



2023 Press & Media Kit

LOUISIANA GOLF ASSOCIATION

www.lgagolf.org



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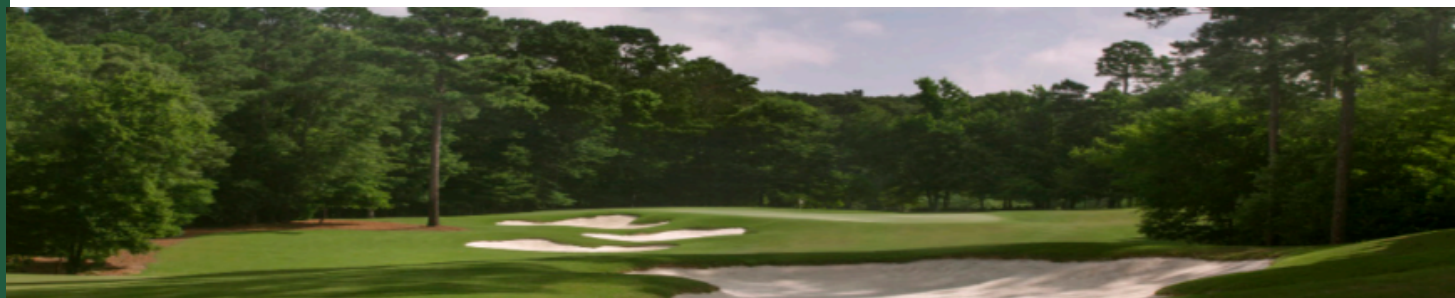
Deal-savings bundle packages and generic list of other sponsorship opportunities offered.



Founded in 1920, the Louisiana Golf Association (LGA) strives to foster the enhancement and expansion of amateur golf for all, through:

- The development of member's
- Information services
- Promotion of opportunities
- Protection of the game's integrity and valued traditions

The LGA is an Allied Golf Association (AGA) of the **United States Golf Association**.



COURSE AND SLOPE RATING



The LGA provides: **World Handicap System** approved course and **slope rating services** to all Louisiana golf courses.

These course and slope rating services are provided free to LGA Member Clubs.

The LGA is the only organization in Louisiana licensed by the USGA to provide these services.

GOLF ADMINISTRATION

The LGA provides administration of **18 LGA Championships, 24 LGA/USGA qualifiers, and 10 Louisiana Junior Golf Tour events**.

This LGA's original service, is still an extremely important one which the organization continually strives to upgrade in order to enhance the competitive experience for players.



WORLD HANDICAP SYSTEM



The LGA provides oversight and administration of the World Handicap System in Louisiana. Again, just as with course and slope rating services, the LGA is the only association authorized by the USGA to provide handicapping services to clubs in Louisiana.

RULES OF GOLF

The LGA upholds the integrity of the Rules of Golf and the Rules of Amateur Status. The LGA helps answers questions about whether some activity might violate the rules of amateur status and provides interpretations of rules for its members and any golfer that inquires.





The Louisiana Golf Association provides online and electronic opportunities which enable our sponsors to market their message to the most engaged golf audience.

Connect your brand year-round to the thousands of avid golfers and loyal members of the LGA.

The strength of your brand combined with the passion of our members is a powerful combination. You'll be able to capitalize on close, relevant, and appreciated connections with an affluent and influential audience.

90

MEMBER CLUBS

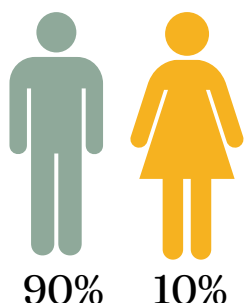
17,000

TOTAL MEMBERS

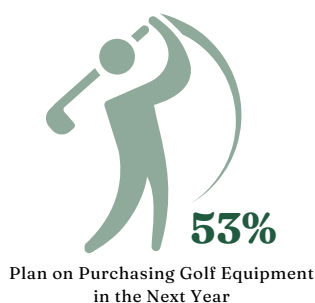
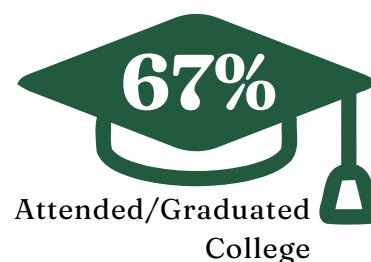
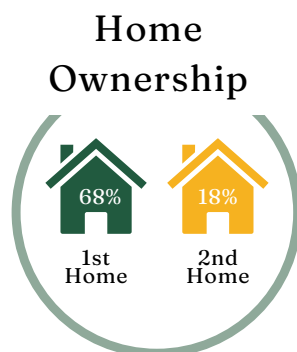
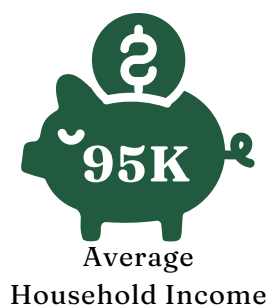
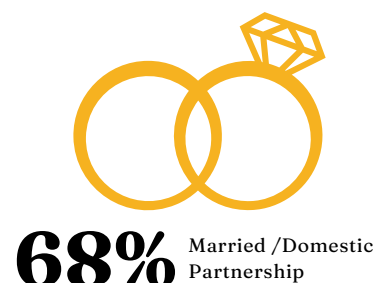




The LGA reaches the most avid, dedicated golfers throughout the state of Louisiana. Our members are mature, affluent, and sophisticated customers. They dine out, travel, attend cultural and sporting events, and are consumers of luxury goods. They also want to learn about the game they love and the courses and resorts they are likely to play. They are eager to learn about the latest technology, most up to date instruction advice, and state-of-the-art fitness products - all for the sake of improving their game and enjoying the experience.



Average Age



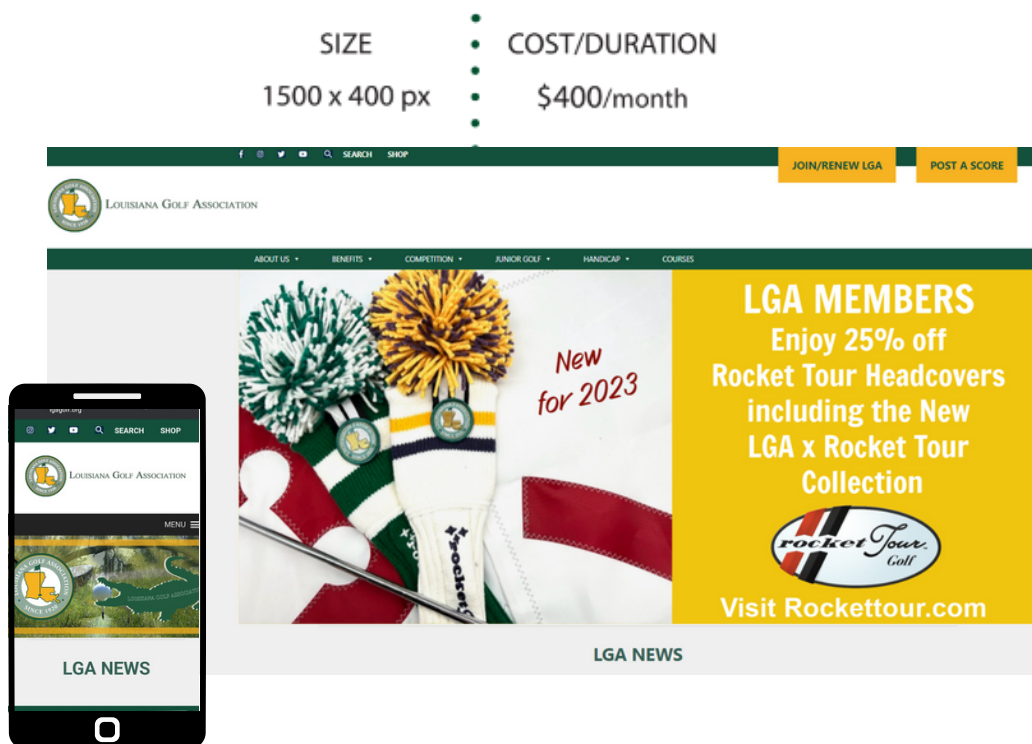
Website

WWW.LGAGOLF.ORG

This option is best for the client who wants to reach the largest audience of both members and non-members.

www.LGAgolf.org receives **5,000-10,000 unique hits each month**. Golfers from around the state visit our site for information on tournaments, handicapping, the Rules of Golf, and much more.

| | | |
|---------------|---|---------------|
| SIZE | • | COST/DURATION |
| 1500 x 400 px | • | \$400/month |
| • | • | |



Emails

DEDICATED eBLAST

The LGA's premium digital opportunity. An email dedicated solely to your product or company sent to **14,500 verified email addresses** for LGA members interested in golf travel, equipment, and lifestyle.

You provide the HTML or image file, and we'll send it out.

| | | |
|------------|---|---------------|
| SIZE | • | COST/DURATION |
| 900x800 px | • | \$2,000/blast |
| • | • | |



For more information please contact Logan Ray: (337) 265-3938 | loganr@lgagolf.org

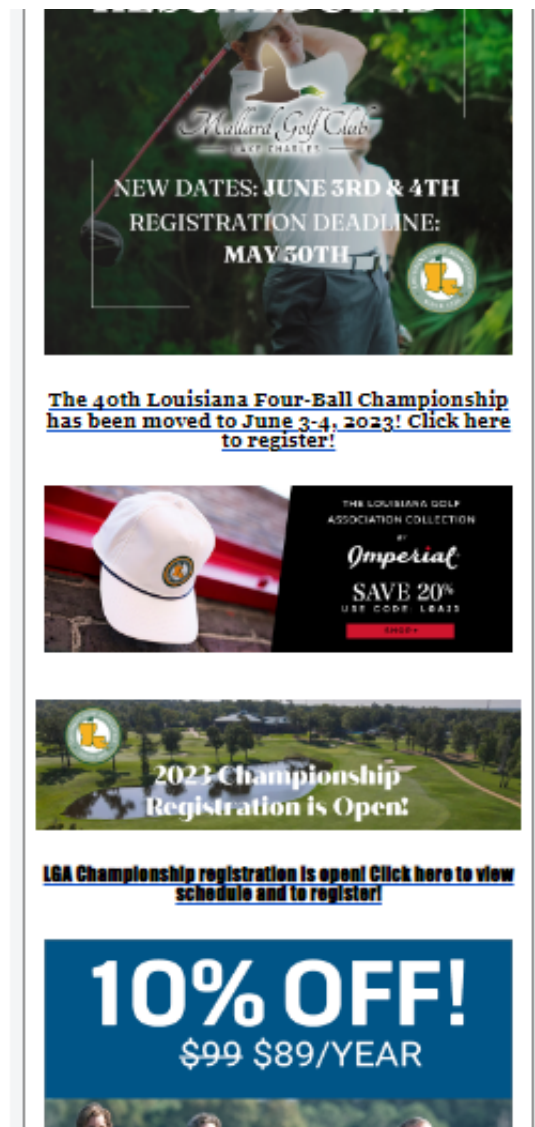
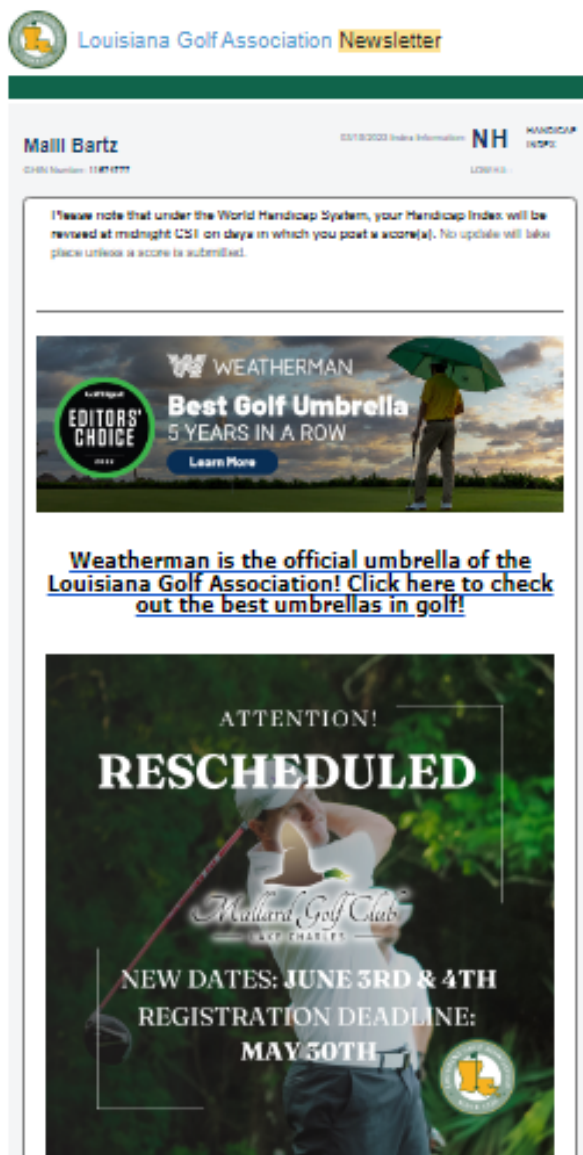


LGA Newsletters

14,500 personalized bimonthly email sent the 1st and the 15th of every month, which includes the golfer's updated Handicap Index and current score file. Our e-revision emails boast a 50% unique open rate, more than double that of the national average.

SIZE
700 x 250 px

COST/DURATION
\$400/email

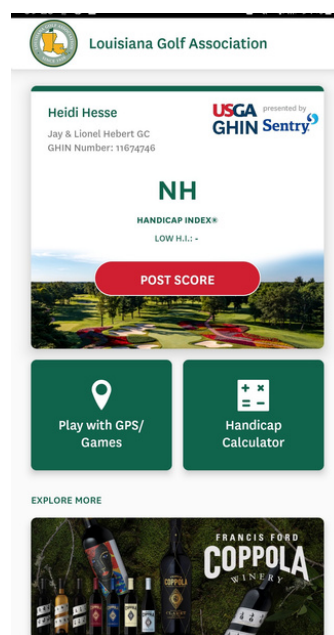


GHIN Mobile App

The GHIN Mobile App is the main score posting application used by LGA Members to post their scores. On average **400,000 scores/year** are posted using the GHIN Mobile App. We have over **14,500 users**, millions of screen views, and an average of **50,000 sessions** started a month on the app.

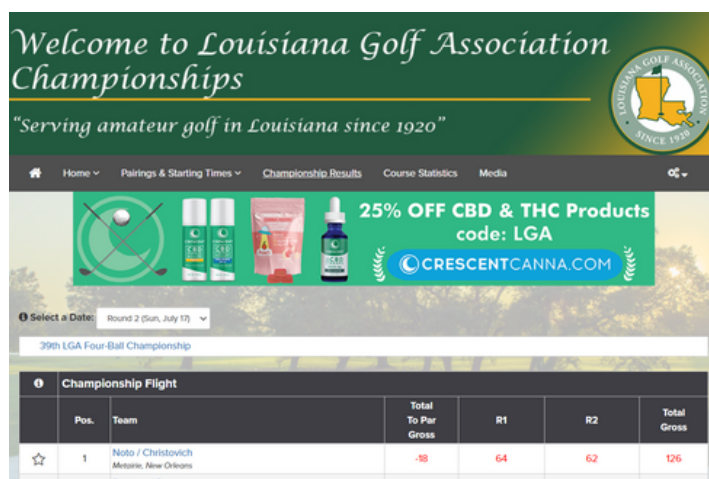
SIZE
300 x 125 px

COST/DURATION
\$750/month



Championship Portal Page Banner

A Static Banner ad on Championship Portal pages used for score posting, located on the LGA website and GolfGenius.



For more information please contact Logan Ray: (337) 265-3938 | loganr@lgagolf.org



Advertising Bundle Packages



EAGLE SAVINGS PACKAGE

- One dedicated eBlast (Value - \$2,000)
- One GHIN Handicap Computer Banner - 1-Month Rotation (Value - \$1,000)
- One LGAgolf.org Ad - 1-Month Rotation (Value - \$400)
- Two LGA eRevision Ads (Value - \$800)

Total Value: \$4,200

PRICE: \$3,000 (25% Savings)



BIRDIE SAVINGS PACKAGE

- One GHIN Handicap Computer Banner - 1-Month Rotation (Value - \$1,000)
- One LGAgolf.org Ad - 1-Month Rotation (Value - \$400)
- One LGA eRevision Ad (Value - \$400)

Total Value: \$1,800

PRICE: \$1,275 (25% Savings)



PAR SAVINGS PACKAGE

- One GHIN Handicap Computer Banner - 1-Month Rotation (Value - \$1,000)
- One LGA eRevision Ad (Value - \$400)

Total Value: \$1,400

PRICE: \$1,000 (23% Savings)

Sponsorship Opportunities

Opportunities for **Year-long exposure** to the LGA's 17,000+ membership base through digital, print, on-site activities and program sponsorship. Opportunities include:

- | | |
|--------------------------|-------------------------------|
| • Product Sampling | • Exclusive LGA Member Offers |
| • Product Demonstrations | • Official LGA Partner Status |
| • Product Placement | • Program Sponsorship |
| • Surveys | • Tournament Sponsorship |
| • Sweepstakes | • Sponsored Print Content |
| • Giveaways/Prizes | • Social Media Marketing |

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