



2026 Media Kit

www.lgagolf.org

ABOUT THE LGA



in association with



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.

Why Partner with the LGA

Partnering with the LGA connects your brand to Louisiana's most committed and influential golf audience. With **20,000+ members** across **94 Member Clubs**, our golfers are active consumers who value premium products, technology, travel, and experiences.

The LGA offers year-round visibility to a mature, affluent, high-engagement community — delivering strong brand alignment, trusted exposure, and meaningful connection with the state's most dedicated golfers.

What We Do

The Louisiana Golf Association is the USGA-Allied Golf Association for Louisiana, providing the core services that support and elevate amateur golf across the state:

- **Course & Slope Rating**

The LGA is the only USGA-licensed organization in Louisiana authorized to provide World Handicap System course and slope rating services — offered at no cost to all Member Clubs.

- **Golf Championship Administration**

We conduct 18 LGA Championships, 24 LGA/USGA qualifiers, and 10 Louisiana Junior Golf Tour events each year, continually enhancing the competitive experience for players.

- **World Handicap System**

The LGA oversees and administers handicapping services for all participating golfers and clubs statewide.

- **Rules of Golf**

We uphold the Rules of Golf and Amateur Status, offering guidance, education, and interpretations to golfers and clubs.

Membership

20,000 +
MEMBERS

94

MEMBER CLUBS



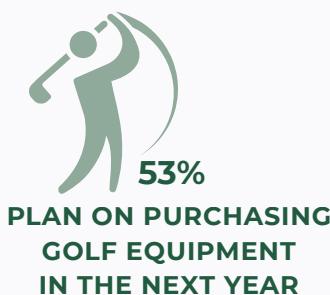
68%
MARRIED



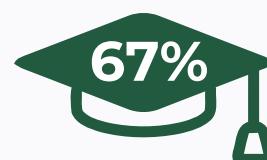
80% PLAN TO TRAVEL ON VACATION AT LEAST ONCE IN THE NEXT YEAR



**AVERAGE
HOUSEHOLD INCOME**



**53%
PLAN ON PURCHASING
GOLF EQUIPMENT
IN THE NEXT YEAR**



**67%
ATTENDED/GRADUATED
COLLEGE**

DIGITAL MARKETING

The LGA's digital marketing platforms give our partners powerful, year-round access to one of the most engaged golf audiences in Louisiana. We offer exclusive eBlasts that highlight a single product, service, or promotion directly to our 20,000+ members. Our monthly LGA newsletter provides premium ad placements alongside statewide championship coverage and association updates. In addition, brands can reach golfers through placements within our GHIN Handicap Update emails — one of our highest-engagement communication channels. Together, these digital platforms give LGA partners multiple avenues to deliver targeted messaging, drive awareness, and connect meaningfully with avid Louisiana golfers.

Bundle Package Options

INCLUDES 3 OF THE FOLLOWING:



Exclusive eBlast



GHIN Mobile App Ad

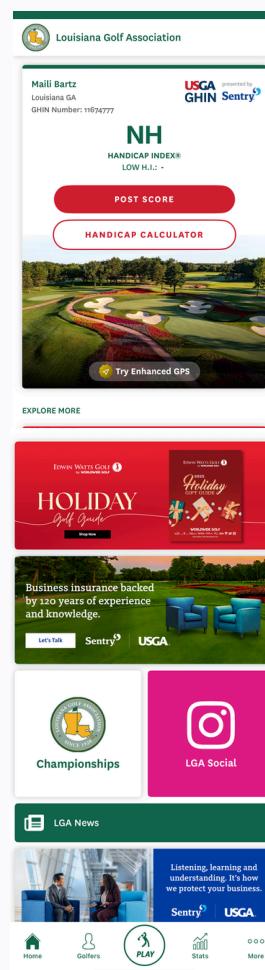


LGA Newsletter Ad



Social Media Campaign

(1) Graphic



Exclusive eBlast

Our most effective digital marketing asset, the Exclusive eBlast, puts your message directly in front of more than 20,000 highly engaged LGA Members, all of whom have opted in to receive our communications. With an LGA Exclusive eBlast, your offer stands alone — ensuring maximum visibility and the full attention of affluent, avid golfers across Louisiana.

-  **Dedicated eBlast to 20,000+ golfers**
-  **Average Open Rate: 61.9%**
-  **Average Click Rate: 2.53%**
-  **Size: 300px wide X 125px height**



The image shows a promotional eBlast. At the top is the Louisiana Golf Association logo. Below it, the word "Imperial" is written in a script font. A large, bold "SAVE 20%" message is centered. A red button at the bottom contains the text "WITH CODE: LGA25". Below the button is a photograph of a woman wearing a white golf cap with the LGA logo and a pink shirt, standing outdoors. At the bottom of the eBlast is the Louisiana Golf Association logo and the text "LOUISIANA GOLF ASSOCIATION". The footer contains small text about the Louisiana Golf Association and links for unsubscribe and manage preferences.

LOUISIANA GOLF ASSOCIATION

Imperial

SAVE 20%

WITH CODE: LGA25

LOUISIANA GOLF ASSOCIATION

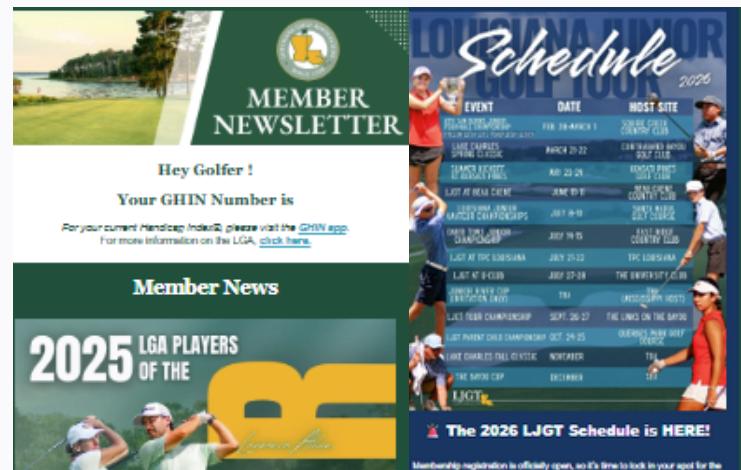
Louisiana Golf Association, 1003 Hugh Wallis Rd. S. Suite A-2, Lafayette, Louisiana 70508, United States, 337.285.3938 | 888.858.6678

[Unsubscribe](#) [Manage preferences](#)

LGA Newsletter

In 2025, we enhanced our communication lineup with the LGA Monthly Newsletter, a digital, statewide update designed to keep our members informed and engaged. Sent to our **entire 20,000+ member list**, the newsletter highlights key association updates, championship coverage, upcoming playing opportunities, and notable stories from around the game. It serves as a consistent touchpoint that keeps LGA Members connected to the latest news in Louisiana golf.

-  **Emailed to 20,000+ golfers**
 -  **Average Open Rate: 64.79%**
 -  **Average Click Rate: 2.14%**
 -  **Size: 650px wide X unlimited height**



★ The 2026 LJGT Schedule is HERE!

Membership registration is officially open, so it's time to lock in your spot for the new season. All tournament registration opens February 2, 2023!

Welcome a Member



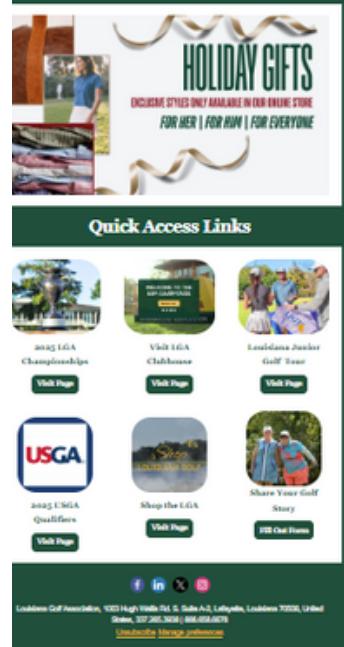
Featured Partners



Are you, or someone you know, interested in the behind-the-scenes work that makes golf championships run smoothly?

The LGA's 2025 OpenBOK Internship offers a **FULL SUMMER** of on-course experience in setup, scoring, rules support, and event logistics.

[Join the team](#)

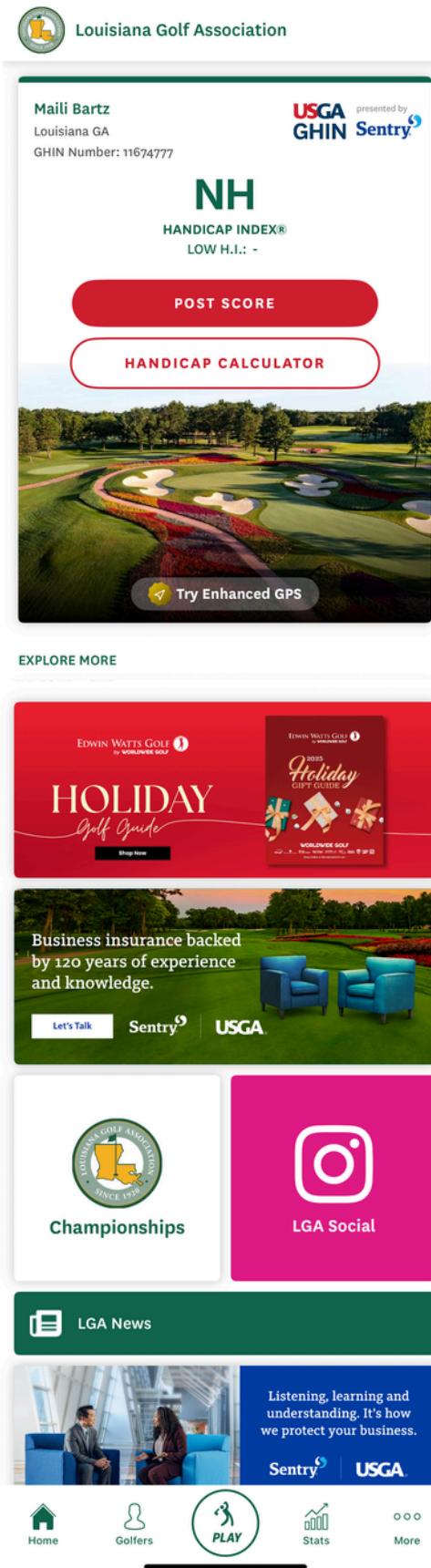


Lyndhurst Golf Association, 1003 High Valley Dr. S., Suite A-2, Lyndhurst, Lyndhurst 77256, United States, 227-285-3500 | 866-658-6679

GHIN Mobile App

The GHIN Mobile App is the main score posting application used by LGA Members to post their scores. On average 425,000 scores/year are posted using the GHIN Mobile App. We have over 17,000 users, millions of screen views, and an average of 50,000 sessions started a month on the app.

-  **Average Impressions: 261,593 / Month**
-  **Total Users: 50,000+ / Month**
-  **Average Clicks: 1,747 / Month**
-  **All Ads Sold by the Week**
-  **Size: 700px X 250px**



The screenshot displays the GHIN Mobile App's main interface. At the top, the Louisiana Golf Association logo is shown next to the text "Louisiana Golf Association". Below this, a player's profile is displayed: "Maili Bartz" from "Louisiana GA" with "GHIN Number: 11674777". The USGA GHIN Sentry logo is present. The central part of the screen shows a "HANDICAP INDEX®" section with "NH" and "LOW H.I.: -". Below this are two buttons: "POST SCORE" and "HANDICAP CALCULATOR". A large, scenic image of a golf course with a winding path and colorful flower beds serves as the background for these buttons. At the bottom of this section is a button labeled "Try Enhanced GPS". Further down, a "EXPLORE MORE" button is visible. The bottom half of the screen is a dark green navigation bar containing several icons and text labels: "Championships" (with the LGA logo), "LGA Social" (with an Instagram icon), "LGA News" (with a news icon), and "Stats" (with a bar chart icon). The "Home" icon is at the bottom left, and "Golfers" is at the bottom right. A "PLAY" button is centered at the bottom of the navigation bar. The overall design is clean and modern, with a focus on golf-related content and connectivity.

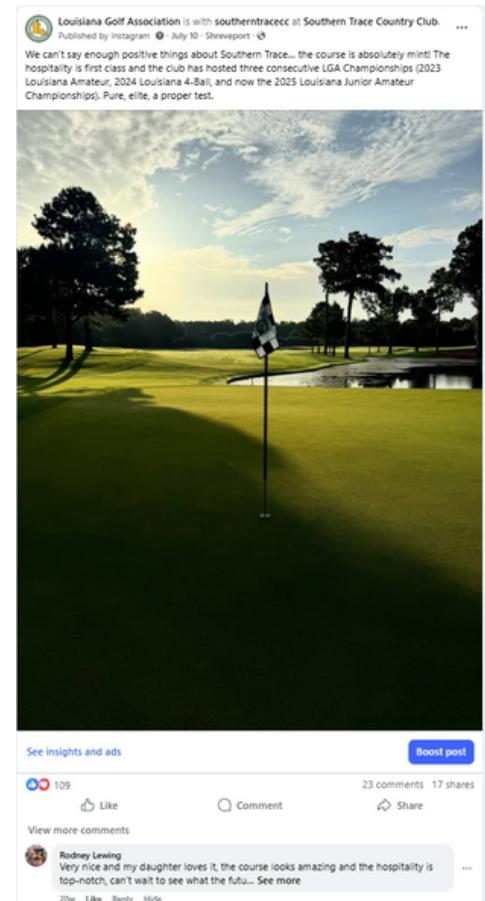
Social Media Campaign

Amplify your brand through the LGA's fast-growing digital channels. With highly engaged followers across Instagram, Facebook, and X, our social platforms deliver consistent interaction from golfers who are passionate about the game and active in their communities. Customized social media campaigns allow partners to showcase products, promotions, and storytelling in an authentic, golf-focused environment — generating meaningful reach, awareness, and real engagement with Louisiana's most dedicated golfers.

 **1 content piece posted across all platforms**

 **Twitter, Facebook, Instagram, LinkedIn**

 **Minimum 10,000 Impressions**





For more information please contact Logan Ray:

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www.lgagolf.org