



COLORADO GOLF
ASSOCIATION

2020 MEDIA KIT

COLORADOGOLF.ORG

DIGITAL COMMUNICATIONS

DEDICATED EBLASTS

CGA MEMBER ZONE SPONSORHIP



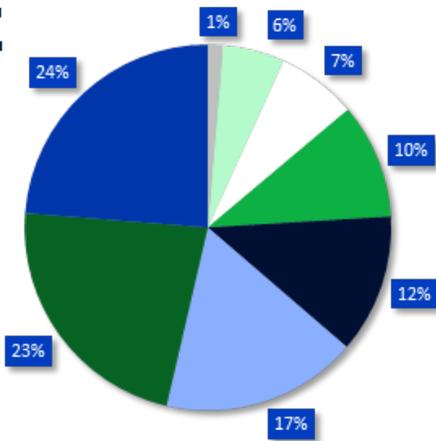
COLORADO GOLF ASSOCIATION

CGA MEMBERSHIP AT A GLANCE

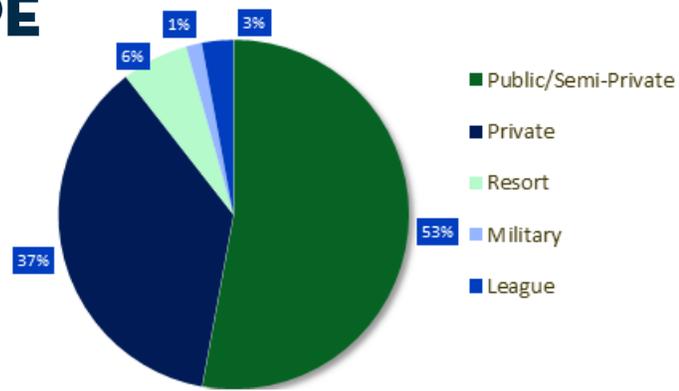
CGA Individuals Members - 62,000 +
(Male - 45,000 | Female - 17,000)

CGA Member Clubs - 600 +

AGE

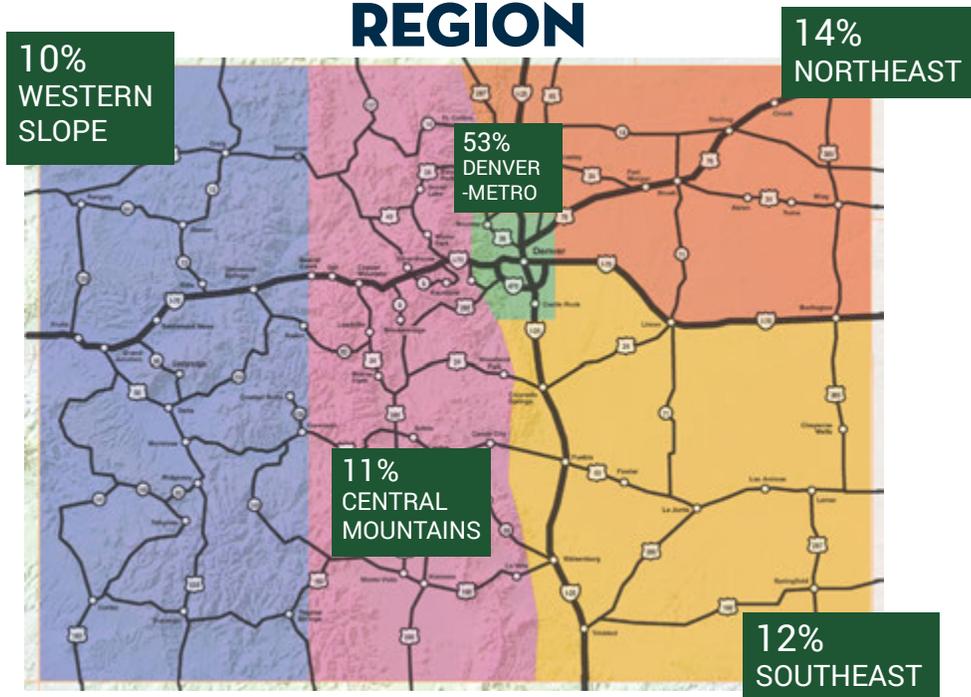


TYPE



■ 12 and Under ■ 13-17 □ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

REGION





CGA MEMBERSHIP INSIGHTS

WEALTHY AND WELL-EDUCATED

- Average age is 60 with 74% over the age of 55.
- 60% have a household income of over \$100,000.
- 76% have a bachelors degree or better.
- 10% live in the Top 10 wealthiest ZIP codes in Denver by median HHI.
- 6% live in a ZIP with median home value over \$500,000.

OTHER ACTIVITIES ENJOYED

- Eating Out – 84%
- Travel – 76%
- Attend concerts/shows/performing arts – 60%
- Attended local professional sports – 58%
- Attend a health club – 46%

BUYING TRENDS

- Most frequently buy from chain retailers in store.
- 90% typically buy their golf clubs new.
- Brand Loyalty in regards to clubs and balls.
- Only 13% have no preference in golf clubs.
- Only 10% have no preference in golf balls.
- Most frequently purchased items are clothing/headwear and golf balls.

GOLF FOCUSED

- Average Handicap Index is 16.9 with 69% with an index under 20.0.
- 59% player more than 25 18-hole rounds a year.
- 81% have taken golf lessons.
- A PGA Professional at a golf course is where most people most frequently take lessons.
- Average member has been a member for over 11 years.
- 94% said they play the game for fun
- 70% play for the social aspect of the game.

FAMILY ORIENTED

- 82% are married or in a domestic partnership.
- 76% of households have children.
- 95% 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.



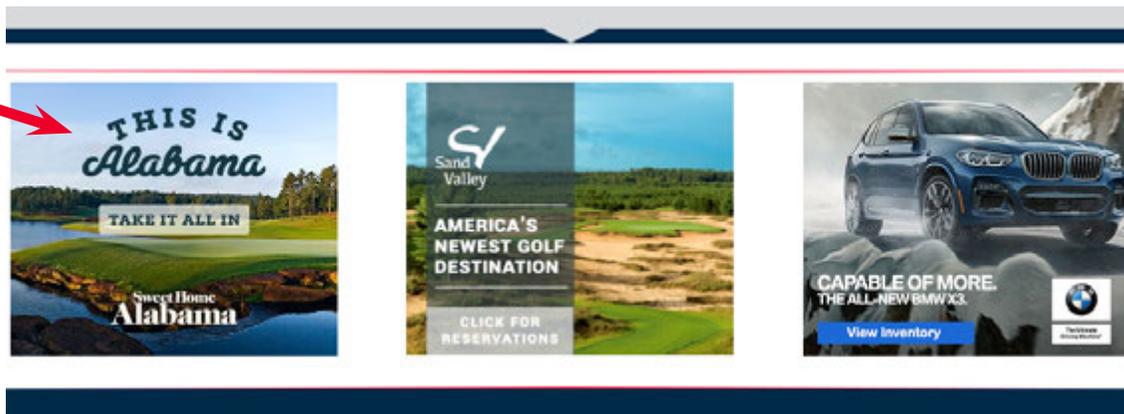
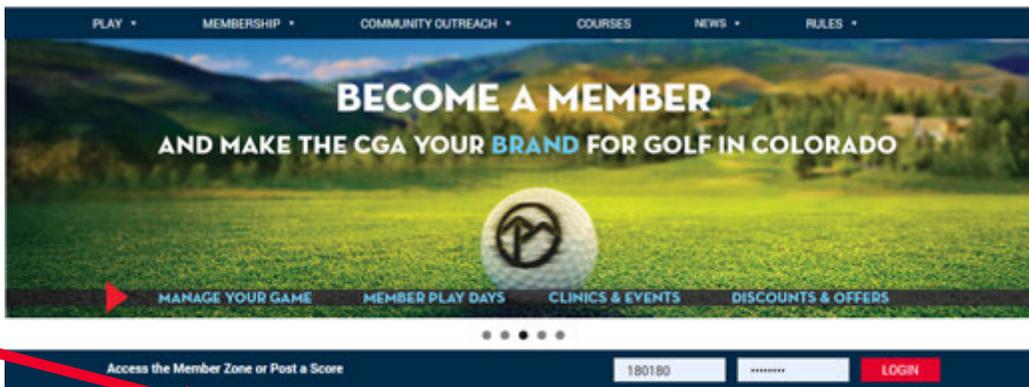


ADVERTISING OPPORTUNITIES

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	SIZE	REACH	COST
Home page strip ad (above fold)	728 x 90	12,667 unique views/month	\$1,000/month
Global banner ad (above footer)	300x250	73,000 unique views/month	\$1,000/month





GHIN HANDICAP NEWSLETTER (E-REVISION)

UNIT	SIZE	SENT	OPENS	OPEN %	COST
Banner ad	300x250	48,200	52,000	108%	\$1,000/month (2 emails)

GHIN HANDICAP NEWSLETTER

The GHIN Handicap newsletter, called the CGA E-Revision newsletter, is sent twice a month 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, member event schedules and championship results. Ads are in blocks of two or four, with no more than eight ads total in email.

A. Player

GHIN Number: 123456789

03/01/2020 Index Information:

6.4 HANDICAP INDEX

LOW H.I. 5.4

HOW TO POST SCORES IN THE WORLD HANDICAP SYSTEM

Spring is coming! You can begin posting Colorado scores in just 2 weeks, and we will be getting you ready with a new video series.

PART 1:

How to adjust your score using net double bogey and post it as a total score

TOTAL SCORE
adjusted gross total score

PLAY VIDEO

CGA PARTNERS AND SPONSORS

THIS IS Alabama
TAKE IT ALL IN
Sweet Home Alabama

EXPERIENCE TRUE LINKS GOLF ON THE OREGON COAST
UNITED AIRLINES FLIGHTS
HAVE RETURNED

CAPABLE OF MORE. THE ALL-NEW BMW X3
View Inventory

AN AMERICAN BEAUTY.
Play the home of the 2020 Ryder Cup

Revision Scores

Used	Type	Date	Score	C.F./Slope	PCC	DIFF	Course
A		2019-09-27	84	74.8/141	-	7.4	Cherry Creek Country Club Cher



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CGA MEMBER ZONE EMAIL

UNIT	SIZE	SEND	OPENS	OPEN %	CLICK %	COST
Strip ad	600x125	43,315	16,507	38.11%	11.73%	\$300/email

CGA MEMBER ZONE EMAIL

The CGA Member Zone email is sent to all active member via Vertical Response. The strip ad is directly below the video section.



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Member Zone Update for Barry

CGA PLAYING TIPS VIDEO SERIES



This week's winter tip:
Work on your backswing indoors with your couch!

CGA SILENT AUCTION *Benefitting CGA Junior Programs*



CGA MEMBER EVENTS & OPPORTUNITIES

March 7	CGA Women's Golf Summit - CU South Denver Cost: \$40	REGISTER
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COLORADO GOLF ASSOCIATION

DEDICATED EMAIL BLAST

TO FULL MEMEBRSHIP

CONTENT

600w (length flexible)

SEND

43,000

OPENS

15,000

OPEN %

35%

COST

\$2,500/email

TO SEGMENTENT LISTS

The CGA can dedicated email blasts to segments of it's 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

COLORADO GOLF ASSOCIATION

A NEW SPECIAL OFFER for Colorado Golf Association Members / [View Web Version](#)

DESTINATION KOHLER

LODGING GOLF SPA & WELL-BEING DINING EVENTS BOOK ONLINE

WHISTLING STRAITS BLACKWOLF RUN
A KOHLER EXPERIENCE

PLAY IRELAND WITHOUT A PASSPORT.

In the early 1990s, demand dictated that Herb Kohler construct another golf venue. But it had to be very different from Blackwolf Run.

"I wanted another kind of environment. Something on Lake Michigan and something that was true to the origins of golf."
HERB KOHLER

So by sketching on the back of a Blackwolf Run scorecard, Pete Dye began routing what would become The Straits—a big, brawny, bold and blustery stretch along the shore of Lake Michigan that harkens back to the historic links courses of the British Isles.



MEMBERSHIP ENGAGEMENT

MEMEBER 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.

CGA MEMBER ZONE PARTNERS



TPC Colorado Championship at Heron Lakes – Save 15%

BUY YOUR TICKETS NOW! As a CGA member, enjoy 15% off all ticket opportunities to the TPC Colorado Championship at Heron Lakes.

SOCIAL MEDIA

- 2,000+ Twitter followers
 - Over 70K monthly impressions.
- 2,000+ Facebook followers
 - Over 30K monthly impressions.
- 1,400+ Instagram followers.
- 231,000 YouTube views/year.

