

GOLF ASSOCIATION OF MICHIGAN MEDIA KIT

2024

GAM



Thank you for your interest in the Golf Association of Michigan's Partnership Program. The GAM is a 501(c)(6) non-profit amateur golf association with a 501 (c)(3) tax deductible arm for our GAM Foundation, Inc. We represent the United States Golf Association (USGA) here in Michigan, administering the World Handicap System and running local qualifiers for national championships, including the U.S. Open, each year. Our membership is comprised of over 90,000 individual golfers and over 470 member clubs. Individual GAM members receive a range of benefits, including an official Handicap Index™ authorized by the USGA, the opportunity to compete in one of our 30 state championships and fun golf days, and savings opportunities from our partners.

I believe partners are initially attracted to the GAM for the natural connection to the game of golf – its reputation, tradition, reach, and values. Golf has experienced amazing growth in participation over the last few years as past players returned to the game and new players headed to the course for the first time. Now is a perfect time to reach this energized population of avid golfers, and the GAM communications team makes it easy to share your message through several effective channels.

- **GAM Web Site Advertising** – Sponsor information is available on www.GAM.org.
- **Member Emails** – 70,000+ GAM members receive both GAM and sponsor information on a prescheduled basis.
- **Michigan Links Magazine** – This GAM annual publication is sent to all GAM members and clubs. Content includes all things golf across Michigan, significant sponsor recognition and advertising opportunities.

Please review the enclosed information about how you can connect with GAM members and the Michigan golfing community to promote your business. Sponsorship tier programs are in place, but we also craft packages to fit unique needs. Reach out to me with any questions. I look forward to building a collaborative relationship with you in your marketing efforts through our favorite game!

Warm Regards,

Chris Whitten
Executive Director
Golf Association of Michigan
248-478-9242, ext. 115
cwhitten@GAM.org



Moving Golf Forward

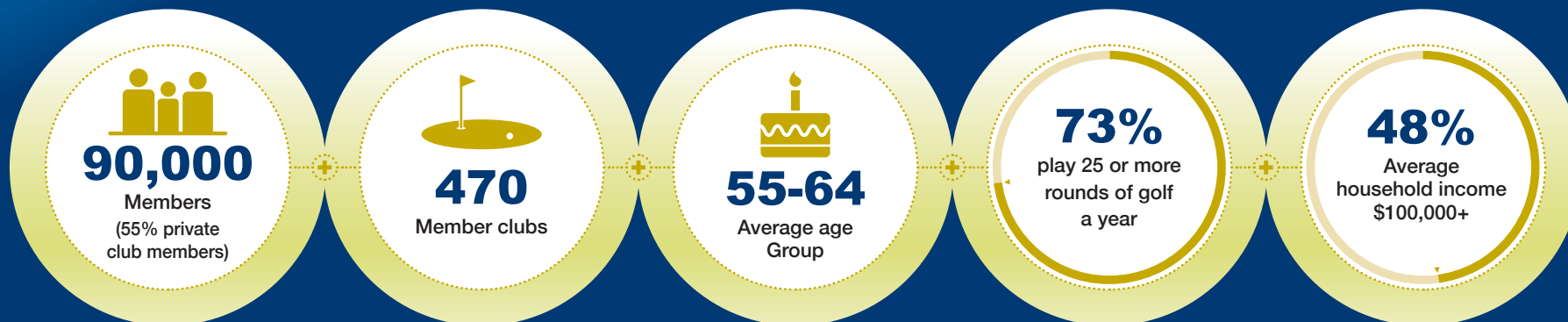


ABOUT THE GAM

The Golf Association of Michigan, founded in 1919, is the governing body for amateur golf in the state. As a not-for-profit organization, our purpose is to represent, promote, preserve, and serve the best interests of the game. The GAM provides membership to more than 90,000 golfers and more than 470 golf courses; conducts 30 amateur championships; and oversees 16 USGA qualifying events. The GAM also hosts over 20 one-day golf events called GAM Golf Days that allow GAM members to play in a less-competitive setting than a traditional tournament.

GAM PARTNERSHIPS

Michigan is known around the country for its beautiful golf courses and avid golfing population. The GAM Partnership Program connects our passionate members with your brand through strategic communications and events. By advertising with the GAM, you affiliate with and support the great game of golf throughout the state. Let us help you communicate with our enthusiastic golf community this season.



WEBSITE, APP & SOCIAL AUDIENCE

GAM Digital Partners

The GAM homepage, www.GAM.org, receives over 1.5 million visits per year and is a USGA-recognized authority for player handicaps and amateur golf information in the state of Michigan.

A new version of GAM.org was released in January 2023, providing users with a seamless transition from desktop to phones and tablets.

1. NEW GAM.org Banner Ads - Most prominent ad position on our homepage
2. GAM.org Tile Ads
3. GHIN App - Banner Ad space available on upper and lower area of the score entry screen
 - GAM members posted over 2 million rounds across all platforms last year.
4. GAM Social Media Partner - Weekly reposts and mentions to over 14,000 combined social media followers
5. GAM.org Partner Highlight Article - Editorial featuring partner relationships, milestones and new benefits to GAM members

Digital Ad Specifications

- Tile Ads
300 x 300 pixels

- Banner Ads
1200 x 200 pixels

Ad Materials due 1 week prior to distribution date



GAM.org



@golfassociationofmichigan



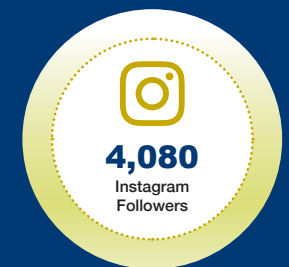
@officialgam



@officialgam1919



Based on 2023 Data



Opportunities for Social Media: Sponsor posts, giveaways and contests

The GAM delivers to more than 70,000 member emails weekly during peak season — opportunities to sponsor these messages are available. The sponsor name will be included in the email subject line, and a banner ad will display in the email content.

GAM e-Links Newsletter: Delivered Twice Monthly

- 59% open rate
- Delivered to an average of 67,000 emails
- Ad size: 300 x 600, RGB color for the web

Handicap Revision Emails: Delivered on the 1st and 15th of Every Month

- 62.7% Open Rate
- Delivered to an average of 67,000 emails
- Ad size: 300 x 600, RGB color for the web

Email Marketing

- Open rate varies
- Delivered to an average of 70,000 emails
- 650 pixels maximum width w/HTML Markup Language Format

GAM Club News:

- Monthly communication to over 800 executives at GAM member clubs
- 57% Open Rate

All Ad Material due 1 week prior to distribution date

E-Links Newsletter



Handicap Revision Email



Email Marketing





MICHIGAN Links

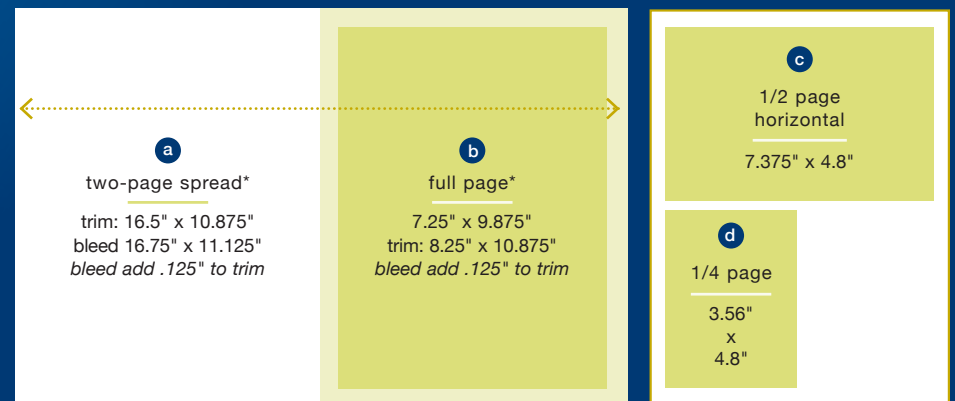
The *Michigan Links Magazine and Course Directory* is the definitive guide to golf, brought to you by the Golf Association of Michigan (GAM). It is a key communication link between the GAM and its highly affluent membership audience and is direct-mailed to members each year.

Michigan Links is also circulated to top officers, pros, and executives at all GAM member golf courses – enabling you to reach key buyers and decision-makers – and is also distributed to tourists via Michigan Welcome Centers and at GAM events.

Michigan Links is packed with need-to-know information designed to appeal to the most avid and passionate golfers in the state, including:

- The most comprehensive list of golf facilities in Michigan
- Swing and Save offers
- Member and player profiles
- Handicapping
- GAM tournaments
- Rules of Golf articles
- And much more!

Michigan Links ad sizes



Space Deadline: February 14, 2024



EVENT PARTNERSHIPS



GAM Tournament Partners

1. GAM “majors” - Michigan Amateur, Michigan Women's Amateur, GAM Championship, Women's GAM Championship SOLD
2. Title partner of all GAM Junior Championships - six individual championships
3. Title partner of all GAM Net Championships - six individual championships
4. Title partner of regular season GAM Golf Days - Approximately 25 one-day events, many at private country clubs and resort facilities
5. Title partner of GAM Golf Day Championship
6. Sponsor of GAM Player of the Year Points List in all nine categories SOLD

By sponsoring a major championship or a series of championships, the following benefits may be utilized:

- Signage on 1st and 10th tee box at events as well as scorecard
- Logo on printed materials such as scorecards and pairing sheets as well as on GAM website
- Partner logo on flags (optional / additional cost)
- Partner logo on custom tee markers (optional / additional cost)
- Tournament presenter mentioned before every tee time by official starter
- Tee gifts with sponsor logo distributed to all participants at registration (optional / additional cost)
- Custom, on-site partner activations are available and are great add-ons to the marketing mix



GAM Foundation Partners

Golf teaches young people important social, mental and physical skills. Each round is filled with learning potential. Providing youth with access to affordable golf is the core of what we do.

The GAM Foundation is a 501(c)(3) charitable organization which sponsors Youth on Course in the state of Michigan. A partnership with the GAM Foundation helps support access to affordable golf for youth — an investment in the future of the game.

Our simple goal is to help more kids play more golf for \$5 or less through Youth on Course.

Kids join Youth on Course Michigan for \$20, which gives them access to play 85 participating courses in Michigan for only \$5 or less per round. The GAM Foundation subsidizes these YOC fees with support from individual and corporate partners.

Partners of the Foundation directly support the 9,000 Youth on Course members who played over 28,000 rounds of golf for \$5 or less in 2023.

The GAM Foundation is seeking three Corporate Partners to headline activities in 2024 and beyond.

GOLF ASSOCIATION OF MICHIGAN 2023 CORPORATE PARTNERSHIP PACKAGES

Sponsor Benefit	Clubhouse Level	Par Level	Birdie Level	Eagle Level	Double Eagle Level
300 x 300 Tile Ad on GAM Home Page	2 weeks	4 weeks	6 weeks	8 weeks	12 weeks
1200 x 200 Banner Ad on GAM.org		1 week	2 weeks	4 weeks	6 weeks
E-Mail Marketing (E-Blasts, Michigan e-Links Newsletter, or Handicap Revision)	2X	4X	5X	8X	10X
GAM.org Links to Your Home Page (Logo, Link, Business Profile on Partner Page)	●	●	●	●	●
Social Media Posts	1 post	1 post	2 posts	4 posts	6 posts
Michigan Links Magazine Ad		Half Page	Full Page	Premium Full Page	Spread
Sponsor Recognition Page in Michigan Links Magazine	●	●	●	●	●
Sponsor Day Golf Outing – Participants	1	1	2	2	3
Golf Shows Booth Signage	●	●	●	●	●
Presenting Sponsor GAM Tournaments (Includes signage & logo on applications, player communications & at events)			2X	4X	6X
Your Logo on Annual GAM Golf Card for Members					●
Annual Investment	\$2,970	\$8,800	\$14,300	\$23,100	\$33,000

A LA CARTE OPPORTUNITIES

GAM Digital Partnership Opportunities

Standard Rate
(Discounts are available to corporate partners.)

GAM.org Banner Ad (In-Season)	\$2,420
GAM.org Banner Ad (Off-Season)	\$1,815
Tile Ad (GAM Homepage)	\$1,815
GHIN Score Posting App Banner (Upper and Lower)	\$1,815
Social Media Sponsors (4 Posts)	\$1,815
GAM.org Home Page Article (1x)	\$4,235

GAM Welcome Packet Opportunities Michigan Links and Course Directory Ads

a. Two-Page Full Spread	\$7,990
b. Full-Page	\$3,995
c. Half-Page	\$2,395
d. Quarter-Page	\$1,280
e. Two-Thirds Page	\$2,795
f. One-Third Page	\$1,595
Logo on full-color, printed tournament calendar	\$2,420
Logo on GAM Card	\$3,630

A LA CARTE OPPORTUNITIES (CONTINUED)

GAM Email Marketing*

Standard Rate
(Discounts are available to corporate partners.)

600 x 300 Ad in GAM e-Links Newsletter	\$2,750
USGA / GHIN Handicap Revision Emails	\$2,750
GAM Club News Emails (delivered to all GAM member courses)	\$2,750
Dedicated Email	\$2,750

**Emails are limited and must include GAM member benefit offer*

CHAMPIONSHIP Partnership Opportunities

★ Michigan Amateur Championship	\$8,250
★ Michigan Women's Amateur ★ GAM Championship ★ Women's GAM Championship	\$2,420 Per Event
Title sponsor of all GAM Junior Championships (6)	\$6,050
Title sponsor of all GAM Net Championships (6)	\$6,050
Title sponsor of all regular season GAM Golf Days (approx. 25)	\$6,050
Title sponsor of the GAM Golf Day Championship	\$6,050
Title sponsor of GAM Player of the Year Point Lists (9)	\$6,050

GAM Foundation

GAM Foundation / Youth Course	\$5,000
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(Emails to entire GAM membership & banner ads on GAM Foundation site available.)

CONTACT INFORMATION

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