NEW YORK STATE GOLF ASSOCIATION



















2020 MEDIA KIT

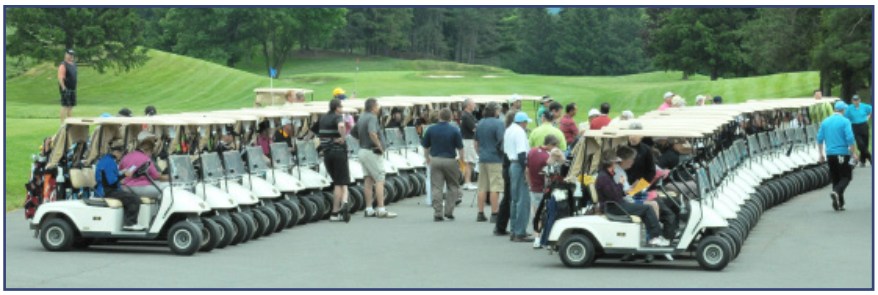
ABOUT US

Since the New York Golf Association (NYSGA) was formed in 1923, our passionate committee members and staff have worked tirelessly to promote the game, build strong golf communities, and protect the traditions of the game across the Empire State.

Today, the NYSGA consists of over 500 member clubs and 33,000+ individual members. Annually, the NYSGA conducts **17 state amateur championships**, for all genders and ages, on many of the state's top courses.

Additionally, the NYSGA conducts various USGA qualifiers in our designated territory as well as the popular Amateur Series, consisting of 25-30 net tournaments conducted between May and October of each season.

Beyond conducting tournaments, the NYSGA provides services to member golf & country clubs including the GHIN Handicap System, course rating & measuring services, rules education, scholarships, junior golf initiatives & support, communications, member benefits & more!





MEMBERSHIP

530+ Member Clubs (Directly Service 243)

33,000+ Individual Members



79% Male
21% Female

78% Married
93% Attended College

92% Homeowners
28% Own Second Home

54% HHI > $100,000
53% Retired

Sponsors of the NYSGA gain access to our affluent group of members. They represent the most avid golfers in New York and are an influential force within the state golf economy, plus a difficult to reach consumer base.

We invite you to join our mission to continually enhance the experiences of our growing community of golfers by supporting the NYSGA!

EMAIL MARKETING

2020 EMAIL LIST SIZE: 44,000+

DEDICATED E-BLAST

Sponsor your very own dedicated email to 44,000+ members and subscribers with messaging and images dedicated specifically to your product(s). eBlasts regularly **have open rates of 25-30%.**

Email format may be either in an artwork form or HTML. Artwork must be provided as a .gif or .jpg file (no animated or Flash files) up to 200kb in size, and a link must be provided when submitting the file.

RATE: $2,500/EMAIL



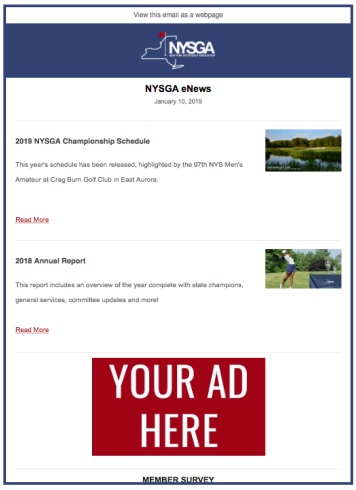


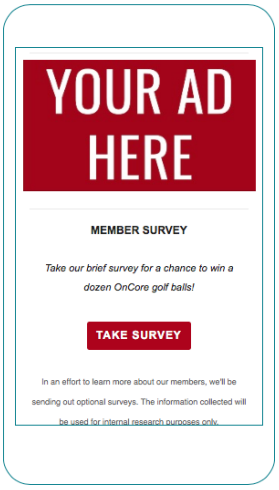
E-NEWSLETTER

NYSGA eNews is an informative newsletter sent to all 44,000+ members and subscribers bi-monthly, with an average **open rate of 25-30%.**

Files can be up to 50kb saves as .gif or .jpg. No animated .gif or Flash files will be accepted. Must provide link when submitting file.

Rates	1x	3x	6x
350px x 200px	$500	$450	$400





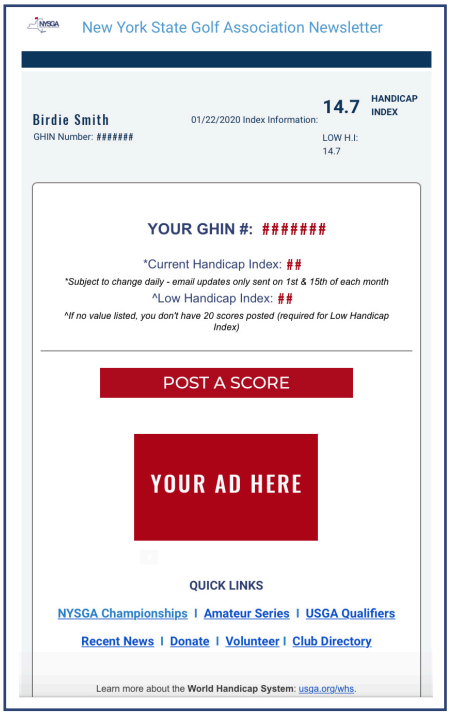
E-REVISION

The NYSGA eRevision email is sent to **24,000+** GHIN-using members with an actively linked email along with an update of their USGA/ GHIN Handicap Index. The email also contains quick links and important updates. eRevisions are sent on the 1st and 15th of each month for a total of 24 eRevisions each year. The open rate for these emails **exceeds 45%**

The following advertisement size is available: 266 pixels x 145 pixels

Files can be up to 50kb saves as .gif or .jpg. No animated .gif or Flash files will be accepted. Must provide link when submitting file.

Rates	1x	3x	6x
350px x 200px	$700	$650	$600



WEBSITE MARKETING

NYSGA.ORG

The NYSGA website attracts nearly a quarter million people each year. Three advertisement spots are available to be shown on every NYSGA webpage at a given time.

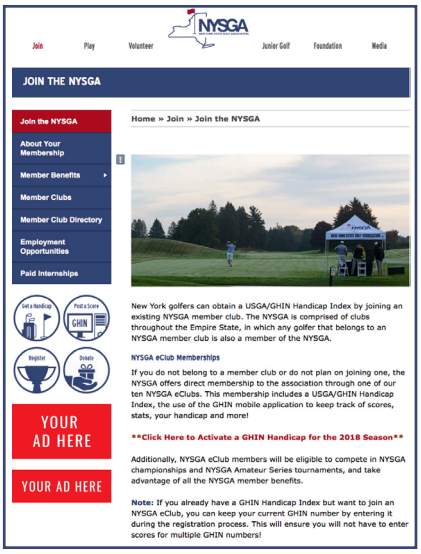
Advertisement dimensions:
266 pixels by 145 pixels as a jpg/png, or
960 pixels by 120 pxiels as a jpg/png.

No animated .gif or Flash files will be accepted. Provide link when submitting file.

RATE: $800/MONTH

2019 WEBSITE STATS:
Pageviews: 574,024
Website Visits: 199,180
Unique Visitors: 98,257
Pages/visit: 2.71
Average Time on site: 2 min





MOBILE MARKETING

NYSGA MOBILE APPLICATION BANNER ADS

(2) ADS AVAILABLE PER MONTH

The NYSGA mobile application is used by thousands of members to post scores and keep track of their handicap information. Throughout each season, the mobile application is viewed constantly by NYSGA member while posting their scores.

Advertisement dimensions:
300 pixels by 125 pixels as a jpg/png.

RATE: $400/MONTH



EVENT MARKETING

STATE AMATEUR CHAMPIONSHIPS

Custom event exposure and on-site activation packages at the NYSGA's 17 world-class championships are available to all official partners of the NYSGA. Introduce your product/service to hundreds of serious tournament golfers from all around New York!

For more information on available opportunities, please contact Dan Thompson at Dan@nysga.org









NYSGA
NEW YORK STATE GOLF ASSOCIATION

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