

PGA

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**.



PGA/LPGA Certified Coaches
PGA Women's Clinics



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.

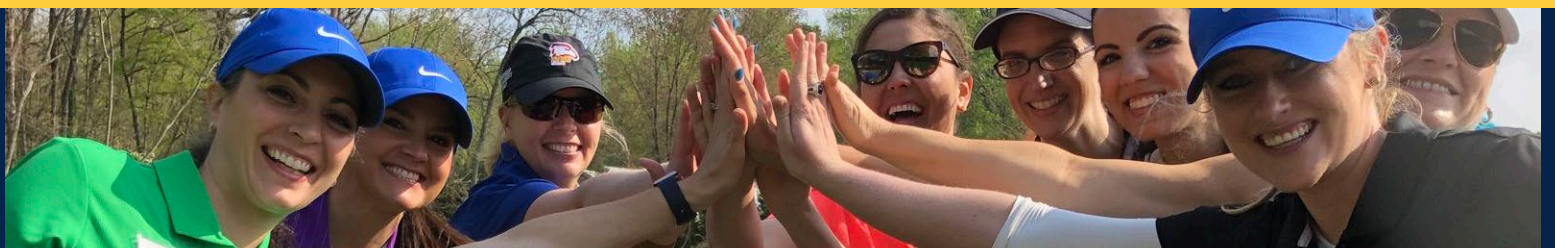
100%

**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 | **DELRAY BEACH**

> *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*

TBD | **CONNECTICUT**

> *Country Club of Farmington, Farmington, CT*

JULY 15 | **BOSTON (2)**

> *Renaissance, Haverhill, MA*

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

> *Old Oaks Country Club, Purchase, NY*

AUG 26 | **NEW JERSEY**

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

SEP 16 | **CHICAGO (2)**

> *Westmoreland Country Club, Wilmette, IL*

OCT 14 | **DALLAS**

> *OMNI PGA Frisco Resort, Frisco, TX*

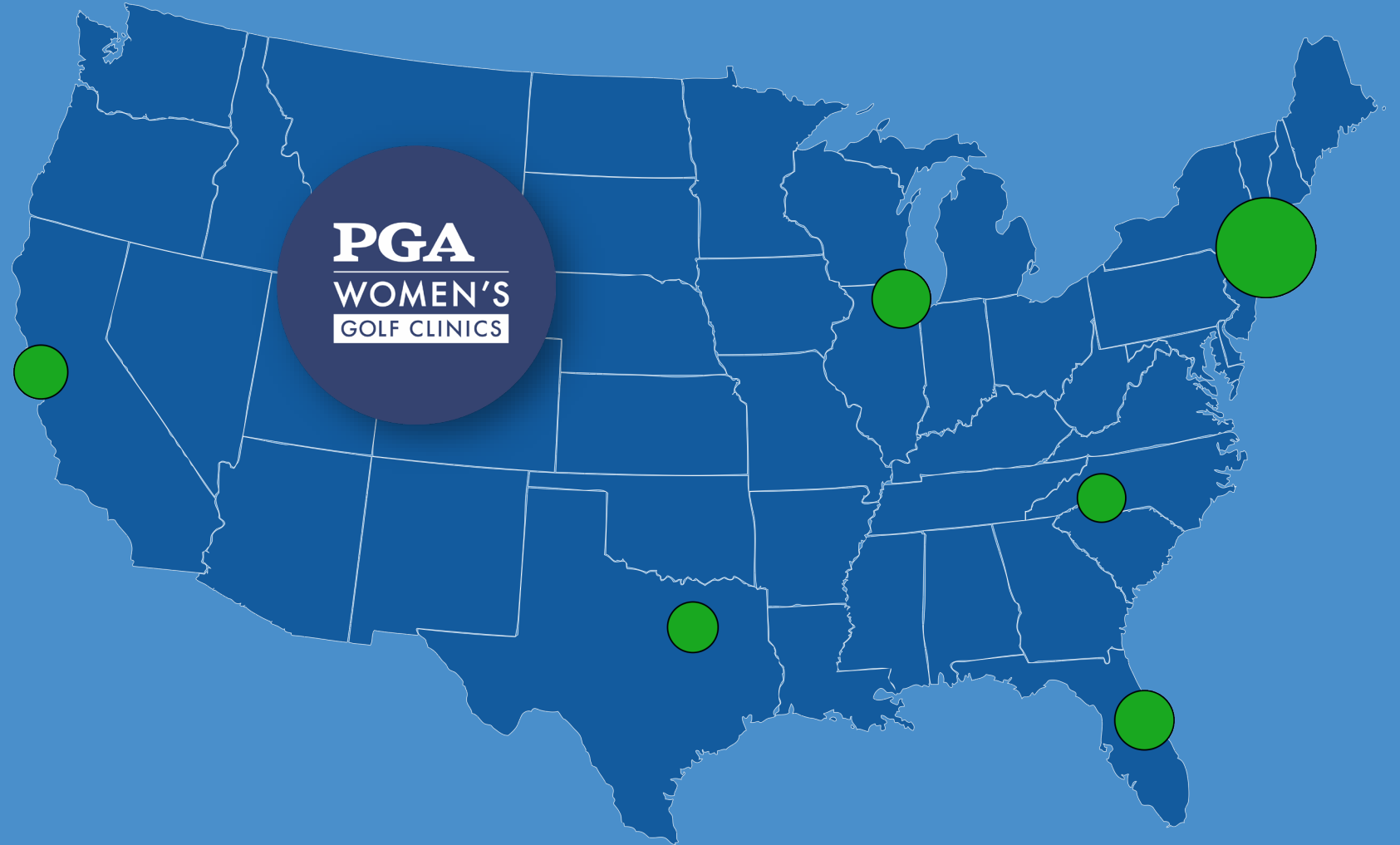
OCT 21 | **CHARLOTTE**

> *Ballantyne Country Club, Charlotte, NC*

Potential Markets for 2024:

HOUSTON, SAN FRANCISCO

All Clinics are on MONDAYS unless otherwise noted. Visit 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

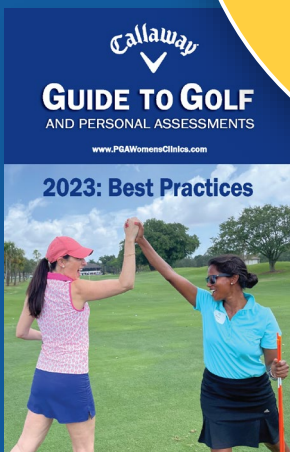
Original golf tips from our PGA/LPGA Coaches and other content for all skill levels.

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

\$125,000 - \$160,000 / year

Per Year Highlights:

- High visibility branding on site at 12 PGA Women's Clinics (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, Clinics website & mobile app, *FORE! Fridays* weekly e-pub
- Inclusion in participant exit survey at each site
- Option to include branded item in gift bag for all participants

Official National Partner - Engagement Focus

\$50,000 - \$100,000 / year

Per Year Highlights:

- 32-64 female participant spots in markets of your choice
- Customized invitation/registration for associates and guests in each preferred market
- Recognition as a national partner on-site across the series and in digital platforms year-round
- Option to include branded item in gift bag for all participants

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PGA Women's Clinics Engagement Options

Detailed activation options customized to specific budgets available upon request.

Flex Spots Bundle (\$25,000 - \$36,000)

- 16-24 playing spots in the series – minimum of 2, maximum of 8 per Clinic site
- Customized digital invitation and registration
- Preferred pairings regardless of skill level
- Full-page ad in our digital *Guide to Golf*
- 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 markets of your choice for female associates and clients
- Customized invitation/registration for guests in each preferred market
- Opportunity to share branded information at Clinic in preferred market
- Recognition as a table host on-site
- 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