The SCGA, founded in 1929, is the governing body for amateur golf in South Carolina. As a non-profit organization, 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.
about the SCJGA

Sr. Director | Justin Fleming
jfleming@scgolf.org

Golf can and does shape the lives of kids throughout South Carolina. It promotes healthy competition, fosters a drive to succeed, and teaches many lessons of life. Through the contributions of golfers, courses and businesses across the state, the SCJGA provides opportunities, builds character, and shapes lives.

In 2008, the SCJGA was named the top regional junior golf association in the country by Golf Digest magazine.

The purpose of the South Carolina Junior Golf Association is to perpetuate the history and traditions of the ancient game of golf through its members, and with an active outreach to the youth of our state.

Established in 1990 by community leaders with a love for the game and a commitment to passing on golf’s heritage to the youth of South Carolina, the SCJGA is committed to meeting the needs of all young people in the state and providing playing opportunities to boys and girls that might not otherwise have the chance to experience golf and its many benefits.
about the scjgf

Sr. Director | Joe Quick
jquick@scgolf.org

501 (c) 3

Mission:
The South Carolina Junior Golf Foundation’s mission is to enrich the lives of South Carolina’s youth through funding for educational and recreational opportunities, including junior golf programs.

Vision:
The Board of Trustees’ vision of the South Carolina Junior Golf Foundation is to meet the following objectives:

To create avenues to get children into grass roots golf programs

To support programs throughout the state that serve population clusters enabling children of all backgrounds the opportunity to participate in the game of golf

To secure enough funding to provide awards for five new scholarships annually

To create the opportunity to provide free equipment to any school, group, program or individual who so desires to facilitate the game and teach life values associated with the sport

To show the strength of personal character promoted through the game and how it encourages children to become socially responsible leaders and more productive citizens.
The backbone of what the South Carolina Golf Association services is our tournament program. With events targeting every player, from beginner to the highest level competitor, we have over 4,000 unique competitors with a total audience of 50,000. Sponsorship includes (but not limited to): event signage, prominent logo displayed on collateral and digital pieces, social media coverage and e-Mail marketing promotions. Additional coverage: Palmetto Golfer and monthly newsletter.
LET'S BRAND TOGETHER

- Amateur Championship
- Senior Championship
- Mid-Amateur Championship
- Junior Championship
- Major Championship 1st Tee Sponsor
- Major Championship 10th Tee Sponsor
- Single Tournament Presenting Sponsor (Non Major)
- SCGA 40+ Series
- SCGA One-Day | SCGA Senior One Day

- Presenting | $10,000
- 1st Tee | $2,500
- 10th Tee | $2,500
- Single Tournament Sponsor | $3,500
- Championship Lunch Sponsor | $2,000 (1-Day)
- 40+ Series | $10,000 (Yearly) $2,000 (Per Event)
- One Day Series | $10,000 Yearly

Additional sponsorship opportunities are offered at Major events. Ask our Marketing Department for more information!

SCJGA One Day Series
Full Year | $5,000 | Single Event | $1,500

Additional Tournament Sponsorship Opportunities:

- Beth Daniel Junior Azalea
- Sea Pines Junior Heritage
- Bobby Chapman Invitational
- The Blade Junior Classic
- Morgan Lucas Championship
- The Players Championship
- Fall Challenge Championship
- GA-SC Team Matches
- Can-Am Jr. Team Matches
- Watson Cup

*For more information on the above events, please contact Ann Maness Maloney, SCGA Director of Marketing at ann.maloney@scgolf.org
COLUMBIA GOLF BALL
and Masters Viewing Party

THURSDAY OF THE MASTERS
COLUMBIA, SC

The Columbia Golf Ball is the single biggest fundraiser for the Junior Golf Foundation and the lead generator for the 126 scholarships we have supported since 1995.

Each year we strive for an even bigger year as our mission of supporting educational and recreational opportunities to the youth of SC continues to grow. The event host upwards of 600 people for a night of food, fun and fellowship...accompanied by a silent auction, live auction and lucky loot tables that create a night of engagement and mission focused party!

PARTY WITH A PURPOSE!

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR
AMEN CORNER SPONSOR
ACE SPONSOR
EAGLE SPONSOR
BIRDIE SPONSOR
PAR SPONSOR

ADDITIONAL OPPORTUNITIES:
PRESENTING SPONSOR FOR VALET LUCKY LOOT TABLES SPONSOR BEVERAGE STATION SPONSOR (3)
COLUMBIA GOLF BALL
Sponsorship Options

PRESENTING | $5,000
FOR DETAILS REGARDING THE PRESENTING SPONSOR OPPORTUNITIES FOR THE COLUMBIA GOLF BALL, PLEASE CONTACT THE SOUTH CAROLINA JUNIOR GOLF FOUNDATION FOR MORE INFORMATION AT (803) 732-9311

AMEN CORNER SPONSOR | $2,500
T W E L V E (12) EVENT TICKETS, ONE (1) RESERVED SPONSOR TABLE AND ONE (1) RESERVED HIGH TOP MAGNOLIA LANE SPONSOR WALK SIGNAGE (DIGITAL DISPLAY)
RECOGNIZED IN EVENT PROGRAM, EVENT DIGITAL SIGNAGE AND ALL SOCIAL MEDIA
FACEBOOK | TWITTER | INSTAGRAM
**POST ARE CROSS PROMOTED BY SIX (6) ADDITIONAL SOCIAL MEDIA CHANNELS (SCGA AND SCJGA)**

ACE SPONSOR | $1,500
E I G H T (8) EVENT TICKETS AND ONE (1) RESERVED SPONSOR TABLE
RECOGNIZED IN EVENT PROGRAM, EVENT DIGITAL SIGNAGE AND ALL SOCIAL MEDIA
FACEBOOK | TWITTER | INSTAGRAM
**POST ARE CROSS PROMOTED BY SIX (6) ADDITIONAL SOCIAL MEDIA CHANNELS (SCGA AND SCJGA)**

EAGLE SPONSOR | $1,000
F O U R (4) EVENT TICKETS AND ONE (1) RESERVED HIGH TOP
RECOGNIZED IN EVENT PROGRAM, EVENT DIGITAL SIGNAGE AND ALL SOCIAL MEDIA
FACEBOOK | TWITTER | INSTAGRAM
**POST ARE CROSS PROMOTED BY SIX (6) ADDITIONAL SOCIAL MEDIA CHANNELS (SCGA AND SCJGA)**

BIRDIE SPONSOR | $500
F O U R (4) EVENT TICKETS AND ONE (1) RESERVED HIGH TOP
RECOGNIZED IN EVENT PROGRAM AND EVENT DIGITAL SIGNAGE

PAR SPONSOR | $250
T W O (2) EVENT TICKETS
RECOGNIZED IN EVENT PROGRAM AND EVENT DIGITAL SIGNAGE
Social Media | Digital Marketing

**About**

The SCGA manages over 10 social media channels by being the umbrella company for the South Carolina Junior Golf Association and the South Carolina Junior Golf Foundation. Through all social media outlets, we are able to offer cross marketing opportunities through numerous sources targeting multiple demographics.

**Platforms**

- Twitter
- Facebook
- Instagram

**Promotional Posting | $300**

Two (2) promotional post sent out within the desired month, beginning and end of the month. Sponsor is responsible for image/graphic and content associated with promotion. If needed, assistance can be provided by SCGA Marketing Department. Sponsor to decide from two of the SCGA social media outlets (Facebook, Twitter or Instagram). Additional post to a third outlet will be an up-charge at $150.

The SCGA Marketing Department will only allow 2 Promotional Post Sponsors each month. *(Promotional Post not allowed during the months of April, July and August unless discussed through other partnership/sponsorship opportunities.)*
Through our e-Marketing, the database for the SCGA expands to roughly 36,000 email addresses. As a result, targeted messages are available for advertising.

Please note: Each dedicated blast will not include any other advertisements, except for the SCGA branding at the top and bottom of the email.

All graphics and information must be sent in JPEG/PNG format and include links to direct website. Should content be used, please include the structure layout desired.

WHERE SHOULD YOU ADVERTISE?!

<table>
<thead>
<tr>
<th>$795</th>
<th>$250</th>
<th>$475</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Dedicated e-Blast</td>
<td>e-Caddie Advertisement</td>
<td>e-Caddie Advertisement</td>
</tr>
<tr>
<td>*Only (2) sold each month</td>
<td>*Sent Monthly Ads are 3x3</td>
<td>*Back-to-Back Publishing</td>
</tr>
</tbody>
</table>

WHERE SHOULD YOU ADVERTISE?!
WEBSITE MARKETING

The official website of the SCGA is the source for everything SCGA! SCGOLF.org averages 20,000 visits per month with 50,000 page views per month.

A limited number of home page banner ads are available to be displayed on the site. Feature page opportunities are also available based on the needs of the client and include the Tournament Schedule Page.

*Ad dimensions are 250 x 200 px. Formats: JPG or PNG are accepted.

WHERE SHOULD YOU ADVERTISE?!

<table>
<thead>
<tr>
<th></th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Page Banner Ad (Bottom Photo)</td>
<td>$500</td>
</tr>
<tr>
<td>Home Page Banner Ad (Top Photo)</td>
<td>$1K</td>
</tr>
<tr>
<td>Season Individual Page Ad (Annual) (Home Scroll)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Full Year Banner Ad (Home Scroll)</td>
<td>$6K</td>
</tr>
</tbody>
</table>
The Palmetto Golfer is the South Carolina Golf Association's official publication for news, results and stories pertaining to the clubs and the individuals that make up our membership. The magazine is printed two-times per year (Fall/Spring) and distributed to 26,000 organically.

ad specs & submission

width x height in inches

- Full Page w/Bleed: 8.625 x 11.125
- Full Page w/o Bleed: 7.375 x 9.875
- 1/2 Page Vertical: 3.602 x 9.875
- 1/2 Page Horizontal: 7.375 x 4.845
- 1/4 Page Square: 3.602 x 4.845

Palmetto Golfer final trim size is 8.375" x 10.875". Supplied file must include a minimum of .125" (1/8 inch) on all four sides of the file if the ad is to bleed (include crop marks, if so). If the ad is not to bleed, the live area is 7.375" x 9.875".

- Email ads or a link to download your ad to your client services manager or ads@communityjournals.com
- Ad Naming Convention: ClientName.PalmGolf.Spring20

page specifications

- Resolution: 300 dpi, CMYK, density not to exceed 235%; 1200 dpi for line art
- Camera-ready ads: hi-resolution, embed all fonts and images, set compression at 300 dpi, and colors to CMYK. NO SPOT COLORS

payment & terms

- Advertisers must sign an insertion order at the time of sale, bonding them to the space reservation
- 50% payment due at time of booking and 50% due upon publication

dates & deadlines

**SPRING 2020 ISSUE**

- Space Reservation By: Feb. 7, 2020
- Camera-Ready Ads Due: Feb. 21, 2020
- Estimated Publication: Mar. 20, 2020

**FALL 2020 ISSUE**

- Space Reservation By: Sept. 4, 2020
- Camera-Ready Ads Due: Sept. 18, 2020
- Estimated Publication: Oct. 2, 2020

pricing

**Back Cover**

- Spring or Fall: $1,450 | Spring/Fall Combo: $2,900

**Inside Front Cover**

- Spring or Fall: $1,450 | Spring/Fall Combo: $2,900

**Full Page**

- Spring or Fall: $1,200 | Spring/Fall Combo: $2,400

**1/2 Page**

- Spring or Fall: $750 | Spring/Fall Combo: $1,500

**1/4 Page**

- Spring or Fall: $400 | Spring/Fall Combo: $800