

GOLF ASSOCIATION OF MICHIGAN **MEDIA KIT**

2027 GAM



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 650 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 112,000 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.

Be Part of the Story.



FOUNDATION

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 112,000 golfers/members and nearly 650 golf courses; conducts 31 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.

112,000
Golfers/Members
(55% private club members)

650
Member courses and clubs

55-64
Average age Group

73%
play 25 or more rounds of golf a year

48%
Average household income $100,000+

FROM 2020-2025
Women's on course participation grew by
45%

WEBSITE & APP AUDIENCE

GAM Digital Partners

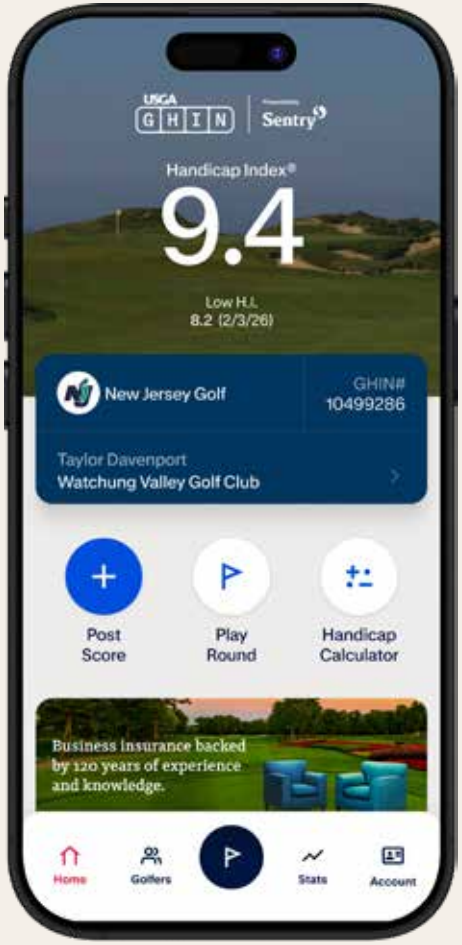
The GAM homepage, *www.GAM.org*, receives over 1.4 million visits per year and is a USGA-recognized authority for player handicaps and amateur golf information in the state of Michigan.

1. **GAM Banner Ads**

2. **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.

3. ***GAM.org* Partner Highlight Article**
   Editorial featuring partner relationships, milestones and new benefits to GAM members

USGA GHIN





GAM.org

Over 1.4 Million
Website Views

Based on 2026 Data

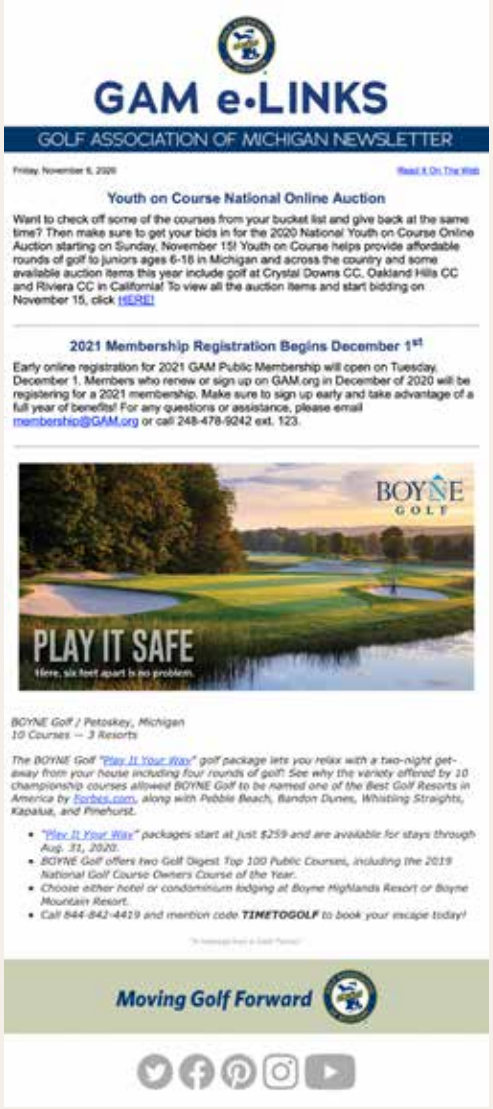
Digital Ad Specifications

- **Banner Ads:** 1200 x 200 pixels
- **GHIN Banner Ads:** 1200 x 800 pixels

Ad Materials due 1 week prior to distribution date

EMAIL

E-Links Newsletter



Handicap Revision Email



Email Marketing



The GAM delivers to over 85,000 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 81,000 emails
- Ad size: 600 X 300, RGB color for the web

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

- 68% Open Rate
- Delivered to an average of 75,000 emails
- Ad size: 600 X 300, RGB color for the web

Email Marketing

- Open rate varies
- Delivered to an average of 75,000 emails

GAM Club News:

- Monthly communication to over 1200 executives at GAM member clubs
- 52% Average Open Rate

All Ad Material due 1 week prior to distribution date

PRINT EDITION



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

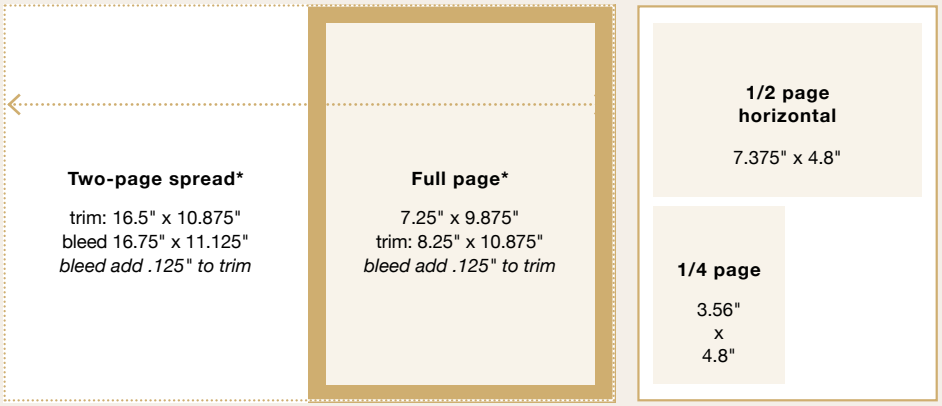
- The most comprehensive list of golf facilities in Michigan
- Swing and Save offers
- GAM tournaments
- Member and player profiles
- Rules of Golf articles
- Handicapping
- And much more!

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* Magazine is delivered to over 75,000 households and close to 500 Michigan golf courses across the state.

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



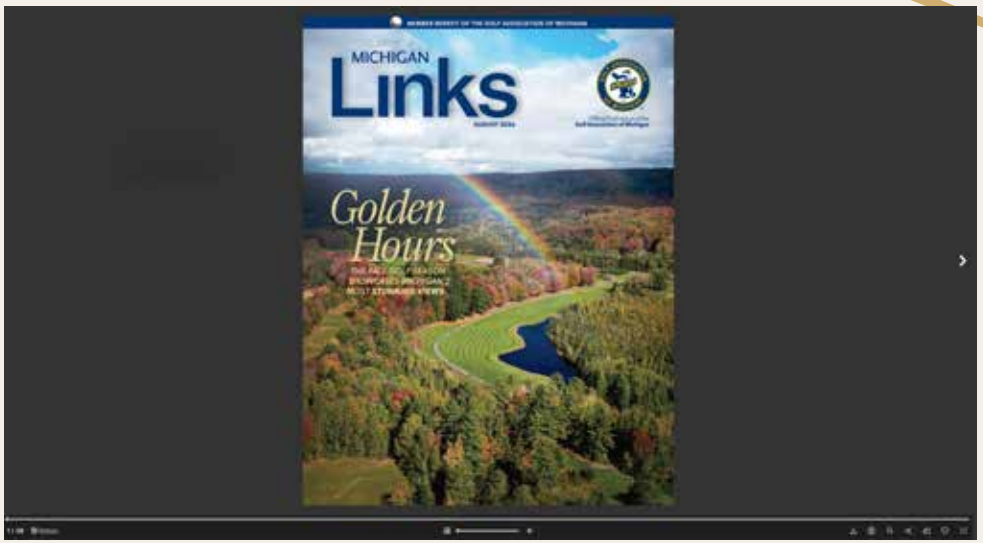
Space Deadline: February 23, 2027

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

DIGITAL EDITION

MICHIGAN
Links
Digital Edition

Starting in 2026, 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

Full page*

live area: 7.25" x 9.875"
trim: 8.25" x 10.875"
bleed: add .125" to trim

1/2 page horizontal

7.375" x 4.8"

1/4 page

3.56"
x
4.8"

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

Deadline: 1 month before the delivery date

CHAMPIONSHIPS

WHERE MICHIGAN GOLF COMES TOGETHER



30

CHAMPIONSHIPS

180+

TOURNAMENT DAYS

112K+

GAM MEMBERS

PUT YOUR BRAND AT THE HEART OF MICHIGAN GOLF

From the Michigan Amateur to junior, women's, senior and net competitions, GAM brings golfers and clubs together across the state. Sponsorships can support a single championship, multiple events or a season-long program.

OUR GAME. OUR PEOPLE. OUR HOME.

SPONSORSHIP POSSIBILITIES

Showcase your brand at Michigan golf championships and events.





CHAMPIONSHIP & EVENT PARTNERSHIPS

Presenting recognition, event series, and GAM Golf Days partnerships.

ON-COURSE BRANDING & ENGAGEMENT

Pop-up banners, tee signage, player gifts, scorecards, pairing sheets, hospitality and customized tournament activations.

DIGITAL EXPOSURE & RECOGNITION

GAM.org, tournament communications, social media and E-Links extend sponsorship visibility beyond the golf course.

GAM FOUNDATION



GAM FOUNDATION

youth on course MICHIGAN

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 $35, 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 almost 18,000 Youth on Course members who played over 77,000 rounds of golf for $5 or less in 2025.

2027 SPONSORSHIP PRICING GUIDE

Connect your brand with Michigan golfers through digital, email, print, championship and year-round partnership opportunities.

CORPORATE PARTNERSHIP PACKAGES

BENEFIT	CLUBHOUSE	PAR	BIRDIE	EAGLE	DOUBLE EAGLE
GAM.org Banner Ad	—	—	1 week	2 weeks	3 weeks
Email marketing: E-Links or Handicap Revision	1x	2x	3x	4x	5x
GAM.org Partner Listing / logo link	Included	Included	Included	Included	Included
Michigan Links print ad	—	Half page	Full page	Premium full page	Spread
Michigan Links Digital Magazine	1 edition	2 editions	2 editions	3 editions	3 editions
Sponsor recognition in Michigan Links	Included	Included	Included	Included	Included
Sponsor Day golf outing participants	1	1	2	3	3
Golf show booth signage	Included	Included	Included	Included	Included
Presenting sponsor of GAM tournaments	—	—	2 events	4 events	6 events
Dedicated Email	—	1	2	3	4
INVESTMENT	**$4,000**	**$11,500**	**$18,500**	**$30,000**	**$42,000**

Package benefits are subject to inventory, timing and final agreement. A checkmark indicates inclusion; a dash indicates not included at that level.

DIGITAL & EMAIL OPPORTUNITIES

OPPORTUNITY	PLACEMENT / DETAILS	STANDARD RATE
GAM.org Banner Ad	In-season banner placement	$3,500
GHIN Score Posting App Banner Ad	Lower banner placement in the score posting app	$3,500
GAM.org homepage article	Sponsored article, one placement	$5,500
GAM E-Links newsletter ad	600 × 300 ad placement, one send	$3,250
USGA/GHIN Handicap Revision email	Ad placement in revision email, one send	$3,250
GAM Club News email	Delivered to GAM member courses, one send	$3,250
Michigan Links Digital Magazine	Ad placement, per edition	$3,750
Dedicated Email	Dedicated message to GAM membership	$4,500
Partner Listing	Logo, link, business profile or partner page	Included with packages

Email placements are limited and must include a GAM member benefit offer. All placements are subject to editorial, inventory and scheduling approval. Rates are standard single-placement rates unless otherwise noted

2027 SPONSORSHIP PRICING GUIDE

Connect your brand with Michigan golfers through digital, email, print, championship and year-round partnership opportunities.

PRINT & DIRECTORY ADVERTISING

OPPORTUNITY	STANDARD RATE
Two-page full spread	$8,500
Full page	$4,250
Half page	$2,750
Quarter page	$1,750

CHAMPIONSHIP & PROGRAM PARTNERSHIPS

OPPORTUNITY	SCOPE	STANDARD RATE
Michigan Amateur Championship	Presenting / title sponsorship	$12,500
Michigan Women's Amateur, GAM Championship or Women's GAM Championship	Per event	$6,000
All GAM Junior Championships	Six championships	$12,500
All GAM Net Championships	Six championships	$12,500
Regular-season GAM Golf Days	Approximately 25 events	$12,500
GAM Player of the Year point lists	Nine point lists	$12,500
GAM Foundation / Youth on Course	Potential member-wide email and GAM Foundation site banner opportunities	$6,000

LET'S BUILD A PARTNERSHIP

Reach Michigan golfers and support the game through a GAM partnership. Contact GAM to discuss availability, custom packages and next steps.



RETAIL & MEMBER ENGAGEMENT OPPORTUNITIES

Connect Your Brand with Michigan Golfers

The Golf Association of Michigan (GAM) offers retail partners unique opportunities to connect with more than 112,000 members and golfers throughout the state. Through exclusive member benefits, retail promotions, championship activations, the GAM Store, and digital marketing, GAM can help drive brand awareness, customer engagement, and retail sales.

Our retail partnerships are designed to provide meaningful exposure while creating added value for GAM members.

RETAIL PARTNERSHIP OPPORTUNITIES

Official Retail Partner of GAM

Establish your brand as an Official Retail Partner of GAM with year-round recognition across select GAM marketing and communications platforms. Category exclusivity may be available.

Exclusive GAM Member Offers

Provide special discounts, promotions, or exclusive products to GAM members. Offers can be promoted through GAM's digital communications, website, and other member channels to encourage retail visits and online purchases.

GAM Store Promotions & Product Features

Gain additional exposure through promotional opportunities in the online GAM Store. Potential activations include featured retail brands, seasonal product promotions, exclusive merchandise collections, and special offers for GAM members. Opportunities may also include coordinated marketing campaigns to drive traffic to the GAM Store and increase product visibility.

In-Store Promotions & Activations

Connect with golfers at the retail level through GAM-branded displays, promotional materials, QR codes, membership campaigns, and special events at participating retail locations.

Championship Retail Activations

Engage directly with golfers at select GAM Championships through product demonstrations, merchandise displays, promotional giveaways, and on-site brand experiences.

Digital Marketing & Product Promotions

Feature retail products, seasonal promotions, and special offers through GAM's digital marketing channels, including E-Links, Dedicated Emails, Michigan Links Digital Magazine, *GAM.org*, and social media.

CONTACT INFORMATION

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