

# Ohio Golf Association

Partnerships & Sponsorships



# The Ohio Golf Association

## Partnership & Sponsorship Opportunities

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Founded in 1904, the Ohio Golf Association is one of the most storied and accomplished golf associations in the country. The OGA currently has a member-base of over 18,000 golfers from 96 member golf clubs across the state. The OGA conducts 6 state championships along with 7 USGA Championship qualifiers including the largest, domestic U.S. Open Qualifier.



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### Members of the Ohio Golf Association

With the membership base including golfers from private clubs and regulars at daily-fee courses they represent an affluent and diverse group throughout the state. With a group as unique as this, it provides you with an opportunity to promote your product to a wide variety of consumers. Below you can find a breakdown of our clubs and the membership.

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#### Digital Sponsorship Opportunities

- Dedicated Emails
- Handicap E-Revision Emails
- OGA Website

#### Member Clubs

- 33 Private Clubs
- 63 Daily Fee Clubs
- 12,500 golfers from private clubs
- 5,500 golfers from daily fee clubs

#### Championship Sponsorship Opportunities

- Championship webpage
- Championship Entry Form
- Signage on-site: Driving Range, Starting Tees, Practice Green, and Scoring Area

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For additional information on partnering or sponsoring the OGA please contact us!

Matt Lefferts - [MLEfferts@OhioGolf.org](mailto:MLEfferts@OhioGolf.org)  
Blake Babbitt - [BBabbitt@OhioGolf.org](mailto:BBabbitt@OhioGolf.org)

614-698-0014  
4354 Tuller Road  
Dublin, Ohio 43017

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# The Ohio Golf Association

## Championship Sponsorship Opportunities

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### Presenting Sponsor of a Championship

As the Presenting Sponsor of the Ohio Golf Association Championships your company would be recognized as such and would be given exclusive advertising rights to our Championships. Below are the areas where your signage would be placed.

- Championship Webpage
- Championship Entry Form
- Starting Tees, Scoring Area, Driving Range and the Practice Green
- Up to 3 Dedicated Emails

Presenting Sponsor	Full Price	10% Discount	15% Discount
Championship	1 Year	3 Year	5 Year
Ohio Junior	\$5,000	\$13,500	\$21,250
Ohio Mid-Amateur	\$5,000	\$13,500	\$21,250
Two Man Best-Ball	\$5,000	\$13,500	\$21,250
Senior Amateur	\$4,000	\$10,800	\$17,000
Senior Amateur Hall of Fame	\$3,000	\$8,100	\$12,250

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### Ohio Amateur Sponsorship Opportunities

#### Tee Gift

As the sponsor of the tee gift for the Ohio Amateur, you will have the opportunity to promote your organization through a gift given to each of the 144 competitors of the Ohio Amateur. The Ohio Golf Association will be responsible for a mutually agreed upon gift valued at \$12.50 per gift. If you would like a more expensive gift, you will be responsible for the difference in the cost.

#### Driving Range, Practice Green & Starting Tees

As the sponsor of the Driving Range, Practice Green, and starting tee your logo will be extremely visible and heavily promoted. A sign will be placed at each starting tee (if using a shotgun start, the signs will be placed at the 1st and 10th tee), by the practice green and the driving range.

#### Scoreboard & Scoring Areas

As the sponsor of the Scoreboard and the Scoring Area you are given a unique opportunity to promote your company to all participants and spectators at two areas that are extremely visible and a major congregation area for the event.

Ohio Amateur Championship Sponsorship Opportunities	Full Price	10% Discount	15% Discount
	1 Year	3 Year	5 Year
Tee Gift	\$5,000	\$13,500	\$21,250
Driving Range, Practice Green & Starting Tees	\$5,000	\$13,500	\$21,250
Scoreboard & Starting Areas	\$5,000	\$13,500	\$21,250

# The Ohio Golf Association

## Digital Sponsorship Opportunities

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## Handicap Revision Email

The Handicap E-Revision is sent to all members of the Ohio Golf Association on the 1st and 15th of each month. This email notifies the player of their updated handicap index. As this is an email that all players are expecting every few weeks it provides a great opportunity to ensure your advertisement is being seen by each person that receives this message.

- This message is sent to just under 12,000 golfers across the state.
- Over the last 6 months this email has a unique view rate of 56.4% along with an average total open of 11,635.

Handicap Revision Email	Full Price	10% Discount	15% Discount
	6 Month	1 Year	2 Year
Banner Ad	\$2,000	\$3,600	\$6,800
Logo on Side of Email	\$1,000	\$1,800	\$3,400
Logo at Bottom of Email	\$1,000	\$1,800	\$3,400

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## OGA Website

### Full Website Banner Advertisement

As a sponsor of the Ohio Golf Association website your ad or logo will be placed in a prominent location on the homepage along with the sponsor page and select championship pages during your time as a sponsor. The website currently receives an average of 10,000 visits per month. Each ad will include a link to your company's website.

### Logo With Link to Website

If this option were chosen your logo would be placed at the bottom of the home page along with the sponsor page. Each ad will include a link to your company's website.

OGA Website	Full Price	10% Discount	15% Discount
	6 Month	1 Year	2 Year
Banner Ad	\$3,000	\$5,400	\$10,200
Logo w/ Link to Website	\$2,000	\$3,600	\$6,800

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## Dedicated Email

A Dedicated Email is a simple, effective method of promoting your product or company for a reasonable cost. The OGA currently has just under 12,000 members on our distribution list. To send a Dedicated Email, you would provide the HTML or image file and we will distribute to our members. Please note, each email must contain a special offer or benefit to members of the OGA. To see an example of a dedicated email please contact the OGA.

Dedicated Email	Full Price	10% Discount	15% Discount
	1 Email	2-5 Emails	6+
Cost Per Email	\$1,000	\$900	\$850



Sponsorship Samples

# Handicap Revision Email

SAMPLE

Launching January 2020!

**WORLD HANDICAP SYSTEM**

**USGA**



**CLICK HERE**  
to find out how your  
Handicap Index  
may change.

**Name: Blake Babbitt**  
**GHIN Number: 0000000**  
**USGA HCP Index: 5.9**  
**Effective: 11/01/2019**




If you print this page, it can be used for verification purposes. This e-mail has been provided as a member service of the Ohio Golf Association. If you have any questions regarding this information or your Handicap Index, please contact the handicap chair at the Oga GC.

## ASSOCIATION NEWS

SAMPLE

Sponsors:




**GHIN**  
a USGA service

**MEMBER**  
USGA Handicap Index® Issued Through

**Ohio Golf Association**

Golf Handicap & Information Network®

Name: Blake Babbitt



Club: Oga GC

Club #: 67-500-01      GHIN #: 0000000

Scores Posted: 17      USGA HCP Index: 5.9

Effective Date: 11/01/2019

SCORE HISTORY - MOST RECENT FIRST *IF USED				
84 A	78*A	83 A	78*C	72 C
78*A	84 A	83*A	84*A	80*C
80*A	83*A	83 C	79*A	83 I
87 A	91 A	80*A	87 A	87 A



[Print Handicap Card and Information](#)

**HCP Index History**

Date	Index
11/1/19	5.9
10/15/19	5.9
10/1/19	6.3

**Score History**

U	T	Date	Score	CR/Slope	Diff.	Course Name
	A	10/10/19	84	71.9/132	10.4	Lakes Golf & Country Club
*	A	10/9/19	78	72.6/133	4.6	Brookside Golf & CC
	A	9/26/19	83	71.3/134	9.9	Benvenue CC
*	C	9/24/19	78	71.9/134	5.1	Devils Ridge GC / Neshanic Val
	C	8/1/19	72	62.8/110	9.5	Neshanic Valley Golf Course AC
*	A	7/23/19	78	70.1/132	6.8	Warrenbrook Golf Course Warren
	A	7/2/19	84	70.9/135	11.0	New Jersey National Golf Club
*	A	6/29/19	83	73.1/136	8.2	Cherry Valley Country Club
*	A	6/25/19	84	73.4/143	8.4	Watchung Valley Golf Club Watc
*	C	6/22/19	80	73.2/139	5.5	Devils Ridge GC / Bandon Dunes
*	A	5/28/19	80	74.1/143	4.7	Bandon Dunes Bandon Dunes
*	A	5/28/19	83	73.2/143	7.7	Bandon Dunes Pacific Dunes
	C	5/15/19	83	71.4/131	10.0	Neshanic Valley Golf Course La
*	A	5/4/19	79	73.1/134	5.0	Mattawang Golf Club
	I	4/21/19	83	71.5/132	9.8	Devils Ridge GC
	A	4/19/19	87	70.7/126	14.6	Pinehurst CC No. 2
	A	4/1/19	91	73.5/139	14.2	Crystal Springs Golf Club Cry
*	A	11/17/18	80	72.6/133	6.3	El Camaleon Mayakoba
	A	11/16/18	87	72.6/133	12.2	El Camaleon Mayakoba
	A	11/16/18	87	72.6/133	12.2	El Camaleon Mayakoba

**Rounds this Year: 17**

Sponsors:

SAMPLE



in association with

