



2017 SCGA Media Kit Advertising Opportunities with the SCGA

The South Carolina Golf Association, founded in 1929, is the governing body for amateur golf in South Carolina. The SCGA's purpose is to promote, preserve and serve the game of golf. Made up of more than 270 member clubs and more than 50,000 individual members, the SCGA annually conducts 21 SCGA statewide championships, 71 one-day contests, ten USGA qualifiers, seven 40-plus tournaments and six special events.

Other Member services offered include GHIN – the USGA Handicap Computation System, a Tournament Software System and support, Rules of Golf and Handicap education, USGA Course/Slope Ratings and Course measuring, Amateur Status information, the Palmetto Golfer Magazine and the SC Golf Hall of Fame. The SCGA also houses the offices of the SC Junior Golf Foundation and SC Junior Golf Association in a combined effort to support junior golf and grow the game's initiatives.

We provide an opportunity to engage with our over 50,000 individual members with a variety of tournament sponsorships, print material, e-mail marketing and social media solutions.

Championships

The backbone of what the South Carolina Golf Association offers to our individual Membership is our yearlong Championship and Tournament schedules. With events targeted at every player from the beginner to the highest level competitor, we have over 2,500 unique players competing with us. If you choose to sponsor an event, the benefits include on-site presence with signage/banners, your logo and information prominently placed on all Championship materials, scoreboard and player information, recognition in all media and publication releases and logo prominently displayed on the online Championship Tournament Pages.

| | |
|---|-----------------------|
| Presenting Sponsor State Amateur: | \$10,000 |
| Presenting Sponsor Mid-Amateur, Junior or Senior Championship: | \$5,000/per |
| Presenting Sponsor other SCGA Tournaments: | \$2,500/per |
| Presenting Sponsor SCGA 40+ Series: | \$5,000/season |
| Presenting Sponsor SCGA One Day or Senior One Day Series: | \$2,000/season |

Website Banner Ads – www.scgolf.org

The official website of the SCGA is our informational tool base for tournaments, handicaps, score posting, rules and more. SCGOLF.org receives almost 20,000 visitors per month with nearly 50,000 page views per month. A limited number of Home Page Banner Ads are available along the right column. Individual page opportunities are available based on the needs of the individual company or vendor and include the Championship & tournament schedule page, Player of the Year and Score Posting page.

*(Ad dimensions are 250 x 200 px. Formats: JPG, GIF, PNG are accepted. No Flash. The destination URL for banner must be provided)

| | |
|------------------------------------|--|
| Home Page Banner Ad: | \$1,000 per/month Space for only one banner |
| Individual Page Banner Ads: | \$450 per/month (this is for an individual tournament ie, 4 Ball, Senior Champ, etc.) |



Dedicated e-Blast

The SCGA can send a dedicated email blast to our database of over 32,000 e-mail addresses with your self-designed message. These sponsored blasts are sent out once a month and must include a special offer from your company to SCGA members. You will not share this ad space with any other companies or advertisers. The SCGA banner is added to the top of the email. (Ad dimensions are 600 x 800 px. Advertiser has final approval. The SCGA reserves the right to approve all e-Blast's prior to distribution.)

Price per e-Blast: \$2500/blast – only 2 blasts during any one month

e-Newsletter

Twice per month, on the 1st and 15th, the SCGA sends personalized e-Newsletters to more than 32,000 members in South Carolina who have registered their email addresses. This newsletter contains the individual's handicap index, score history and Association news. Because it contains their handicap information, there is an open rate that often exceeds 80%. There is a Banner ad available under the SCGA news portion of the email that offers a headline, link and a 145 x 190 px image.

Price per e-Newsletter: \$500 Only space for 1 per blast

Price for Month (2 issues): \$800

Palmetto Golfer Magazine

The official publication of the South Carolina Golf Association, the Palmetto Golfer Magazine is mailed to over 26,000 golfing households in South Carolina every spring and fall. Another 3,000 magazines are distributed through Member clubs and daily-fee public courses. This circulation puts advertisers in touch with golfers that are serious about their game, are commonly members of a private golf club and have above average disposable incomes. The Palmetto Golfer is the only publication written exclusively for golfers in South Carolina that reaches this most desirable audience for advertisers.

Advertisement Rates:

| | <u>One Issue</u> | <u>Annual (two issues)</u> |
|----------------|-------------------------|-----------------------------------|
| ▪ Back Cover | \$1,375 | \$1,200/per |
| ▪ Full Page | \$825 | \$700 /per |
| ▪ Half Page | \$600 | \$475/per |
| ▪ Third Page | \$450 | \$375/per |
| ▪ Quarter Page | \$350 | \$300/per |
| ▪ 2 Page | \$1,150 | \$975/per |

For more information:

Ann Maness
Director of Marketing, Communications & Special Events
803-732-9311
ann.maness@scgolf.org