

GOLF ASSOCIATION OF MICHIGAN MEDIA KIT





Who is GAM?

Thank you for your interest in partnering with the Golf Association of Michigan. Founded in 1919, The Golf Association of Michigan (GAM) is a non-profit organization and Allied Golf Association of the USGA that promotes, preserves, and serves amateur golf in Michigan.

GAM's core services—amateur golf championships, Handicapping, and Course Rating—help connect golfers and golf courses across the state. Nearly 475 golf courses play a key role in delivering GAM's services to individual golfers for greater enjoyment of the game. The GAM's inclusive community of more than 97,000 golfers of all ages and abilities enjoy various benefits of membership, including a Handicap Index, golf content, special offers from partners, and opportunities to play in competitive and social golf events.

Michigan's largest golf community

Many partners are initially attracted to the GAM to formalize a 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. The GAM looks forward to collaborating with you to support our favorite game and the people who play. Thank you for choosing our team to share your message with Michigan's largest golf community.



Moving Golf Forward

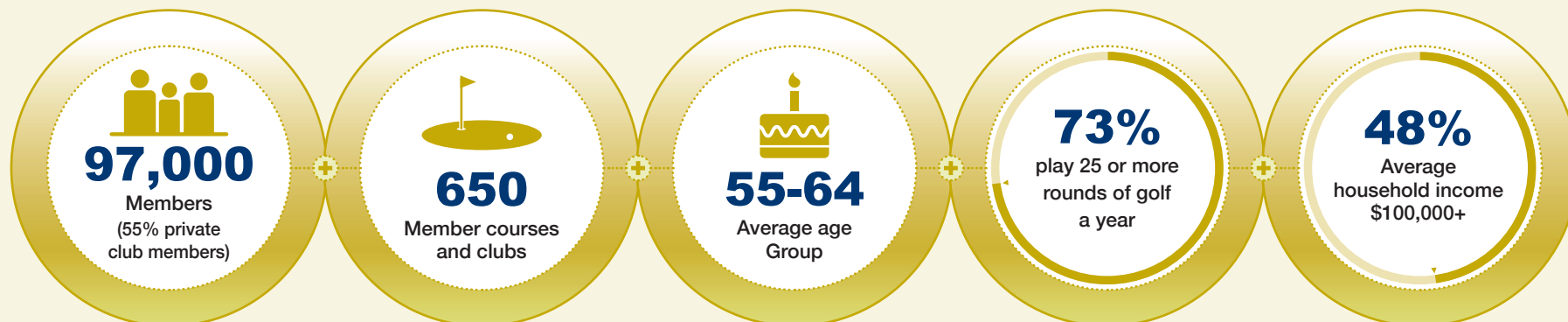


ABOUT THE GAM

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 97,000 golfers and more than 475 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 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.

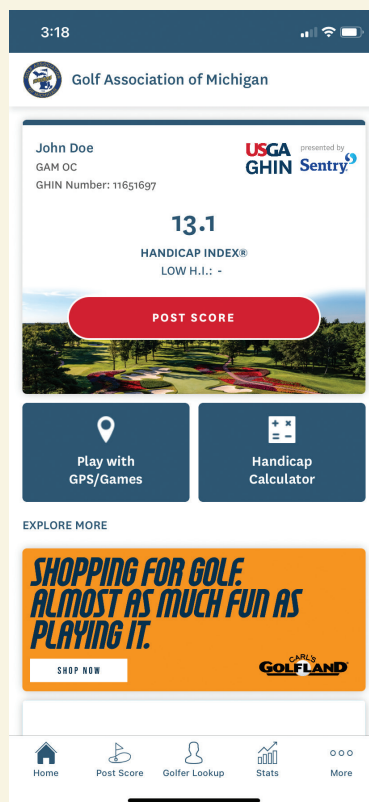
1. NEW GAM.org Banner Ads - Most prominent ad position on our homepage
2. GAM.org Tile Ads
3. GHIN App - Banner Ad space available on upper and lower area of the score entry screen
 - GAM members posted over 2 million rounds across all platforms last year.
4. GAM.org Partner Highlight Article - Editorial 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



Based on 2024 Data

E-Links Newsletter




Friday, November 6, 2020 [Read It On The Web](#)

Youth on Course National Online Auction

Want to check off some of the courses from your bucket list and give back at the same time? Then make sure to get your bids in for the 2020 National Youth on Course Online Auction starting on Sunday, November 15! Youth on Course helps provide affordable rounds of golf to juniors ages 6-18 in Michigan and across the country and some available auction items this year include golf at Crystal Downs CC, Oakland Hills CC and Riviera CC in California! To view all the auction items and start bidding on November 15, click [HERE](#)!

2021 Membership Registration Begins December 1st

Early online registration for 2021 GAM Public Membership will open on Tuesday, December 1. Members who renew or sign up on GAM.org in December of 2020 will be registering for a 2021 membership. Make sure to sign up early and take advantage of a full year of benefits! For any questions or assistance, please email membership@GAM.org or call 248-478-9242 ext. 123.



BOYNE Golf / Petoskey, Michigan
10 Courses — 3 Resorts

The BOYNE Golf "Play It Your Way" golf package lets you relax with a two-night get-away from your house including four rounds of golf! See why the variety offered by 10 championship courses allowed BOYNE Golf to be named one of the Best Golf Resorts in America by [Forbes.com](#), along with Pebble Beach, Bandon Dunes, Whistling Straights, Kapalua, and Pinehurst.

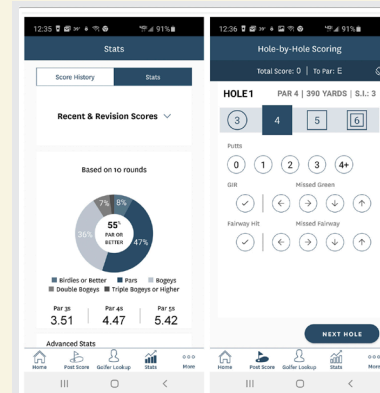
- "Play It Your Way" packages start at just \$259 and are available for stays through Aug. 31, 2020.
- BOYNE Golf offers two Golf Digest Top 100 Public Courses, including the 2019 National Golf Course Owners Course of the Year.
- Choose either hotel or condominium lodging at Boyne Highlands Resort or Boyne Mountain Resort.
- Call 844-842-4419 and mention code **TIMETOGOLF** to book your escape today!

A message from a GAM Partner

Moving Golf Forward

[Twitter](#) [Facebook](#) [Pinterest](#) [Instagram](#) [YouTube](#)

Handicap Revision Email




Stats on the GHIN Mobile App

Are you using the stats features on the GHIN Mobile App? You can track your putts, fairways hit, and greens in regulation as well as some directional indicators when you miss the fairway and green. In addition to the great stat tracking features the GHIN Mobile App is the easiest way to get your scores posted! You will need to know your GHIN # and last name to login. Your GHIN # is located under your name in the top left corner of this email or you can contact us at handicap@gam.org to retrieve it. Click the links below to download the App, or visit our [Score Posting Guide](#) which has videos and will walk you through step-by-step how to download and use the GHIN Mobile App.

[GHIN Mobile App - Apple Store](#)
[GHIN Mobile App - Google Play Store \(Android\)](#)

Email Marketing



GAM
GOLF ASSOCIATION OF MICHIGAN

CARL'S GOLF LAND

IT'S THE MOST
FREE IN-STORE GIFT WRAPPING AVAILABLE.

IT'S SORTA LIKE A CADDIE FOR SHOPPING.

2020 GOLF LAND ULTIMATE HOLIDAY GIFT GUIDE
SHOP NOW

The GAM delivers to more than 75,000 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

- 55% open rate
- Delivered to an average of 72,000 emails
- Ad size: 600 X 300, RGB color for the web

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

- 68.9% Open Rate
- Delivered to an average of 72,000 emails
- Ad size: 600 X 300, RGB color for the web

Email Marketing

- Open rate varies
- Delivered to an average of 72,000 emails

GAM Club News:

- Monthly communication to over 800 executives at GAM member clubs
- 48% Average Open Rate

All Ad Material due 1 week prior to distribution date



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
- GAM tournaments
- Member and player profiles
- Rules of Golf articles
- Handicapping
- And much more!

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 ad sizes

<p>Two-page spread*</p> <p>trim: 16.5" x 10.875" bleed 16.75" x 11.125" bleed add .125" to trim</p>	<p>Full page*</p> <p>7.25" x 9.875" trim: 8.25" x 10.875" bleed add .125" to trim</p>	<p>1/2 page horizontal</p> <p>7.375" x 4.8"</p> <p>1/4 page</p> <p>3.56" x 4.8"</p>
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Space Deadline: February 14, 2025

**full page bleed 8.5" x 11.125"; also available full spread bleed 16.75" x 11.125"*

MICHIGAN Links

Digital Edition

Starting in 2025, the GAM will build on the popularity of the printed *Michigan Links* Magazine to bring additional content to members during the season in a professional, digital format. New editorial content, tournament results, information on the GAM Foundation, and partner content will highlight additional summer coverage, culminating in a season recap in the fall covering the GAM Players of the Year and other important content from the championships season. *Michigan Links Digital* is a great option for reaching Michigan's golf community with your messages in full, half and quarter page options.

Michigan Links Digital Edition ad sizes

<p>Full page*</p> <p>live area: 7.25" x 9.875" trim: 8.25" x 10.875" bleed: add .125" to trim</p>	<p>1/2 page horizontal</p> <p>7.375" x 4.8"</p>
	<p>1/4 page</p> <p>3.56" x 4.8"</p>

*Full page bleed 8.5" x 11.125"; also available

Deadline: 2 weeks before delivery date





EVENT PARTNERSHIPS



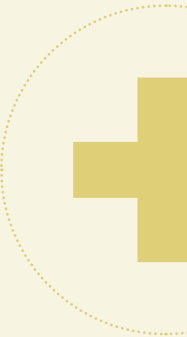
GAM Tournament Partners

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



**youth
on
course**

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 100 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 11,000+ Youth on Course members who played over 41,000 rounds of golf for \$5 or less in 2024.

The GAM Foundation is seeking three Corporate Partners to headline activities in 2025 and beyond.



GOLF ASSOCIATION OF MICHIGAN 2025 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	3 weeks	5 weeks	6 weeks	8 weeks
1200 x 200 Banner Ad on GAM.org			1 week	2 weeks	3 weeks
E-Mail Marketing (Michigan e-Links Newsletter or Handicap Revision)	1X	2X	3X	4X	5X
GAM.org Links to Your Home Page (Logo, Link, Business Profile on Partner Page)	●	●	●	●	●
Michigan Links Magazine Ad		Half Page	Full Page	Premium Full Page	Spread
Sponsor Recognition Page in Michigan Links Magazine	●	●	●	●	●
Michigan Links Digital Magazine (Three Issues Per Year)	●	● ●	● ●	● ● ●	● ● ●
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					●



Contact the GAM for pricing options





A LA CARTE OPPORTUNITIES

GAM Digital Partnership Opportunities

GAM.org Banner Ad (In-Season)

GAM.org Banner Ad (Off-Season)

Tile Ad (GAM Homepage)

GHIN Score Posting App Banner (Upper and Lower)

Social Media Sponsors (4 Posts)

GAM.org Home Page Article (1x)

GAM Welcome Packet Opportunities Michigan Links and Course Directory Ads

Two-Page Full Spread

Full-Page

Half-Page

Quarter-Page

Two-Thirds Page

One-Third Page

Logo on full-color, printed tournament calendar

Logo on GAM Card



Contact the GAM for pricing options





A LA CARTE OPPORTUNITIES (CONTINUED)



GAM Email Marketing*

600 x 300 Ad in GAM e-Links Newsletter

USGA / GHIN Handicap Revision Emails

GAM Club News Emails (delivered to all GAM member courses)

Dedicated Email

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



CHAMPIONSHIP Partnership Opportunities

★ Michigan Amateur Championship

★ Michigan Women's Amateur ★ GAM Championship ★ Women's GAM Championship

Title sponsor of all GAM Junior Championships (6)

Title sponsor of all GAM Net Championships (6)

Title sponsor of all regular season GAM Golf Days (approx. 25)

Title sponsor of the GAM Golf Day Championship

Title sponsor of GAM Player of the Year Point Lists (9)



GAM Foundation

GAM Foundation / Youth Course

(Emails to entire GAM membership & banner ads on GAM Foundation site available.)



Contact the GAM for pricing options





CONTACT INFORMATION



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