



**TGA**  
TENNESSEE GOLF  
ASSOCIATION

**2024**

**MEDIA  
KIT**



DRIVING TENNESSEE'S GOLF COMMUNITY

**F****ORWARD**



TNGOLF.ORG



..... *about*

The Tennessee Golf Association serves the needs of over 165 TGA member golf courses and more than 42,500 amateur golfers in Tennessee. The TGA hosts 22 state championship tournaments every year, highlighted by the Tennessee Open, Tennessee Women’s Open, the Tennessee Amateur Championship and the Tennessee Women’s Amateur. The TGA also operates the USGA’s Golf Handicap and Information Network (GHIN), which provides a uniform handicap service to all golfers in Tennessee. Additionally, the TGA serves as a connection between amateur golfers in Tennessee and the United States Golf Association (USGA).



**The Tennessee Golf Association is a 501(c)3 non-profit organization**



**TGA**  
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..... audience

# TGA MEMBER DEMOGRAPHICS

**42,500+**  
MEMBERS



Have annual household income > 100,000



Have a college degree



Members of a private/semi-private golf club



Average handicap index



Play at least five rounds of golf per year



Spend at least \$500 annual on golf travel expenses

## 22 STATE CHAMPIONSHIP TOURNAMENTS

The Tennessee Golf Association conducts 22 state championships during a tournament season that runs from May through October. These range in age from our Tennessee Junior Amateur championships up to three Super Senior events (65 and older). An average of 2,250 golfers compete in our championships annually, including 1,750 men and 500 women. Our championships are hosted by member golf clubs across the state. Each event is extensively promoted and covered on our social media accounts and electronic communications with our membership base.



1914



**TGA**  
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ASSOCIATION

..... **social**

**3.6+ MILLION**  
IMPRESSIONS IN 2023

**898,700+**  
UNIQUE VIEWERS IN 2023

**27,600+**  
TOTAL FOLLOWERS

**10,192**  
FOLLOWERS 

**6,858**  
FOLLOWERS 

**10,601**  
FOLLOWERS 

**58,044**  
MINUTES VIEWED 

\*THAT'S 40 DAYS, 7 HOURS AND  
24 MINUTES OF TGA REELS VIEWED

**8,412**  
MINUTES VIEWED 

\*EQUIVALENT TO WATCHING EVERY  
MARVEL MOVIE... TWICE

.....

**SOCIAL MEDIA PARTNER PACKAGE**

- Logo placement and mention on a minimum of 4 TGA related social media graphic posts per week during the championship season (May-October), which will be shared on Twitter, Instagram and Facebook
- Logo placement on video interviews from our 22 State Championship tournaments throughout the season (includes YouTube)
- One dedicated sponsor post per week on Twitter, Facebook and Instagram story
- An ad in our bi-monthly e-newsletter, which is distributed to 36,000+ members



**costs**

Let us help you connect with our over **42,500 members** of dedicated golfers in Tennessee to grow your client base.

Don't see exactly what you're looking for in our options below? Reach out to Josh Shelton, Director of Marketing & Communications, to see how the TGA can **customize a partnership experience** that fits your needs!



TYPE	COST/DURATION
SOCIAL MEDIA PARTNER PACKAGE*	\$5,000/YEAR
SOCIAL MEDIA - SPONSORED POST	\$1,000/2 DEDICATED POSTS
WEBSITE HOME PAGE BANNER	\$500/MONTH - \$5,000/YEAR
ROTATING WEBSITE AD	\$250/MONTH - \$2,500/YEAR
IN-ARTICLE AD	\$500/2,500 IMPRESSIONS
DEDICATED E-BLAST	\$2,500 EACH
PAID ARTICLE	\$500 EACH
E-REVISION AD	\$300 EACH
MOBILE APP BANNER AD*	\$1,000/3 MONTHS
ONLINE LEADERBOARD AD	\$500/MONTH - \$3,000/SEASON

\*EXCULSIVE OPPORTUNITY FOR DURATION



**TGA**  
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..... ad examples

### WEBSITE HOME PAGE BANNER

Facebook, Instagram, Twitter icons | TGA logo | Search bar

JOIN PLAY RULES LEARN CONNECT

**STRAGGA LINE**

**BEST BOOK  
BEST PRICE**

**GREEN READING  
& YARDAGE BOOK**

**THE MOST PRECISE GUIDE IN GOLF**

**20% OFF!**

JOIN POST A SCORE MYTGA APP TOURNAMENT REGISTRATION PAIRINGS & RESULTS

### ROTATING WEBSITE AD

Three video thumbnails for TENN Cup interviews with Bryce Lewis, Ryan Hall, and Rachel Heck.

[MORE VIDEOS >](#)

Follow Us on Twitter | Tweets from @TNgolf | Sponsor/Advertisements

Advertisement for STRIPE IT: TGA Members take 20% Off Code: TNGM2022

### IN-ARTICLE AD

#### FOUR TENNESSEANS TO COMPETE IN INAUGURAL US ADAPTIVE OPEN

PINEHURST, N.C. — In a few weeks, four Tennesseans will make history. They'll become the first golfers to ever play in the U.S. Adaptive Open. The USGA is hosting the first tournament of its kind at Pinehurst No. 6 from July 18-20.

"I'm really proud of the USGA and their willingness to kind of move the needle here in terms of adaptive golf," Jordan Thomas, a Nashville-native and multiple-limb amputee said. "So often we talk about growing the game and expanding the game and making it available to more and more people that needs to include people with physical disabilities."

The Inaugural U.S. Adaptive Open Open is a tremendous opportunity for these extraordinary golfers to showcase their talents on the national stage. For them it's a chance to shift how adaptive golf is often viewed today.

"We adaptive golfers are trying to get adaptive golf out of the, 'oh, this is a cool video' on a certain instagram account to, 'Hey, these guys are actually really good and can play and compete at the highest levels,'" Alex Fourie, a Knoxville resident and who was born without his right arm, said.

### MOBILE APP BANNER AD

12:53 | TGA logo | Notification bell

**YOUR AD  
HERE!**

**J. Joshua Shelton**

GHIN Number: 1846277  
HCP Index: 9.3 (Low H.I.: 9.3)

Post Score | HCP Calculator

THE TENNESSEE GOLF ASSOCIATION COLLECTION by *Imperial*

**SAVE 20%**  
USE CODE: TNGA22

SHOP

96 adaptive golfers are set to arrive at Pinehurst later this month, four of them from the Volunteer State. They'll compete in different impairment categories, made up of at least five men and two women in each. With the event on the national stage, the world of adaptive golf will get to connect with golfers like never before and at the same time adaptive golfers from around the world will get to relate with each other.



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# ..... ad examples

## DEDICATED E-BLAST

REACH: 36,000+

OPEN RATE: 60%

This represents the best and most thorough method for delivering your content to Tennessee Golf Association members. We can send a separate e-blast to our database of 36,000-plus email addresses, completely dedicated to your company. The e-blast must contain a specific offer available to TGA members. Your company provides the HTML or image file and wording, and we'll send it out. A TGA banner will be added to the top of the email. Advertiser has final approval before the email is sent.



## TENNESSEE GOLF ASSOCIATION

Promoting and protecting amateur golf in Tennessee since 1914

MEMBER BENEFITS

RULES

PLAY

LEARN

**TGA SPECIAL OFFER**

"IN THE SPIRIT OF THE SEASON,  
HERE IS SOME FREE ADVICE:  
GET CUSTOM FIT BY CLUB CHAMPION."



**Save 50% on full bag fittings or 33% on all other fittings\***

Invest in your game and play better golf by getting custom-fit clubs from the #1 fitter, builder, and retailer in the country.

Club Champion provides:

- Certified, proven club fitters providing superior customer service
- Leading club and putter fitting technology to find the perfect fit
- 35,000+ club head and shaft combinations to trial



## PAID ARTICLE & E-REVISION AD

REACH: 36,000+

OPEN RATE: 72%

The Tennessee Golf Association sends a personalized e-newsletter to our 36,000-member email database every other week. This digitalized mailing includes the member's updated USGA Handicap Index and score history, and is emailed along with other pertinent golf news from across Tennessee.



**Give the Gift of Golf this Holiday Season!**

[Click Here to View!](#)

**EDWIN WATTS GOLF**

## ONLINE LEADERBOARD AD

### TENNESSEE AMATEUR CHAMPIONSHIP

HILLWOOD COUNTRY CLUB      AUGUST 4-7, 2020

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ONLY 200 MEMBERSHIPS AVAILABLE

the **golf sanctuary** | 4 BAYS WITH 24/7 ACCESS POWERED BY TRACKMAN

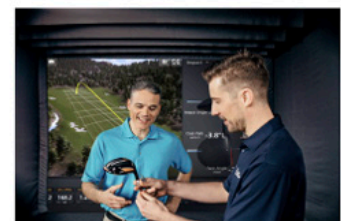
THE OFFICIAL SOCIAL MEDIA SPONSOR OF THE 2020 TENNESSEE AMATEUR CHAMPIONSHIP

Select a Date: Round 4 (Fri, August 7)

Player Purse Summary

Tennessee Amateur Championship

Pos.	Player	Total To Par Gross	R1	R2	R3	R4	Total Gross	Purse
1	Crosby, Jack <small>Memphis Country Club</small>	-14	67	68	70	69	274	\$750.00
2	Nottingham, William <small>Ridgefields Club</small>	-11	69	71	71	66	277	\$500.00



### Club Champion Offers Rare Fitting Discount For A Limited Time

*Experience an unmatched custom fitting at the nation's #1 fitter*

Don't forget to treat yourself this season! Club Champion is offering an incredible deal – 50% off their Tour-level fittings with a \$500 equipment purchase from November 1, 2020 - January 31, 2021.

"We have everything a golfer needs to gain distance and lower scores. We're like a candy store for golfers," said Nick Sherburne, Club Champion's founder.

In a departure from tradition, this 50% off promotion applies to all seven of Club Champion's fitting types. Those seeking out a putter fitting are only required to purchase a new putter for the 50% fitting discount to apply.

Club Champion's brand agnostic approach allows them to give each customer a unique and informative experience that renders real results on the course. A *Go! Digest* study found that eight out of nine Club Champion custom-fit golfers lowered their scores by as much as six strokes per round and added an average of 21 yards off the tee.

Using cutting-edge technology, Club Champion master fitters are able to match golfers to clubs that maximize their strengths. With over 45,000 hittable head and shaft combinations to choose from, there's something for everyone. This game-changing experience will benefit every golfer – regardless of skill or experience.

**Promotional fitting costs:**  
 Full Bag Fitting – \$175  
 Long Game Fitting – \$100  
 Driver or Iron Fitting – \$75  
 Fairway/Hybrid or Putter Fitting – \$50  
 Wedge Fitting – \$40

For more information, please visit [clubchampiongolf.com](http://clubchampiongolf.com).