



COLORADO GOLF
ASSOCIATION

2021 MEDIA KIT

COLORADOGOLF.ORG

DIGITAL COMMUNICATIONS

DEDICATED EBLASTS

CGA MEMBER ZONE SPONSORSHIP



COLORADO GOLF ASSOCIATION

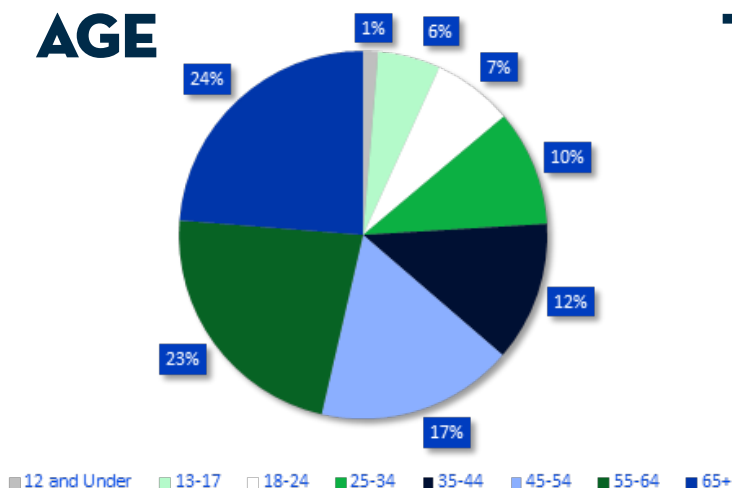
CGA MEMBERSHIP AT A GLANCE

CGA Individuals Members - 62,000 +

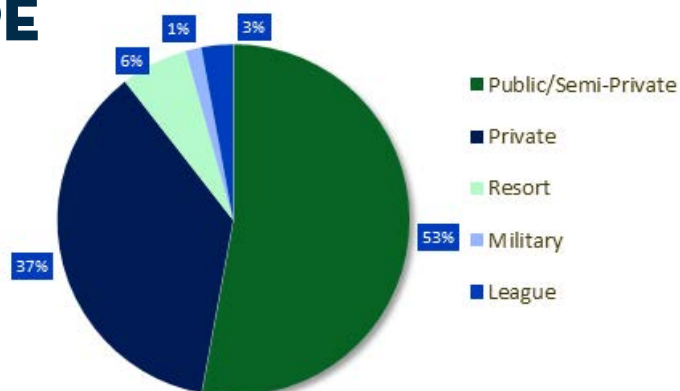
(Male - 45,000 | Female - 17,000)

CGA Member Clubs - 600 +

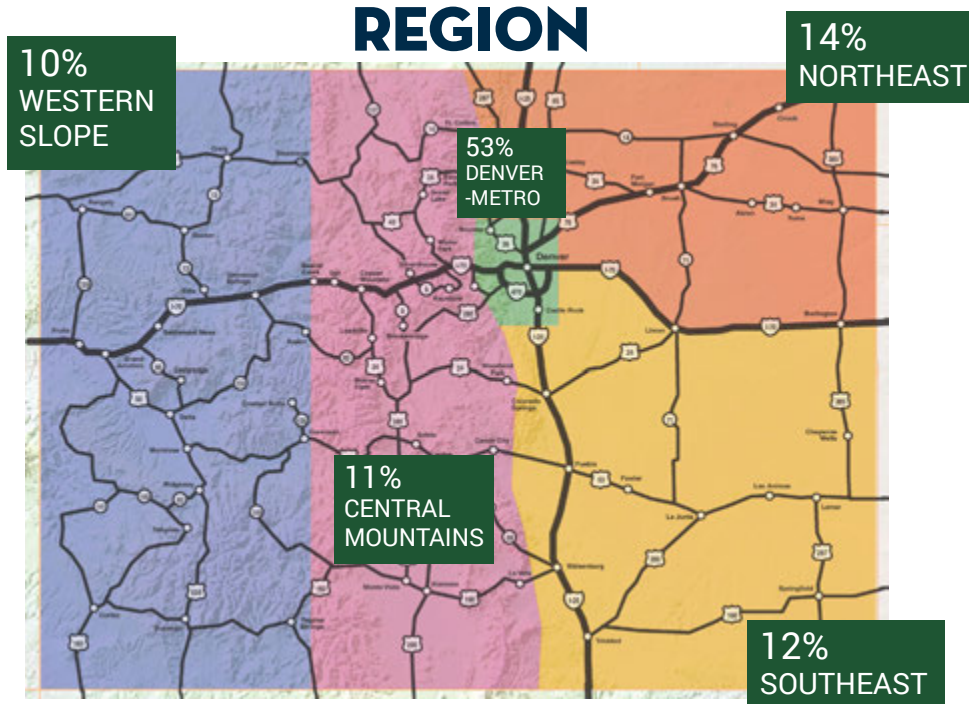
AGE



TYPE



REGION





COLORADO GOLF ASSOCIATION

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.





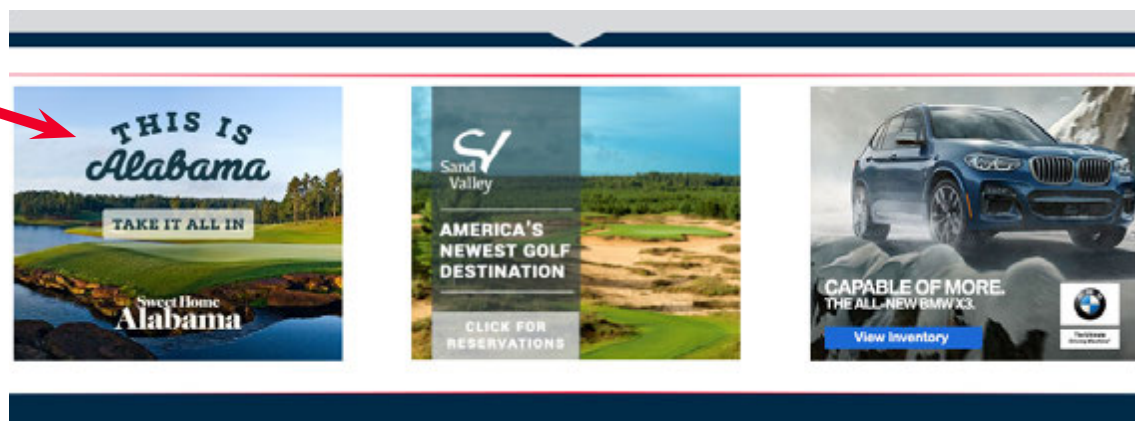
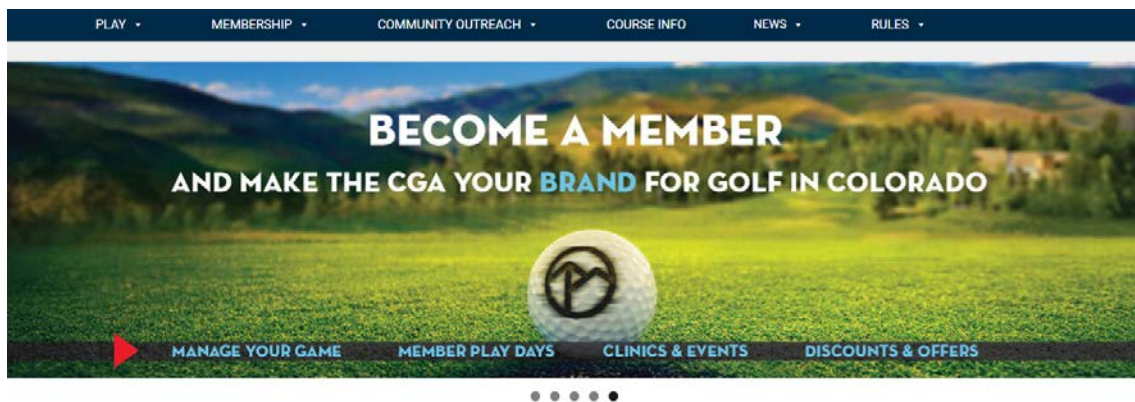
COLORADO GOLF ASSOCIATION

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	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 %
Banner ad	300x250	48,200/email	52,000	108%

GHIN HANDICAP NEWSLETTER

The GHIN Handicap newsletter, called the CGA E-Revision newsletter, is sent four times per month to an average of over 48,000 members directly from GHIN (the USGA system).

Advertising Options:

FEATURED PARTNER AD

- Featured ad in CGA Newsletter. **COST:** \$500
- Ad size options:
- 300 x 250 with written copy
- 750 x 250 graphic ad

PARTNER AD

- CGA advertising section adjacent revision scores. **COST:** \$250/email -OR- \$750/month
- Ad size options:
- 300 x 250
- 2 - 4 ads per email



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.

CGA PARTNERS AND SPONSORS





COLORADO GOLF ASSOCIATION

DEDICATED EMAIL BLAST

TO FULL MEMEBRSHIP

CONTENT

600w (length flexible)

SEND

45,000

OPENS

15,000

OPEN %

35%

COST

\$2,500/email

SEGMENTED 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/zip code. 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. Below this is a navigation bar with links: LODGING, GOLF, SPA & WELL-BEING, DINING, EVENTS, BOOK ONLINE. The main body features a large image of a golf course with a green and a white flag. To the right of the image 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. 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 looking out over 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 name "HERB KOHLER". At the bottom, a paragraph reads: "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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MEMBER ZONE

FEATURED PARTNER AD

- Exclusive members-only area.
- 100,000 annual logins to the Member Zone where benefits and USGA services are accessed.
- Ad size options:
- 300 x 250 with written copy

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.

