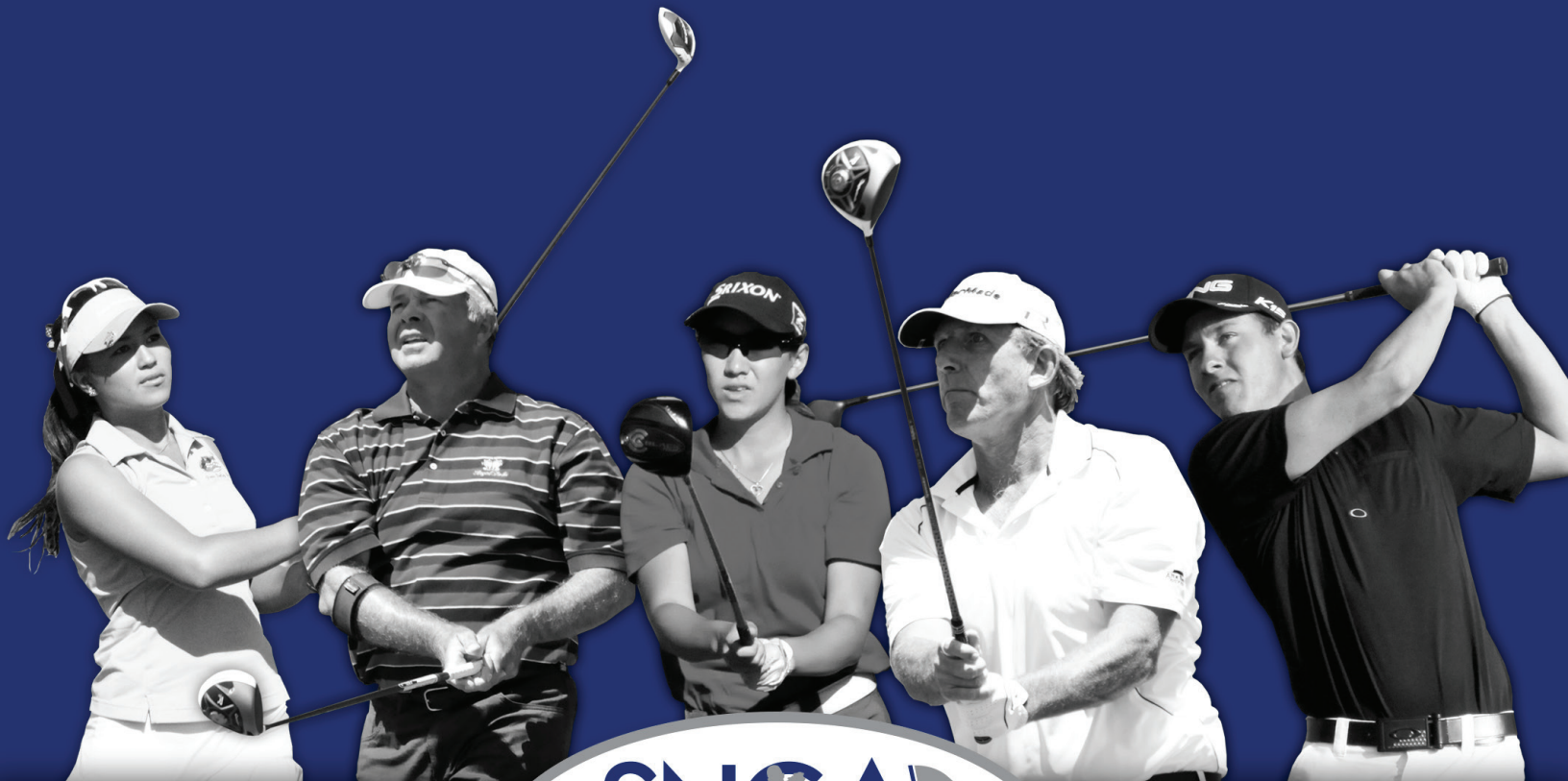


2017-2018 Media Kit

Print • Digital • Email • Website



8010 West Sahara, Suite 160
Las Vegas, Nevada 89117
702-458-4653 • www.snga.org

About

2017-2018 Media Kit



The Southern Nevada Golf Association (SNGA) is a 501(c)(4) non-profit organization founded in 1967 to represent, promote and serve the best interests of golf in the region. The SNGA is an official representative of the United States Golf Association for Southern Nevada. The SNGA has nearly 10,000 members, 46 member clubs through golf courses, 20 affiliate clubs and growing every day.

The SNGA is working to build partnerships with all organizations and businesses that are associated with the golf industry.

SNGA Membership Demographics

61% Are 50-69 years old

Education

93% Attended College

61% Bachelor's Degree

24% Graduate Degree

Occupation

51% Retired

19% Professional Managerial

10% Self Employed

5% Executive

Vacations

55% Of our members take 2-3 vacations per year

Homeowners

85% Own a Home

31% Own a Second Home



Website Banner Ads

The SNGA Website provides the members with information about everything happening in the world of golf in Southern Nevada including tournaments, social events, seminars, rules of golf and golf course information. The website is visited by the SNGA membership often to post scores and register for tournaments.

Website Banner Rates

300 X 250 Banner Ad

Ad appears on About, Join, Championship or News Sections

3 month	6 month	1 year
\$600	\$1,100	\$1,500

300 X 250 Banner Ad

Ad appears on Golf Courses or SNGA Member Club Sections

3 month	6 month	1 year
\$450	\$750	\$1,000

SNGA Newsletter Ads

The SNGA Newsletter is sent out to a database of more than 17,000 active and interested golfers in Southern Nevada. The newsletter is sent out once a month to share information about golf in the community, tournament information, highlights golfer's accomplishments plus the most up to date golf information available.

SNGA Newsletter Rates

One Issue	Three Issues	Annual 12 Issues
\$300	\$250	\$200

GHIN eRevision Emails

2017-2018 Media Kit



What's Your Handicap?

The Southern Nevada Golf Association emails twice monthly to each active member a GHIN handicap eRevision detailing their current handicap index and scoring history as well as the latest SNGA news, events and tournaments.

Highest Open Rate Reaching Southern Nevada Golfers

The SNGA handicap update emails enjoy an average monthly open rate of 55% providing a targeted digital platform for advertisers wanting to utilize an email marketing effort to SNGA members combined with relevant editorial. These are avid golfers searching for ways to improve their game and live the active golf lifestyle.

Frequency Options

Advertisers have the option of utilizing the SNGA's handicap eRevision emails to fit their email marketing plans and budget. Customized campaigns may be designed to fit any marketing plan. Advertiser banner ads delivered within the eRevision emails may be linked to designated websites.

Banner Ad Specs

300 wide X 250 high

RGB • 72 DPI • JPG

Banner Ad Rates

One Issue \$300

Six Issues \$250

12 Issues \$200

Annual 24 Issues \$3,600

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Banner Ad Specs

300 wide X 250 high
 RGB • 72 DPI • JPG

Banner Ad Rates

One Issue \$300
 Six Issues \$250
 12 Issues \$200
 Annual 24 Issues \$3,600

GHIN eRevision Card for Joe Smith:

Score History

Date	Score	Clk/Slope	Diff.	Course Name
8/25/17	100	72.0/120	36.0	Test Golf Club
8/25/17	99	72.0/120	36.0	Test Golf Club
8/13/17	98	72.0/120	36.0	Test Golf Club
8/13/17	97	72.0/120	36.0	Test Golf Club
8/13/17	96	72.0/120	36.0	Test Golf Club
8/5/17	95	72.0/120	36.0	Test Golf Club
7/29/17	94	72.0/120	36.0	Test Golf Club
7/29/17	93	72.0/120	36.0	Test Golf Club
7/15/17	92	72.0/120	36.0	Test Golf Club
7/15/17	91	72.0/120	36.0	Test Golf Club
7/15/17	90	72.0/120	36.0	Test Golf Club
6/29/17	89	72.0/120	36.0	Test Golf Club
7/1/17	88	72.0/120	36.0	Test Golf Club
6/29/17	87	72.0/120	36.0	Test Golf Club
6/23/17	86	72.0/120	36.0	Test Golf Club
6/16/17	85	72.0/120	36.0	Test Golf Club
6/16/17	84	72.0/120	36.0	Test Golf Club
6/6/17	83	72.0/120	36.0	Test Golf Club
6/6/17	82	72.0/120	36.0	Test Golf Club
5/27/17	81	72.0/120	36.0	Test Golf Club

Two Lowest Eligible Tournament Scores

Date	Score	Clk/Slope	Diff.	Course Name
8/25/17	100	72.0/120	36.0	Test Golf Club
8/25/17	99	72.0/120	36.0	Test Golf Club

GHIN
 Club: Test Club Club # 999999
 Course: Power 29 SNGA 102 Index: 12.0
 (Please Note: 082/202)
 8975 89 AC 89 AC 89 AC 89 AC
 8972 89 AC 89 AC 89 AC 89 AC
 89 AC 89 AC 89 AC 89 AC 89 AC

Sponsorship Packages

2017-2018 Media Kit



All In One Sponsorship Packages

The Southern Nevada Golf Association offers complete ALL IN ONE SPONSORSHIP PACKAGES for your company to become partners with the SNGA. The ALL IN ONE SPONSORSHIP PACKAGES allow your company to receive coverage throughout the year with the ability to reach the SNGA membership through a variety of marketing platforms.

Marketing Opportunities Include:

- Company logo presence on SNGA website with link to your website.
- Your promotional offers may change as often as you desire.
- Presence at SNGA tournaments with sponsor tee signs for 2017-2018 tournaments.
- Banner ads on SNGA website.
- Dedicated email blasts to SNGA membership.

All In One Sponsorship Packages

	Bogey	Par	Birdie	Eagle	Dbl Eagle	Ace
Two SNGA Memberships	✓	✓	✓	✓	✓	✓
300 X 250 Banner Ad on SNGA Golf Course or Member Club web page for 6 Months	✓	✓	✓	✓	✓	✓
Logo on SNGA website sponsor page with link	✓	✓	✓	✓	✓	✓
One E-Revision Ad Delivered to SNGA Members		✓	✓	✓	✓	✓
Two Rounds of Golf at SNGA Home Courses Highland Falls or Palm Valley		✓	✓	✓	✓	✓
One 300 X 250 Banner ad in SNGA Newsletter			✓	✓	✓	✓
Tee Sign at SNGA Tour and SNGA Championship Events - 20+ Events				✓	✓	✓
Banner ad on SNGA Website (size 300 X 250) for 6 Months					✓	✓
One Dedicated Email Blasts to SNGA Membership						✓
PRICING	\$300	\$500	\$800	\$1,000	\$1,500	\$2,000

Sponsorship Packages & Website Agreements



Advertiser Information:

Company Name _____

Contact _____

Agency Name _____ Contact _____

Company Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

Insertion Schedule

	All-in-One	Month	Ad Size	Price	Number of Ads	Placement	Total
SNGA Website							
SNGA Dedicated Email							
SNGA GHIN eRevision							
SNGA Newsletter							
Las Vegas Golf & Leisure							

Total _____

All In One Sponsorship Packages

	Bogey	Par	Birdie	Eagle	Dbl Eagle	Ace
Two SNGA Memberships	✓	✓	✓	✓	✓	✓
300 X 250 Banner Ad on SNGA Golf Course or Member Club web page for 6 Months	✓	✓	✓	✓	✓	✓
Logo on SNGA website sponsor page with link	✓	✓	✓	✓	✓	✓
One E-Revision Ad Delivered to SNGA Members		✓	✓	✓	✓	✓
Two Rounds of Golf at SNGA Home Courses Highland Falls or Palm Valley		✓	✓	✓	✓	✓
One 300 X 250 Banner ad in SNGA Newsletter			✓	✓	✓	✓
Tee Sign at SNGA Tour and SNGA Championship Events - 20+ Events				✓	✓	✓
Banner ad on SNGA Website (size 300 X 250) for 6 Months					✓	✓
One Dedicated Email Blasts to SNGA Membership						✓
PRICING	\$300	\$500	\$800	\$1,000	\$1,500	\$2,000

Sponsorship Packages & Website Agreements



Payment Information:

I understand my Visa Master Card Discover Card American Express credit card # _____ will be charged in accordance with the above insertion order total. If I have chosen a payment plan I understand my next payment is due on _____ and will be charged to the above referenced card and number. Expiration date _____ Security Code _____

Please invoice me:

___ For the Full Amount (One Payment) _____

___ Please invoice me Monthly - in the amount of _____

Signature _____ Date _____ Signature _____ Date _____

Print _____ Date _____ Print _____ Date _____