



## *Delaware State Golf Association*

7234 Lancaster Pike, Suite 210A

Hockessin, DE 19707

Phone: 302-234-3365 Fax: 302-234-3359

Web: [www.DSGA.org](http://www.DSGA.org) Twitter: @DSGA\_Golf

## 2017 Sponsorship Opportunities

### **The DSGA**

Founded in 1952, the Delaware State Golf Association is an amateur golf association whose mission is the preservation and expansion of the game by adhering to the rules and guidelines set forth by the United States Golf Association. The DSGA membership currently consists of all golf courses in the State of Delaware, and neighboring counties of New Jersey, Pennsylvania, and Maryland. The DSGA provides an annual schedule of tournaments for men and women with emphasis on competition according to the Rules of Golf, but also not losing sight of the camaraderie provided by this great game.

### **Offerings**

The DSGA has served the Delaware golf community for 65 years and there is no better time than now to become involved with our organization. Sponsors of the DSGA gain access to an affluent group of individuals. With over 8,000 members, representing private country club members and “regulars” at daily-fee courses, regular exposure is gained to this large and high net-worth demographic. The DSGA offers many ways for you to align your brand with the most influential golfers in Delaware, and in turn helps us provide high quality golf experiences for players of all abilities.

### **Demographics**

Not only are DSGA members the most avid golfers in Delaware, but they represent an affluent group within the state. As members of private clubs or regulars at daily fee courses, they are an influential force not only within the Delaware golf economy but they make up a desired consumer base that can be difficult to segment. We actively engage with our members and communicate to them through our newly re-designed website, emails, and social media outlets. Website and social media statistics can be provided upon request.

- Median Age - 52
- 67% Men/30% Women/3% Junior Golfers (under 19)
- Average 4-5 rounds of golf per month
- Roughly 75% have completed a college degree
- Average household income between \$120,000-\$140,000

### **Contact Us**

Laura Heien - Director of Operations

Email: [lheien@dsga.org](mailto:lheien@dsga.org)



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### General Association Sponsorship

	EAGLE (\$5,000)	BIRDIE (\$2,500)	PAR (\$1,000)
<b>Handicap E-Revision Ad</b> A membership newsletter sent out twice a month, on the 1st and 15th, which includes the member's revised golf handicap.	<b>6 ads</b>	<b>4 ads</b>	<b>2 ads</b>
<b>Dedicated Email Blast</b> Personalized email solely promoting your company sent to DSGA membership. Email must contain a deal/promotion specifically targeting DSGA members.	<b>2 emails</b>	<b>1 email</b>	<b>none</b>
<b>Website Ad</b> Your ad will be featured on the DSGA.org sidebar throughout the length of your sponsorship.	<b>90 days</b>	<b>60 days</b>	<b>30 days</b>
<b>Tournament Representation</b> Company logo will be displayed at select tournaments during the sponsorship year, periodically in social media posts, and featured amongst other sponsors at the Year End Tournament/Dinner in October 2017.	<ul style="list-style-type: none"> <li>• Online listing</li> <li>• Foursome for Year End Dinner</li> <li>• Scoreboard logo placement</li> <li>• Discounted entry to two non-championship events</li> </ul>	<ul style="list-style-type: none"> <li>• Online listing</li> <li>• Two dinner guests for Year End Dinner</li> <li>• Scoreboard logo placement</li> <li>• Discounted entry to one non-championship event</li> </ul>	<ul style="list-style-type: none"> <li>• Online listing</li> <li>• Scoreboard logo placement</li> </ul>

*The DSGA will work with each sponsor to customize the above sponsor packages to best meet your goals and timeline.*



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## 2017 Sponsorship Opportunities

### Delaware Open Sponsorship

Future Hosts - 2017: Bear Trap Dunes

2018: Cripple Creek CC

2019: TBD

	<b>Title Sponsor (\$7,500)</b>	<b>Presenting Sponsor (\$5,000)</b>	<b>Supporting Sponsor (\$2,500)</b>
<b>Championship Presence</b>	Opportunity to provide an honorary starter/trophy presentation guest and walking scorers	Opportunity to provide walking scorers	Opportunity to provide walking scorers
<b>Online Representation.</b>	<ul style="list-style-type: none"> <li>• Logo placement on event scoreboards, scorecards and in online information</li> <li>• Creation of logo-ed tee gift for all competitors</li> </ul>	Logo placement on event scoreboards and company listing in online information	Logo placement on event scoreboards and company listing in online information
<b>Other Inclusions</b>	All Benefits from Birdie Level Sponsorship	All Benefits from Birdie Level Sponsorship	All Benefits from Par Level Sponsorship

*The DSGA will work with each sponsor to customize the above sponsor packages to best meet your goals.*

*Multi-year discounts are also available and customizable.*

### Other DSGA Sponsorship Opportunities

	<b>Inclusions</b>	<b>Pricing</b>
<b>Event Sponsor</b> <ul style="list-style-type: none"> <li>• 27 Hole Challenge</li> <li>• Mid-Open</li> <li>• Senior Championship</li> <li>• Super Senior Championship</li> <li>• Four Ball Championships</li> <li>• Fall Classic</li> <li>• One-Days</li> </ul>	<ul style="list-style-type: none"> <li>• Logo placement on event scoreboards, scorecards and in online information</li> <li>• Discounted entry fee for one team/player</li> </ul>	<p><b>\$750 per event</b></p> <p><i>*discounts for multiple events</i></p>
<b>Meal Sponsor</b> <ul style="list-style-type: none"> <li>• Delaware Amateur</li> <li>• Delaware Open</li> <li>• 27 Hole Challenge</li> <li>• Fall Classic</li> <li>• Mixed/Couples Events</li> </ul>	Logo placement on table tents in lunch area and in online tournament information	<p><b>\$500 per event</b></p>



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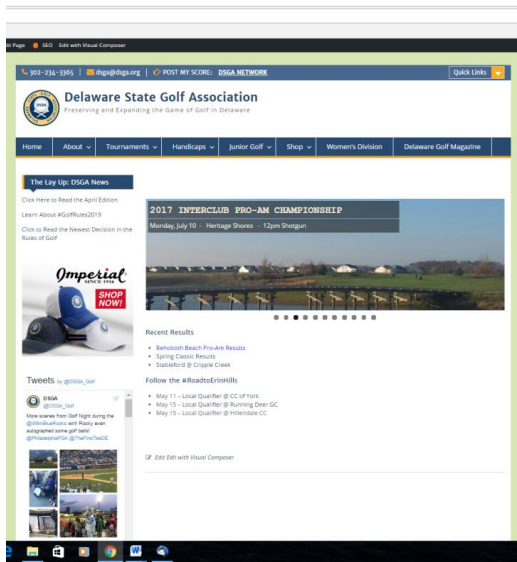
## 2017 Sponsorship Opportunities

### Examples

#### Website Ad

300x250 Ad on sidebar

viewable from all dsga.org subpages



#### Dedicated Email Blasts

#### Handicap E-Revision Ad - various sizes can be accommodated



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## 2017 Sponsorship Opportunities

### Examples

Tournament Information Banners (790x140)

Sponsor Listing (square thumbnail)

### Scoreboard Logo Placement

