

# ARKANSAS STATE GOLF ASSOCIATION



DIGITAL OPPORTUNITIES &  
SPONSORSHIP PROGRAMS



## 2020 MEDIA KIT

# WHO WE ARE

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## ABOUT US

The Arkansas State Golf Association (ASGA) was founded on September 25th, 1915 when delegates of seven country clubs in Arkansas met for the purpose of organizing a state golf association. The following country clubs were represented: Fort Smith, Helena, Hot Springs, Jonesboro, Little Rock, Pine Bluff and Texarkana.

With over a century of existence, the ASGA now conducts over 30 championships for men, women, juniors and seniors of all ages and abilities. Those seven clubs with a handful of members have expanded to approximately 10,000 individual members and over 125 member clubs. The ASGA funds and supports several programs including the World Handicap System, USGA Course Measuring and Rating; rules of golf and amateur status; high school and college golf; turfgrass research and education and the Arkansas PGA Chapter Junior Tour.

The ASGA has a strong focus on equipping golfers across the state regardless of their race, gender, or financial ability. We have awarded more than \$400,000 in scholarship aid to deserving young men and young women since 1985. One of our most recent programs created is the ASGA Assistance Fund beginning in 2018 to help those who may need financial assistance to directly related to competition on any level.

## OUR MISSION

“To serve its members and member clubs while maintaining the integrity and honorable traditions of the game: to foster and promote the game of golf for all ages and abilities for men, women, juniors and seniors throughout the state of Arkansas.”

## OUR PURPOSE

The Arkansas State Golf Association takes pride in its commitment to serving members and member clubs across the state. Through our programs, we have the ability to touch the lives of many golfers of all ages and skill levels in the state of Arkansas. Generous supporters have allowed us to grow and thrive, but our work is far from finished. The question we must ask ourselves, is how do we equip and connect with the next generation?



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# OVERVIEW

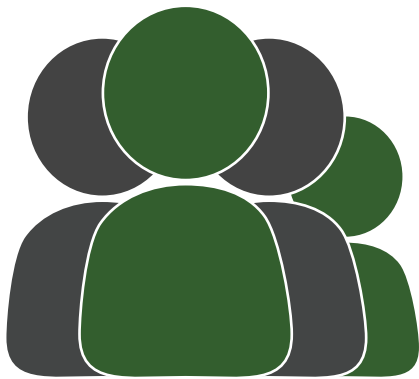
Serving all golfers across the state

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ASGA print and electronic communications inform and entertain its 10,000 loyal, affluent members and offer valuable details about programs and an expanding list of quality member services. Combined with our sponsorship program, the ASGA today offers numerous opportunities to align your brand with the most passionate and influential golfers in Arkansas.

**Partnering with the ASGA through sponsoring opportunities and advertising in a mix of print and digital properties provides you with access to thousands of affluent households.**

The ASGA boasts a top-rated golf publication, website and digital news channel in the state, as well as offering countless unique ways to connect with golfers, your next target audience.



**10,000 MEMBERS**

**128 MEMBER CLUBS**

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## DEMOGRAPHICS

**MEN: 5892**

**WOMEN: 1368**

**JUNIORS: 404**

**AVG.AGE: 51**

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**2,115**



**1,614**



**1,120**



# WAYS TO REACH YOUR CUSTOMERS

## Arkansas Golfer

Distributed to all members of the ASGA, clubs, banquets, advertisers and more!

Arkansas Golfer is a yearly publication that includes what's new in Arkansas, Hall of Fame announcements, featured golf articles and our 2020 tournament schedule, **which means your audience is reading Arkansas Golfer throughout the full year.**



**OVER 10,000**  
COPIES PRINTED AND  
SHIPPED EACH YEAR  
AND DELIVERED TO  
**55 CITIES**



### AD SIZES

|           |         |
|-----------|---------|
| 4th Cover | \$1,575 |
| 3rd Cover | \$1,360 |
| 2nd Cover | \$1,360 |
| Full Page | \$1,300 |

|            |         |
|------------|---------|
| 2/3 Page   | \$1,250 |
| 1/2 Page H | \$980   |
| 1/3 Page H | \$830   |
| 1/3 Page V | \$830   |
| 1/6 Page V | \$640   |

**DEADLINE: March 2**

## Dedicated eBlast

Distributed once a month to all ASGA members. Target golfers by zip code or gender with a special email offer. Open rates for our eBlasts continue to increase with a 6.9% higher open rate compared to the national average. **We understand the importance of broadcasting messages to your target audience.** Let the ASGA help you communicate those to your preferred audience with dedicated industry eBlasts.

*\*All eBlasts must present exclusive offer to our audience*

*\*eBlast packages are available at a lower rate*

### SEGMENTATION

|              | SINGLE | YEAR  |
|--------------|--------|-------|
| FULL LIST    | \$500  | \$500 |
| PARTIAL LIST | \$300  | \$300 |

## The Monday Mulligan eNewsletter

The Monday Mulligan is distributed every other week to all ASGA members. This digital publication provides members with relevant and timely association information including news, human-interest stories, upcoming events and important dates.

|            |               |       |
|------------|---------------|-------|
| TOP BOX    | 300px x 250px | \$500 |
| BOTTOM BOX | 300px x 250px | \$300 |

### File Format:

PNG or JPG

Please provide exact URL you would like your ad to link to

## DIGITAL AD REQUIREMENTS

**Maximum width:** 605 pixels

**Maximum height:** No requirement

**File Format:** PNG, JPG, or MailChimp HTML link

**Links:** Please provide exact URL you would like your ad to link to

# PARTNERSHIP PACKAGES

The ASGA's Partnership recognition program provides year-round exposure opportunities based on a prescribed level of investment. Each level offers unique communication options through a variety of ASGA marketing vehicles including our website, dedicated e-blasts, social media and yearly magazine. Sponsors have the opportunity to purchase a package or individually targeted segments.

## ***Imperial Sponsor***

Large corporate partners looking for maximum exposure to the golfing community. Available for \$2,500 to \$10,000 depending on the term of sponsorship. There are custom sponsor opportunities available to fit any of your company's needs.

- Banner displayed at all championship events
  - Arkansas Golfer Magazine Advertisement
  - Prominent display of logo/link on website
- Prominent display of logo/link on tournament signage and entry forms
- Inclusion of logo/link in bi-monthly E-Revision Newsletter & Monday Mulligan
  - Social Media Exposure

## ***Signage Sponsor***

Corporate Partnerships with 18 inch x 24 inch corrugated signs promoting the partner's business. Signs will be prominently displayed at approx. 15-20 ASGA Championships.

- 1 Year Partnership - \$1,250 Annually
- 3 Year Partnership - \$1,000 Annually
- 5 Year Partnership - \$750 Annually

## ***Scramble Sponsor***

Each sponsor will have their company or brand promoted and recognized in unique and various ways including but not limited to at-event signage and pre-event eBlasts.

- Title Sponsor - \$5,000 – Name included in title of tournament
- Food Sponsor – Food Donation
- Drink Sponsor – Drink Donation
- Hole Sponsor – \$150
- Driving Range Sponsor – \$2,500
- Putting Green Sponsor – \$2,500

## ***Tee Marker Sponsor***

Custom company logo on each tee marker with the ASGA logo on the opposite side. Tee marker sponsor will have prime promotion locations at multiple tee boxes that competitors play from at each ASGA Championship. This is a “can't miss” signage opportunity to reach out to every ASGA competitor whether men, women or juniors.

- 1 Year Partnership - \$8,000 Annually
- 3 Year Partnership - \$6,000 Annually
- 5 Year Partnership - \$4,000 Annually



# OTHER WAYS TO GET INVOLVED WITH ASGA

## *Become a partner*

### **Friend of the ASGA: \$50**

Donors receive an ASGA logo hat

### **Bronze Level: \$100**

Donors receive an ASGA logo hat and an ASGA valuables pouch.

### **Silver Level: \$250**

Donors receive an ASGA cooler

### **Gold Level: \$500**

Donors receive an ASGA backpack and one ticket to the Arkansas Golf Hall of Fame and Awards Banquet

### **Platinum Level: \$1,000**

Donors receive all the above, plus an additional ticket to the Arkansas Golf Hall of Fame and Awards Banquet

### **Patron of the ASGA: \$5,000+**

Donors receive a personalized Nike Golf Bag and 2 tickets to the Arkansas Golf Hall of Fame and Awards Banquet

## *Silent Auction*

Showcase your company and products by donating an item to the annual Hall of Fame and Awards Banquet. Participating in the event is a great way to gain exposure before, during and after the show. Recognition for your donation will be given through signage at the table of your product. All proceeds go to benefitting our junior golf and scholarships. As a non-profit 501(c)(3) organization, your dollars are tax-deductible.



# ADVERTISING SPECIFICATIONS

## FULL PAGE

TRIM

7.375" x 10.375"

BLEED

8.375" x 10.875"

LIVE AREA

8.75" x 11.25"

## 2/3 PAGE

5" x 10"

## 1/2 PAGE HORZ

7.375" x 4.875"

## 1/3 PAGE HORZ

5" x 4.875"

## 1/3 PAGE VERT

2.5" x 10"

## 1/6 PAGE VERT

2.5" x 4.875"

## AD REQUIREMENTS

**Color Specs:** CMYK; *Four-color process; saddle stiched binding*

**File Format:** JPG, PNG, PDF

**Photo Resolution:** 300dpi; *density not to exceed 235%; Save to final size.*

## AD SUBMISSION

For more information, please contact **Stephanie Hopkins** at (501) 920-3884 or [stephhop2002@gmail.com](mailto:stephhop2002@gmail.com)



PDF files are preferred, however, Illustrator CC InDesign CC, All images must be a minimum of 300 dpi and CMYK for optimal output. All fonts must be embedded, converted to outlines or included with collected files. Files must be submitted digitally on CD or via email to avoid extra charges. Ads that do not meet the above criteria will be returned for correction or incur production charges. Questions about digital specifications should be directed to the Publisher.

Advertising will be pre invoiced upon publishing. Arkansas Golfer reserves the right to reject any and all advertisements. Arkansas Golfer also reserves the right to modify advertisements containing statements or illustrations that are extravagant, superlative, offensive or not accepted by the advertising committee.