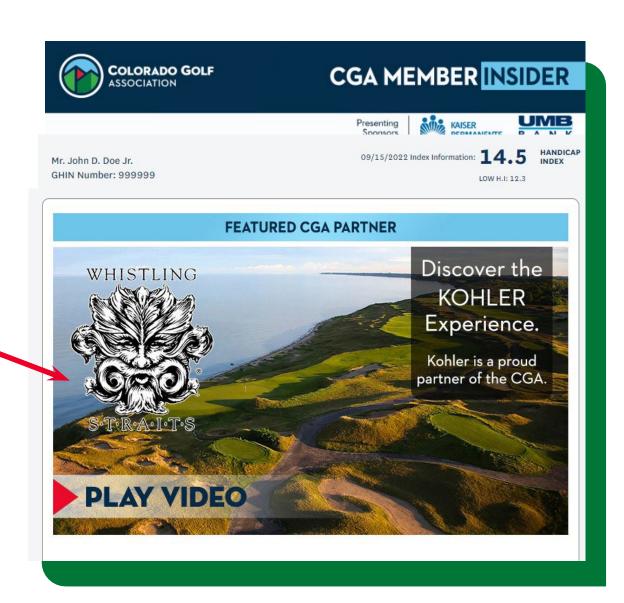
90,000

58,000

70%

\$750/Email

*only available for sponsor packages



VIDEO AD SPECS

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

750x422 16:9 ratio



Member Insider: Featured Offer/ Banner Ad

SIZE

SENT

TOTAL OPENS

UNIQUE

OPEN %

COST*

300x250

93,000

90,000

58,000

70%

\$500/email

FEATURED OFFER SPECS:

300X250 IMAGE PLUS TEXT

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

Sample text, Sample text Sample text Sample text

BANNER AD SPECS

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

750x93

FEATURED MEMBER OFFER



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







Advertorials/Press Releases



UNITNews Post <2,500 words + image

REACH

COST

Full Memberhip \$750

Advertorials and press releases for partners are posted within the "News" section on coloradogolf.org and made available to the 90,000+ membership base along with nonmembers. 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 eNewsletter. 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.





Dedicated Email Blast



SEND OPENS OPEN % CLICKS COST

88,000+ 49,000 56% 2,000 \$3,500/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 length as needed





GHIN Mobile - Digital Ad

GHIN MOBILE USERS

USERS 280,016+

MONTHLY CLICKS

3,500+ 600,000+

Recent Scores

92

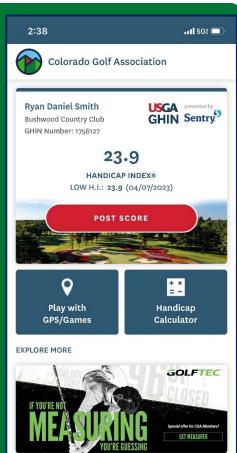
MONTHLY VIEWS

View All Stats >

95

COST \$2,500/month







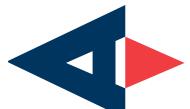
(provide .jpg, .png. Image link)

1920 x 800



103





CGA Monthly: Full Page Ad



SIZE 16.5" x 10.75"

SEND 93,000

VISITS 120,000

PAGE VIEWS 16,800

CLICKS 3.300

COST \$750/issue

CGA MONTHLY MAGAZINE

CGA Monthly Magazine is emailed to all active members on the first Sunday of each month.

It is also posted on the website homepage.

SPECS

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

Print-ready PDF or 300 dpi image file.







Advertisement Specs



WEBSITE

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

Global banner ad 300x250

300x250

750x422

Sample text, Sample text

Sample text

Sample text



MEMBER INSIDER

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

Featured Partner ad 750x422

16:9 Ratio

Featured offer 300x250+text

(75-word limit)

Banner ad 750x93

93 **750x93**

Sponsor ad

300x250

300x250

DEDICATED EMAIL BLAST

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

Full page ad 600xlength as needed

e-Blast

600x length as needed

CGA MONTHLY MAGAZINE

Full page ad- bleed 16.5" x 10.75" Full page ad- trim 16" x 10.5" Print-ready PDF or 300 dpi image file.





For more advertising information

Contact:

Ryan Smith, Chief Development Officer 303.974.2108 rsmith@coloradogolf.org





Phone: 303.366.GOLF • Fax: 303.344.8229

Web: coloradogolf.org

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