



2017 Iowa PGA Section Internet Marketing Opportunities

The Amateur & Professional

- » Families - Moms, Dads, and Children
- » PGA Professionals - Working in all types of facilities
- » Amateurs - Playing all over the region





How We Communicate

We are in continuous contact with amateurs and PGA Golf Professionals within the Iowa PGA Section

Banner Advertisements at www.IowaPGA.com

» Average of 12,000 unique visitors each month

Social Media

» Over 6,000 fans on Facebook, Twitter, Instagram, and YouTube

Monthly E-Letter

» Over 12,000 subscribers

E-Mail Blasts

» Over 250 PGA Professionals across 120 facilities



PGA
Iowa Section

IowaPGA.com

Our Web Site



We pride ourselves on our ability to deliver relevant, interesting, and ever-changing content to the thousands of visitors our web site attracts each month.

Whether it's our popular media center with new videos, articles on various topics, or photos from our events and programs, there is always something new to discover.

Visitors will also see integration with our social media outlets, such as Facebook and Twitter. We are keeping pace with today's communication and reaping the benefits of this interaction!

Who's looking here? Our PGA Professionals, the general amateur golfer, our junior golfers, sales reps and more. This is the portal to our online world. If players want to sign up for a tournament, order a Golf Card or watch a video, they are coming here.



Facebook & Twitter



People are eager to Follow Us or Become Our Fan!

We are committing ourselves to using these rapidly growing sites - the future of business and communication lies in these social media outlets and we will not be left behind!



We make sure to have engaging content that creates discussion and interest, and that leads back to our web site - www.iowaPGA.com. We post trivia and giveaways on these sites and love to see the discussions between fans!

Who's looking here? Everyone that makes up our traditional audience! The juniors and their parents are online, along with our PGA Members and the local amateur. It's the fastest and most direct way we speak to them.



Horizontal Banner Ad



You pick the page you want to place your ad on!

This page will feature only your advertisement at the top and will link directly back to your web site!

480 X 60 Pixels

Vertical Banner Ad



This ad appears on every page within www.lowaPGA.com

Link it back to your web site and list your name if you prefer. This is currently our most popular form of advertising.

125 X 125 Pixels

All Banner Ads

\$350 for 1 year \$1,000 for 3 years



Our Iowa PGA E-Letter



Swings with Kids Scholarships Junior Golf Academy

Junior Tour Pee Wee Tour Golf Card IPGA Tournaments

Iowa PGA September Newsletter

Welcome to our September newsletter, as we hope this keeps you updated on our latest news and provides you with useful information about our Section. We hope you all enjoyed the beautiful Summer months this year and great golf season weather, as the Ryder Cup Week is finally here!



Arnold Palmer, the King of Golf

The one and only will be missed by many. So grateful for all he has done for the game of golf and so



We send a bi-monthly E-Letter to a database of amateur golfers in our region. Typical content includes popular drawings and giveaways, alerts to programs and videos, golf news and tips, and special discount opportunities.

This electronic newsletter is sent at least once a month with timely local, regional and national content. It's written with a purposeful and personal feel, and we often point readers back to our web site for more detailed information.

Main Article Block Pricing

427 X 120 Pixels
\$200 for 1 Issue
\$300 for 2 Issues
\$400 for 3 Issues
\$500 for 12 Issues

Who's looking here? A growing database of amateur golfers that includes juniors through seniors. Many see this as their "reminder" for upcoming programs and events. Others are subscribing for the special discounts and giveaways we offer.



Iowa PGA E-Mail Blast

This unique opportunity is targeted specifically to our PGA Members and Apprentices. Do you want to reach the golf professional in a direct and intimate way? Say hello to the Iowa PGA E-Mail Blast.



E-mail is the primary way that our office communicates with our members. They're accustomed to receiving important information via their inbox.

Our Professionals work in a variety of places and in a number of ways. They're working at small, medium, and resort-sized facilities throughout the state. They touch hard and soft good merchandising, food and beverage management, coaching, event management, personal instruction, pro shop management, and so much more. They are integral players in their facility and in their communities.

E-Mail Blast Pricing

\$250 for 1 E-mail Blast

(all e-mail blasts must be sent within 1 year of purchase)

Who's looking here? Our Section includes 250 PGA Members and Apprentices at over 120 facilities throughout the region.



PGA
Iowa Section

**Iowa Golf
Magazine**

Iowa Golf Magazine



Iowa Golf Magazine is the official publication of the Iowa PGA Section.

The premier magazine for golfers in the Iowa region, with over 30,000 readers, this is the publication you want in-hand to catch up on your golf reading! Learn about new courses and get the inside scoop on major tournaments and trends.

This magazine is published on a bi-annual basis in the spring and winter.

Contact us to advertise in this publication and also receive a Free Internet / E-mail package as well!

Bundle Packages are also available for the Iowa Golf Magazine / Iowa PGA Web Ads.



Iowa PGA Section
2017

Tournament Sponsorship Opportunities



Iowa PGA Tournaments

The Iowa PGA conducts professional golf tournaments, which begin in April and end in early October. Tournaments are typically held on each Monday throughout the summer except for the Major Championships, which are multiple-day events.

The various formats for these events include stroke play, match play, stableford, four-ball, team pro-ams, team all-pro, pro-senior, pro-junior, pro-assistant, and pro-superintendent events.

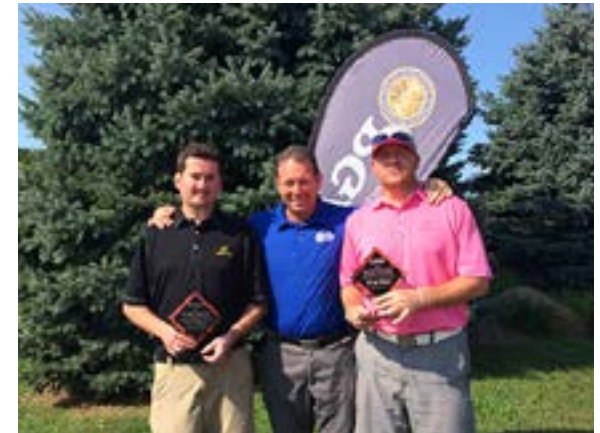
To be eligible, competitors must be an active member or apprentice in the Iowa PGA Section and be eligibly employed.

Sponsoring a tournament is a great way to develop significant relationships with the Iowa PGA Members and Apprentices, while also building public brand awareness through the various Iowa PGA media outlets.



2017 Iowa PGA Tournament Schedule

February 20-22 - Las Vegas Pro-Am - Reflection Bay, Southern Highlands, Dragon Ridge
April 3 - Pro-Pro Event with Education - TBD
April 10 - Pro-Select - TBD
April 17 - Foursome Match Play - TBD
April 24 - East-West Team Competition - TBD
April 27-28 - Iowa Cup Matches - Otter Creek Golf Course, Ankeny, IA
May 1 - 36-Hole Classic - TBD
May 8 - IPGA Foundation Pro-Am - Glen Oaks Country Club, West Des Moines, IA
May 22 - National Car Rental Pro-Am #1 - TBD
May 25 - Principal Charity Classic Pre-Qualifier - Tournament Club of Iowa, Polk City, IA
May 29 - Principal Charity Classic Open Qualifier - Tournament Club of Iowa, Polk City, IA
June 5 - Prairie Meadows Pro-Am - Copper Creek Golf Course, Pleasant Hill, IA
June 12-14 - Junior Academy All Pro Events - Pheasant Ridge Golf Course, Cedar Falls, IA
June 19 - Pro-Assistant/Pro-Pro - TBD
June 26 - Boy Scouts Pro-Am - Davenport Country Club, Pleasant Valley, IA
July 6 - John Deere Classic Pre-Qualifier - Pinnacle Country Club & Tournament Club of Iowa
July 10 - John Deere Classic Open Qualifier - Pinnacle Country Club, Milan, IL
July 17 - Pro-Junior - TBD
July 24 - Pro-Facility - TBD
July 31-August 1 - Iowa PGA Professional Championship - Davenport Country Club, Pleasant Valley, IA
August 7 - Pro-Senior - TBD
August 14 - Junior-Senior Draw - TBD
August 21 - Genesis Pro-Am - Quad Cities
August 25-27 - Iowa Open - TBD
August 24-25 - Iowa PGA Senior Professional Championship - TBD
August 28 - Team All Pro (ABCD) - TBD
September 5-6 - Iowa PGA Assistant Championship - TBD
September 11 - Pro-Scratch/Senior-Scratch - TBD
September 18 - National Car Rental Pro-Am #2 - TBD
September 25 - Pro-Superintendent - TBD
October 2-3 - Iowa PGA Shootout - TBD
October 9 - Tournament of Champions - TBD

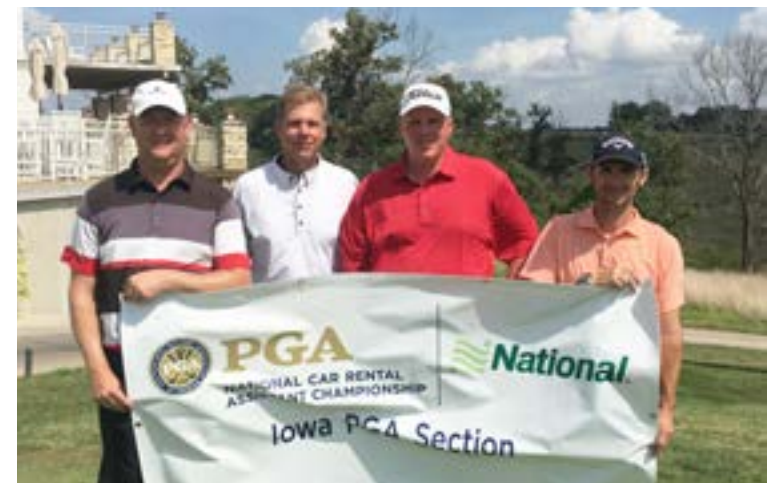


Supporting
Sponsor

Supporting Sponsor Package

\$750 or Donated Player Gifts/Prizes

- A. Promotional story in the Iowa PGA Weekly Update announcing the agreement
- B. Limited sponsorship advertising at event(s)
- C. Results and sponsor's name posted on Iowa PGA Web Site @ www.IowaPGA.com
- D. Results and sponsor's name posted in Iowa Golf Magazine
- E. Results and sponsor's name provided to Iowa Newspapers
- F. 1 invitation to sponsorship appreciation dinner in October



**Presenting
Sponsor**

Presenting Sponsor Package

Presenting Tournament Sponsorship \$1,500

- A. Promotional story in the Iowa PGA Weekly Update announcing the agreement
- B. Promotional story in National PGA Magazine announcing the agreement
- C. Announcement posted on Iowa PGA Facebook Fan Page
- D. Announcement posted on Iowa PGA Twitter Account
- E. Limited sponsorship advertising at event(s)
- F. Results and sponsor's name posted on Iowa PGA Web Site @ www.IowaPGA.com
- G. Results and sponsor's name posted in National PGA Magazine
- H. Results and sponsor's name posted in Iowa Golf Magazine
- I. Results and sponsor's name provided to Iowa Newspapers
- J. 1 invitation to sponsorship appreciation dinner in October





Title Sponsor Package

Title Sponsorship \$3,000

- A. Sponsor name added to title of tournament - Example - Cleveland/Srixon Pro-Am
- B. Promotional story in the Iowa PGA Weekly Update announcing the agreement
- C. Promotional story in National PGA Magazine announcing the agreement
- D. Announcement posted on Iowa PGA Facebook Fan Page
- E. Announcement posted on Iowa PGA Twitter Account
- F. Banner ad placed on Iowa PGA Section Web Site @ www.IowaPGA.com
- G. Unlimited sponsorship advertising at event(s)
- H. Results and sponsor's name posted on Iowa PGA Web Site
- I. Results and sponsor's name posted in National PGA Magazine
- J. Results and sponsor's name posted in Iowa Golf Magazine
- K. Results and sponsor's name provided to Iowa Newspapers
- L. 1 invitation to sponsorship appreciation dinner in October
- M. Provide year round access to membership mailing list
- N. Free booth at Iowa PGA Merchandise Show (\$200 value)
- O. Iowa PGA Awards Luncheon invitation
- P. 2 invitations to sponsorship appreciation dinner
- Q. 10 Iowa PGA Golf Cards (\$400 value)





Foundation
Pro-Am

Iowa PGA Foundation Pro-Am

Title Sponsor \$3,000

Sponsor name added to the beginning of the title (NB Golf Cars/M&M Golf Cars IPGA Foundation Pro-Am)

Presenting Sponsor \$1,500

Sponsor name added to the end of the title (Iowa PGA Foundation Pro-Am Presented by Iowa Golf Assn.)

Corporate Sponsor \$1,250

Exclusive Advertising rights on driving range/practice green & 3 entries in the Pro-Am (Expenses Covered)

Hole Sponsor Package \$300

Sponsors are invited to attend the event - lunch provided





Iowa PGA Section
2017

Junior Golf Sponsorship Opportunities



Iowa Junior Tour



The Iowa Junior Tour is administered by the Iowa PGA and consists of over 65 events throughout Iowa and Western Illinois, June-August, offering a competitive playing platform for the up-and-coming golfer.

Approximately 1,000 junior golfers become members of this tour, which makes this a valuable sponsorship opportunity for that business looking to reach junior golfers and their family members.

We offer a variety of sponsorship packages that can be tailored to fit any budget.





Junior Tour Gift Sponsor

Provide Player Gifts at an Iowa PGA Jr. Ace Event

- A. Sponsor name & logo will be listed on the Tournament Info Page & IowaPGA.com
- B. Promotional story in the Iowa PGA Weekly Update announcing the agreement
- C. Limited sponsorship advertising at event(s)
- D. Results and sponsor's name posted on Iowa PGA Web Site @ www.IowaPGA.com
- E. Results and sponsor's name posted in Iowa Golf Magazine
- F. Results and sponsor's name provided to Iowa Newspapers
- G. 1 invitation to sponsorship appreciation dinner in October



Junior Tour Food and/or Award Sponsor

Junior Tour Food & Award Sponsorship \$500

- A. Sponsor name & logo will be listed on the Tournament Info Page & IowaPGA.com
- B. Limited sponsorship advertising at event(s)
- C. Results and sponsor's name posted on Iowa PGA Web Site @ www.IowaPGA.com
- D. Link to sponsor Web Site from the Iowa PGA results page
- E. Award sponsors only: Logo on event awards if received prior to May 11, 2016



Presenting
Sponsor

Junior Tour Presenting Sponsor

Junior Tour Presenting Sponsorship \$1,500

- A. Sponsor name & logo will be listed on the Tournament Info Page & IowaPGA.com
- B. Promotional story in the Iowa PGA Weekly Update announcing the agreement
- C. Promotional story in National PGA Magazine announcing the agreement
- D. Announcement posted on Iowa PGA Facebook Fan Page
- E. Announcement posted on Iowa PGA Twitter Account
- F. Limited sponsorship advertising at event(s)
- G. Results and sponsor's name posted on Iowa PGA Web Site @ www.IowaPGA.com
- H. Results and sponsor's name posted in National PGA Magazine
- I. Results and sponsor's name posted in Iowa Golf Magazine
- J. Results and sponsor's name provided to Iowa Newspapers
- K. Junior Tour mailing access
- L. 1 invitation to sponsorship appreciation dinner in October



Other Iowa PGA Junior Programs

The Iowa PGA also offers sponsorship packages for the events and programs listed below:

- » *Iowa PGA Pee Wee Tour*
- » *Iowa PGA Junior Golf Academy*
- » *Iowa PGA Parent-Junior Championships*





Contact Us

We look forward to speaking with you!

If you have any questions, please don't hesitate to contact us!

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