



PGA

Iowa Section

Iowa Junior Tour & Pee-wee Tour Title Sponsorship



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Iowa Junior Tour & Pee-wee Tour
Title Sponsorship
<http://www.iowapga.com/junior-tour/>



Iowa Section PGA Mission Statement

The Iowa Section PGA is one of 41 PGA of America sections across the country. It is a non-profit association, consisting of qualified golf professionals, elevating the image of the PGA and its members, providing educational and playing opportunities, as well as perpetuating employment opportunities for its members. Formed in 1936, the Iowa Section PGA enjoys a rich heritage of promoting interest, participation, and enjoyment in the game of golf. Activities have grown to include not only professional events, but junior and amateur competitions as well. Iowa Section PGA membership includes approximately 250 golf professionals employed at 123 facilities throughout Iowa and western Illinois.



Iowa PGA Junior & Pee Wee Tour

- Summer long tours that provide playing opportunities for junior golfers 21 years of age and under to compete against one another
- Season runs June thru August in the state of Iowa, including the western portions of Illinois
- Standard, Super, and Major Point Events
 - 9, 18 & 36 Hole Events
- The Tour consists of approximately 60 tournaments
- Tournament locations are scheduled throughout Iowa and Western Illinois at both private country clubs and public golf courses.





Iowa PGA Junior & Pee Wee Tour

- Provides over 60 tournaments for juniors
- Over 800 junior tour members
- Junior Tour age divisions
 - Boys 11 & Under, 12-13, 14-15, 16-18, 19-21
 - Girls 13 & Under, 14-15, 16-18, 19-21
- Pee Wee Tour age divisions
 - Boys & Girls 7-9, 10-11
- Player of the Year Awards Presented



Reach of Tours

- 800 Juniors
- +1600 parents and families
- Iowa Golf Magazine publication (quarterly)
 - ¼ page advertisement per quarter
 - 50,000 plus readers
- National PGA Magazine Sponsor Announcement
 - 28,000 subscribed
- Iowa PGA E-letter Advertisement
 - 15,000 subscribed, monthly publication
- Media, email, and local newspapers tournament publications
- +60 Host golf courses through 1 or 2 day tournaments
- Host facilities club members and staff
- Iowa PGA website
 - 3,000 hits per day
 - Search Engine Optimization & Web Tags Targeting Sponsor





Sponsorship Marketing

- ¼ Page Ad Per Quarter in Iowa Golf Magazine – 50,000 readers
- Monthly Iowa PGA E-letter Ad – 15,000 subscribers
- Logo / embroidered tournament supplies
 - Scoreboards, balls, hats, towels, shirts, head covers, tees, table covers, visors, tee markers, flags
- Logo on junior tour web pages with links
- Promotional stories in Iowa Golf Magazine / National PGA Magazine regarding the new sponsorship
- Naming of Junior Tour and Major Point Events (i.e. ***Sponsor's Name Iowa Junior Tour, Sponsor's Name Junior Classic***)
- Title sponsorship of season ending Junior Tour Championship determining Player of the Year Winners



Sponsorship Marketing

- Unlimited sponsorship advertising for all Major Point Events
- Logo embroidered on official Junior Tour hat, mailings and emails
- Advertisement on all promotional material sent to Iowa Section PGA Facilities
 - Posters, brochures, entry forms, emails
- Results and sponsor's name sent & posted in media, newspapers, and magazines
- Banner ad posted on Iowa Section PGA website
- Letter to parents and Iowa Section PGA Professionals expressing our gratitude to Sponsor for support of Junior Golf and the Iowa PGA
- Provide year round access to membership mailing list
- Invitation to Iowa PGA Sponsor Appreciation Dinner in October



Sponsorship Marketing

- Promotion through Internet social media marketing (Facebook & Twitter) – <http://www.facebook.com/iowagolf>, <http://www.twitter.com/iowapga>
- Complimentary booth at the 2010 Iowa PGA Section Fall Merchandise Show at Riverside Casino & Golf Resort
- Availability to run a 30 second promotional video advertisement on Iowa PGA website
- Option to provide online coupons/special pricing through Iowa PGA Web site and/or email campaigns to Junior Tour Members.
- Sponsors name be used on trophies and all other awards at Major Point Events



Sponsor Benefits

- Multiple channel advertisements
 - Tournament product, internet ads, print media, word of mouth
- Awareness and familiarity
 - Reach thousands throughout multiple states
- Branding
- Community outreach & support
 - Good PR, positive social reputation and association with youth athletics and professional golf
- New markets and business developments
- Search Engine Optimization
 - Web tags & search engine rankings (golf industry)





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Please contact Troy Christensen, Iowa PGA
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