

# PGA

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## WOMEN'S GOLF CLINICS

*Advancing  
**women**  
on and off  
the course.*





# PGA Women's Golf Clinics

Nationwide series of **full day golf clinics** produced in partnership with the PGA of America, led by PGA/LPGA Certified Coaches and held each year **in 12 major markets.**

No other program in the country allows for a full day of **client engagement and skill-building** like the Women's PGA Golf Clinics, serving over 45,000 executive women and future leaders since 1990.

Supports **PGA Reach charitable initiatives** which include positively impacting the lives of youth, military and **diverse populations.**



**Watch** our 3-minute video now to learn more about the Clinic day! >>





# Objectives

- ✓ Empower women in your workforce
- ✓ Engage and retain female clients and customers through **in person interaction**
- ✓ Champion diversity and inclusion



from **Jane Blalock**

27-TIME LPGA TOUR CHAMPION  
CEO OF THE CLINIC SERIES

*"This remarkable day of immersion into golf offers a significant opportunity to build and strengthen your organization's **relationship capital**, particularly at a time when so many are anxious to return to **face-to-face, in person** engagement."*



# PGA/LPGA Certified Coaches

Up to  
**150**

PGA/LPGA  
Coaches Provide  
Instruction  
Each Year

Many of our coaches  
have earned  
national and/or section  
**PGA/LPGA  
Awards**

Our PGA/LPGA Coaches  
have completed the  
**highest levels  
of training**  
in the golf industry

Rated  
**9.8**  
Out of 10  
by 2022 Clinic  
Participants



**PGA**

We partner with the PGA of America  
to provide an unmatched series of  
nationwide golf clinics for women.



From fundamentals and skills instruction to lessons in on-course play, the shared take-aways from a full day with a PGA/LPGA coach can **forge and deepen new relationships** quickly. Group learning softens the initial fear factor; one-on-one attention **boosts confidence and focus**.





# Official Charity Partner

**PGA REACH** is the 501(c)(3) charitable foundation of the PGA of America. The mission of PGA REACH is to positively impact the lives of youth, military and diverse populations by enabling access to PGA Professionals, PGA Sections and the game of golf.

**Women's PGA Clinics** support PGA REACH and its mission annually with the engagement of our sponsoring partners and by sharing the organization's messaging through collateral, signage and digital links.

Supporting youth, military  
and diverse populations.



## Impacting Lives Through Golf

PGA Reach is a national program that has raised **over \$20 billion** for charity in the past 5 years.



# PGA Women's Clinics Participants

We welcome all skill levels.

**33%**

HAVE NEVER TOUCHED A CLUB

We engage high earners.

**59%**

EXCEED \$150,000 ANNUAL INCOME

We attract senior leadership.

**55%**

C LEVEL, SR. VP EXECUTIVE VP/VP

We cater to multiple generations.

**25-65**

AGE RANGE

We encourage one-to-one instruction.

**72-96**

ATTENDEES PER CLINIC SITE

We EMPOWER women.

**47,500+**

WOMEN SERVED SINCE 1990



from **Suzy Whaley**

HONORARY PRESIDENT & PGA MASTER PROFESSIONAL, PGA OF AMERICA



*"Seize the opportunity to play golf and be open to the **connections, relationships, and possibilities** it can bring to your life. It takes stepping up and being confident in your abilities."*



# What a Difference a Day Makes

## CHANGE OF SCENERY

Out of the office  
*and outdoors*

## SKILL SET EXPANSION

Level the playing field with male counterparts

## CONFIDENCE BOOSTER

Increase performance levels and add fresh perspective

## FACE TIME

Unmatched **in person** opportunities - unforgettable moments



*"Few men would think twice about spending the day on a golf course with clients. This is a very valuable program."* - **5-time PGA Women's Clinic Participant**





### Each Participant Receives:

- ✓ Invitation & Registration
- ✓ Equipment (if needed)
- ✓ Golf Cart
- ✓ Skills Instruction
- ✓ On-Course Play
- ✓ Contests & Prizes
- ✓ Gift Bag
- ✓ Breakfast & Lunch
- ✓ Networking/Awards Reception

# An Immersive Experience

Your group will spend the entire day mentored by the same PGA/LPGA Certified Coach who is experienced with all skill levels.

**8 : 1**

**MAXIMUM  
PARTICIPANT TO  
COACH RATIO**

From customized invitations to on site execution of the Clinic day - we handle everything for your team and their guests.

**100%**

**TURN-KEY  
PROGRAM**

Comfortable, relaxed entrée into the game of golf for new players - a game changer for better players.

**98.4%**

**PARTICIPANT  
APPROVAL  
RATING**





# 2024 Schedule

APR 29 | **PALM BEACHES**

> *The Falls Club, Lake Worth, FL*

MAY 20 | **NEW YORK (1)**

> *Old Oaks Country Club, Purchase, NY*

JUNE 3 | **CHICAGO (1)**

> *Hawthorn Woods CC, Hawthorn Woods, IL*

JUNE 10 | **BOSTON (1)**

> *The Cape Club of Sharon, Sharon, MA*

JULY 15 | **BOSTON (2)**

> *Renaissance, Haverhill, MA*

JULY 22 | **NEW YORK (2)**

> *Old Oaks Country Club, Purchase, NY*

JULY 29 | **CONNECTICUT**

> *Country Club of Farmington, Farmington, CT*

AUG 5 | **SAN JOSE**

> *Silver Creek Valley Country Club, San Jose, CA*

AUG 26 | **NEW JERSEY**

> *Cedar Hill Golf & Country Club, Livingston, NJ*

SEP 16 | **CHICAGO (2)**

> *Westmoreland Country Club, Wilmette, IL*

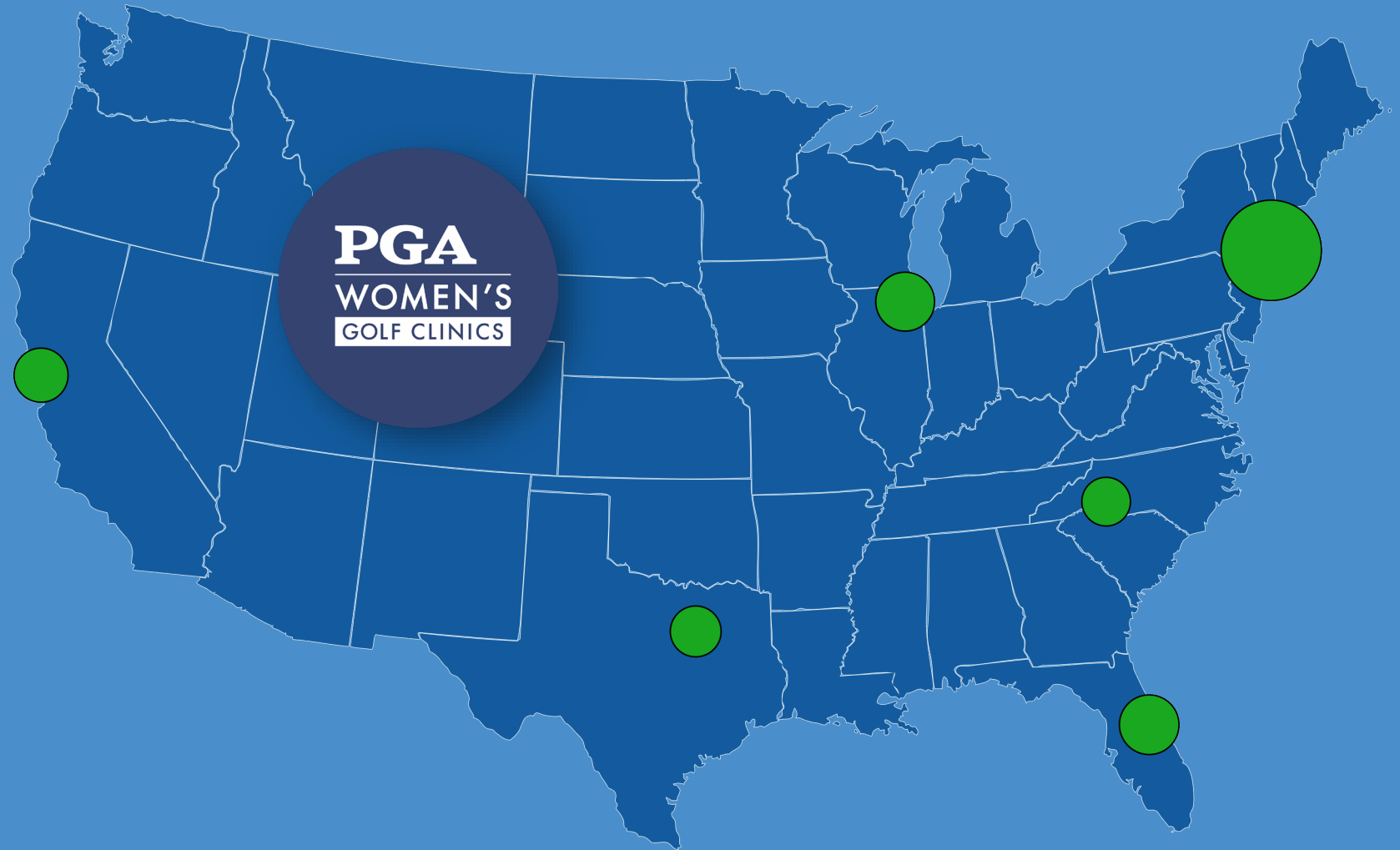
OCT 14 | **DALLAS**

> *The Clubs of Stonebridge Ranch, McKinney, TX*

OCT 21 | **CHARLOTTE**

> *Ballantyne Country Club, Charlotte, NC*

All Clinics are on MONDAYS unless otherwise noted. Visit [PGAWomensClinics.com](https://www.pgawomensclinics.com) for the current schedule.



## Do you have a specific market in mind?

National Partners can help determine final locations for the season.





# Partner Entitlements

High-visibility **alignment** with an unmatched national program for the **advancement of women.**

An allocation of **participation spots** across the Women's PGA Clinic series - choose your market(s)!

**Branded content** and stories across our **digital platforms** - website, mobile app, e-mail, social.

Unique opportunity to engage clients, customers, associates and VIP's in a full day of **in person relationship-building.**

On site branding package that includes **signage, digital and verbal** recognition.

We are not a "one and done" event. Our national partners are engaged to support and celebrate **women's initiatives and inclusion** year-round.



# Marketing Platforms

## WEB SITE

Includes schedule, find a coach, registration links, video and sponsor content.

## SOCIAL MEDIA

Engagement on Facebook, Twitter and Instagram.

## MOBILE APP

Available in App Store and Google Play.

## YOUTUBE

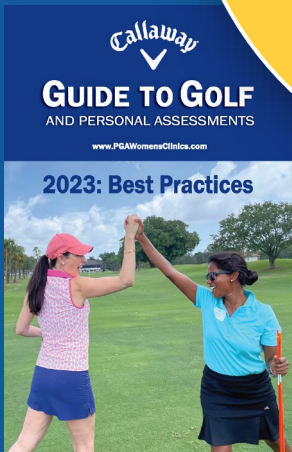
Original golf tips from our PGA/LPGA Coaches and other content for all skill levels.

## GOLF GUIDE

Online publication of tips, proper etiquette, golf terms and sponsor content.

## FORE! FRIDAYS

Keeping you in the game with a weekly e-blast featuring golf & business.



The PGA Women's Clinics platform is a **year-round opportunity** for branded content sharing.



# Partners

**PGA Women's Golf Clinics** are made possible by partners who engage annually in the nationwide series and **send female executives along with clients, customers and colleagues** to enjoy an unmatched day of team- and relationship-building.

Partners invest in the Clinic series because we have a proven track record of success introducing women to the game of golf for **professional and personal growth**. There's no better time than now to add the Clinics to your portfolio of initiatives driving **inclusion and the advancement of women**.



Opportunities include partnerships at the **national, regional and local levels**. Enjoy flexible scheduling of spots, branding where you want it and ongoing support from our experienced event management team.



## PGA Women's Clinics Engagement Options

Detailed activation options customized to specific budgets available upon request.

### Premium National Partner - Engagement + Branding

\$150,000 - \$175,000 / year

Per Year Highlights:

- Top level branding on-site across the Clinic series - signage and materials
- 72-96 participant spots for female associates and clients across the series
- Customized invitation/registration for associates and guests in each market
- Branding and content sharing opportunities across Clinic digital platforms: Official Golf Guide flipbook, website & mobile app, *FORE! Fridays* weekly e-pub
- Inclusion in participant exit survey at each site
- Option to include branded item in participant gift bags

### Official National Partner - Engagement Focus

\$75,000 - \$125,000 / year

Per Year Highlights:

- 60-72 female participant spots in markets of your choice
- Customized invitation/registration for associates and guests in each preferred market
- Logo recognition as a national partner on-site across the series
- Year-round logo recognition on digital platforms
- Option to include branded item in participant gift bags

Watch our 3-minute video now to learn more about the Clinic day! >>





## PGA Women's Clinics Engagement Options

Detailed activation options customized to specific budgets available upon request.

### Flex Spots Bundle (\$20,000 - \$40,000)

- 16-32 playing spots in the series for female associates and clients
- Customized digital invitation and registration
- Preferred pairings regardless of skill level
- Full-page ad in digital *Guide to Golf*
- Logo recognition in digital day of program
- Option to include branded item in the gift bag for all participants or at designated sites

### Individual Market Engagement (\$6,000 - \$12,000)

- 4-8 participant spots in single markets for female associates and clients
- Customized invitation/registration for guests in each preferred market
- Opportunity to share branded information at Clinic in preferred market
- Logo on table sign and verbal recognition as a table host
- Logo recognition in digital day of program
- Option to include branded item in the gift bag for participants at designated site

### Private Full Day Women's Golf Clinic (\$75,000 - \$100,000)

- You choose the market - we secure the golf course
- Up to 72 female participants
- Hosted by Jane Blalock, 27-time LPGA Tour Champion
- Instruction provided by female LPGA/PGA Certified Coaches | 8:1 max ratio
- Equipment and golf balls provided by Callaway Golf
- Includes customized invitation and on-line registration for all attendees
- Includes facility, food & beverage, greens fees, carts, shipping and staff travel
- Includes all on-site check-in, management, execution and facilitation
- 100% turn-key with professional staff and best in class instruction

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To learn more, please contact Jane Blalock at 617.513.4714 | [jblalock@jbcgolf.com](mailto:jblalock@jbcgolf.com)