



COLORADO GOLF
ASSOCIATION

2020 MEDIA KIT

COLORADOGOLF.ORG

DIGITAL COMMUNICATIONS

DEDICATED EBLASTS

CGA MEMBER ZONE SPONSORSHIP



COLORADO GOLF ASSOCIATION

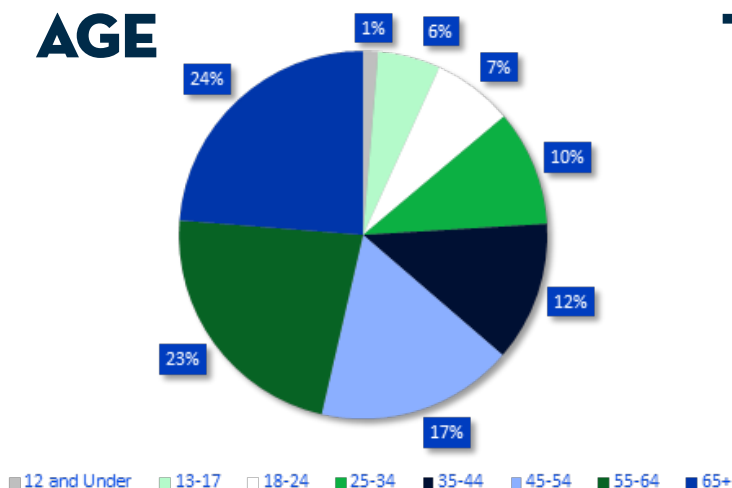
CGA MEMBERSHIP AT A GLANCE

CGA Individuals Members - 62,000 +

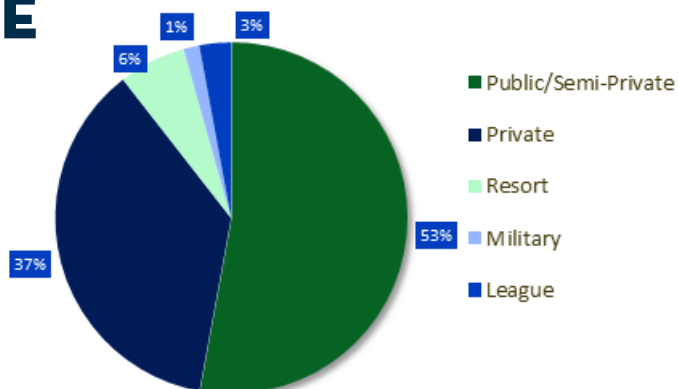
(Male - 45,000 | Female - 17,000)

CGA Member Clubs - 600 +

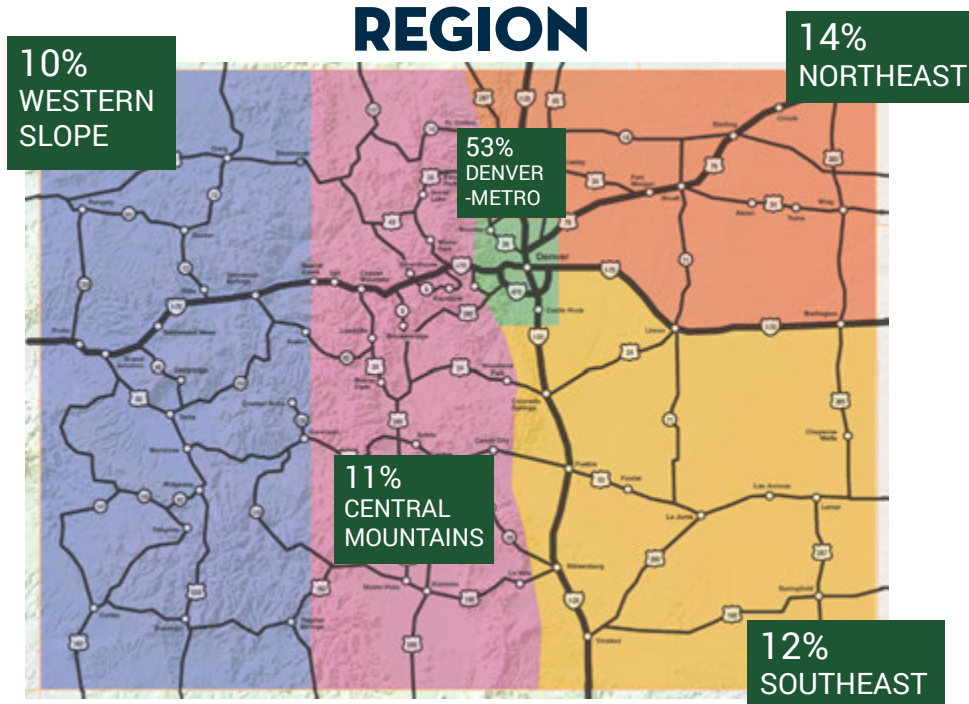
AGE



TYPE



REGION





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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.





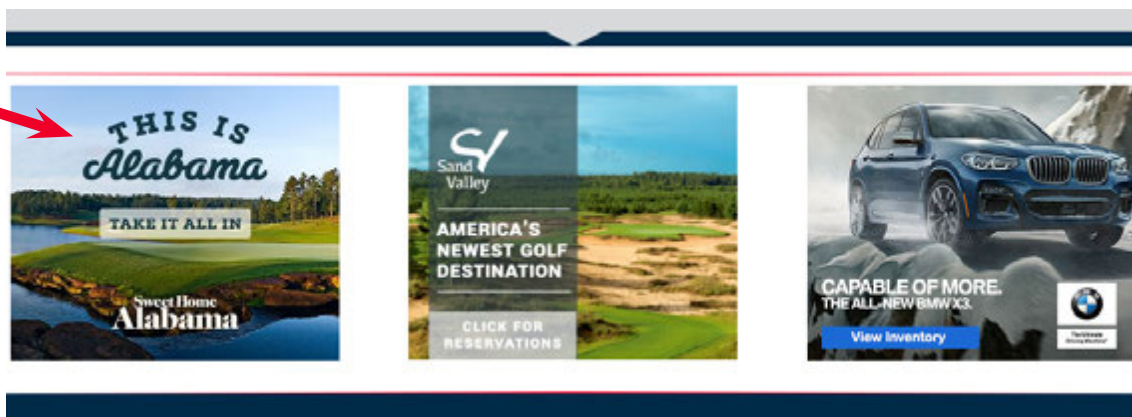
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ADVERTISING OPPORTUNITIES

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





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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

Revision Scores

Used	Type	Date	Score	C.B./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.

**COLORADO GOLF
ASSOCIATION**

Member Zone Update for Barry







CGA PLAYING TIPS VIDEO SERIES



GOLFTEC

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

The screenshot shows an email blast from the Colorado Golf Association. At the top is the CGA logo and name. Below it is a link: "A NEW SPECIAL OFFER for Colorado Golf Association Members / View Web Version". The main header is "DESTINATION KOHLER" in a serif font. A navigation bar includes links: LODGING, GOLF, SPA & WELL-BEING, DINING, EVENTS, BOOK ONLINE. The main image is a scenic view of a golf course with a green and a white flag, set against a backdrop of rolling hills and a body of water. In the top right corner of the image area are logos for "WHISTLING STRAITS" and "BLACKWOLF RUN", with the text "A KOHLER EXPERIENCE" below them. The headline "PLAY IRELAND WITHOUT A PASSPORT." is prominently displayed in large, white, sans-serif capital letters. Below the headline is a quote: "In the early 1990s, demand dictated that Herb Kohler construct another golf venue. But it had to be very different from Blackwolf Run." Below this is a black and white photo of two men, Herb Kohler and Pete Dye, standing on a golf course. A quote from Herb Kohler is overlaid: "I wanted another kind of environment. Something on Lake Michigan and something that was true to the origins of golf." Below the photo is the text "HERB KOHLER". At the bottom of the email is a paragraph: "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."



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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.

