



CONNECTICUT
SECTION



2024
**PARTNERSHIP
OPPORTUNITIES**



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WHY PARTNER WITH US?

SMALL SECTION DOING BIG THINGS

That's how we like to think of ourselves. Operating in a geographical area in which most of the facilities and membership can be reached in no more than an hour and a half from the office, this staff has been able to create strong relationships with a large portion of its membership/facilities.

Through these partnerships, we can provide custom entry points for your business to achieve its mission. As a partner, you will be aligning with the most respected brand in the golf industry and will be able to tap into PGA Professionals and their communities. Funding provided to the Section and/or Foundation through a partnership will help benefit the wide array of programming offered to the membership and charitable beneficiaries.

BRANDING

As a partner with the PGA, your brand will be associated with the most highly regarded brand in the golf industry. This huge industry has a greater community impact than any other major sport. Not only do we have relationships with PGA members and their facilities but we have an extensive database of Foundation supporters and military veterans.

EXPOSURE

Partnering with us means that you have access to a wide array of engagement platforms. We offer business meetings, golf events, education seminars, unique networking experiences, and traditional and digital marketing strategies. We can position your brand into an opportunity that fits your intended goals. Building mutually beneficial relationships increases the impact and reach for all parties involved. Partnering with us will help you reach your goals.

WHO WE ARE



Connecticut Section, PGA OF AMERICA (501c6 trade organization)

Mission: Serve the Member and Grow the Game

- The Connecticut Section is one of the 41 sections of the PGA of America.
- It was established in 1933 by a group of 12 golf professionals with the mission to promote the enjoyment and growth of the game of golf in Connecticut.
- The Section's goals include:
 - Promoting the game of golf
 - Providing education and training to golf professionals
 - Hosting golf events
- The Connecticut Section is also dedicated to enhancing the economic success of its member professionals and the golf facilities they represent.



Connecticut Section PGA Golf Foundation (501c3 charitable arm)

Mission: Positively Impact Lives Through the Game of Golf

- The Connecticut Section PGA Golf Foundation works daily to grow the game and positively impact the lives of youth, special needs golfers, military veterans, and diverse populations by enabling access to PGA Professionals and the game of golf. By engaging with our PGA Professionals, the Foundation strives to make a positive impact in the community.





Partnership Benefits

NETWORKING

- Spring & Fall Business Meetings
 - Average approximately 100-125 attendees
 - These meetings allow for a more intimate and engaging experience, as well as exclusive access to key section decision makers
- Board & Committee Meetings
 - Feature key section decision makers
- Winter Education Seminars
 - Both virtual & in-person. Great for small group engagement
- Tournaments - Section & Junior Golf Events
 - Each offer different opportunities to engage with golf professionals or junior golf families.
 - Based on your intended goal, we can position representatives at events that allow for more face to face interaction

MARKETING

- Website & Tournament app identification as a partner of ours with site linking capability
- Inclusion in weekly E-Update to section members
- Unique custom e-mail that can be tailored to specific demographics within our database
- Branding on tournament webpages and player information communications
- Social media spotlights
- Dedicated speaking opportunities at business meetings, education seminars, networking events, or tournaments
- Guest spot on section podcast - "Bunker Banter"
- On-site branding and recognition

You can leverage these opportunities to increase your brand visibility and establish a stronger relationship with the golf community.



ENGAGEMENT & MARKETING

at a Glance

350 MEMBERS & ASSOCIATES

175 GOLF FACILITIES

SPRING & FALL
MEMBERSHIP MEETINGS

WINTER EDUCATION
SEMINARS

30+ PLAYING
OPPORTUNITIES

8,500

Email Subscriber
Database

52%

Average E-Blast
Open Rate

5,300

Followers across
all Social Media
Platforms

109K

Website Views
During The 2023
Tournament
Season

2024



THANK YOU FOR YOUR SUPPORT



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