



PARTNERSHIP OPPORTUNITIES 2019

Since 1967, the Illinois Junior Golf Association (IJGA) has achieved success in developing “Better People Through Junior Golf” by providing a foundation of sportsmanship, integrity, competition and friendship for junior golfers ages 8-18. Up from just four events in our inaugural season, the IJGA will administer more than 130 playing opportunities for nearly 3,000 junior golfers in 2019.

The IJGA membership experience is unparalleled, allowing juniors access to everything from tournaments for beginners to nationally ranked juniors, special events, educational opportunities, scholarships, interactive seminars, access exclusive courses, and family-focused events. The opportunity for our corporate partners to align with our mission adds both a benefit to our members and a vehicle for your corporate message.

In 2019, the ever-evolving IJGA will be connecting with our current and new members in a number of new and innovative ways. Further progress in the programming of our Youth Development Program (8-13) paves the way for a new generation of golfers as members of the Playing Member Division (ages 14-18) continue to foster their competitive spirit and enjoyment of the game.

The IJGA boasts a sub-tour known as the Mid-American Junior Golf Tour (MAJGT) which is designed for exceptionally talented junior golfers throughout the Midwest ages 12-18. The MAJGT is nationally recognized by Junior Golf Scoreboard and American Junior Golf Association with all of its events providing national exposure.

Our connection with our members, their families and their advocates involves year-round marketing efforts, a dedication towards putting them in the best position to succeed, and a commitment to serving their needs. The support of our corporate partners will continue to be a highly valued element of the relationship with our members as we provide an unmatched experience in junior golf.

On behalf of our 3,000 junior golfers and their families, we welcome you to the 2019 season of the IJGA and we thank you in advance for considering the development of a partnership with our organization.



BENEFITS OF PARTNERING WITH THE IJGA

- Opportunity to place your brand alongside the second largest state-based junior golf association in the United States
- Join in year-round marketing efforts and proactive communications strategy
- Ability to utilize a well-established, and successful, referral program between the IJGA and buyers at over 100 host facilities
- Opportunity to connect with our members and their families as they enjoy their passion for golf

IJGA BY THE NUMBERS

2+ MILLION

Number of page views on www.ijga.org in 2018

15,000

Estimated number of competitive rounds to be played during the 2019 season

2,000+

Members of the Illinois Junior Golf Association and Mid-American Junior Golf Tour

82.7

Percentage of IJGA members whose family's house hold income exceeds \$100,000



DEMOGRAPHICS

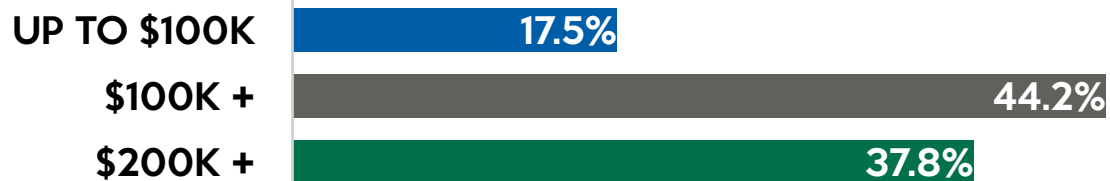
AGE



GENDER



HHI



Our members are **DIVERSE AND FAMILY-ORIENTED**

- IJGA graduating seniors enjoy access to over \$25,000 in college scholarship funding through association funding and relationships with allied associations
- We are truly a family organization, 85% of our juniors credit a parent or grandparent's involvement in the game as the reason they first decided to try golf
- Entering its tenth season in 2019, the Mid-American Junior Golf Tour expands the reach of the IJGA well beyond our state's borders as well as into the elite and more heavily invested junior golf market

The IJGA's marketing capacity extends beyond its membership. Our spheres of influence are woven tightly with the Prairie State's golfing community and beyond. Utilize our *long-lasting relationships to establish a new connection of your own*. From the ear of the Illinois High School Athletic Association (IHSA) to PGA teaching professionals throughout the area and Park District Administrators, our reach can give depth to your messaging.



MEMBERS & FAMILIES

2,000+ JUNIORS AND THEIR FAMILIES

The IJGA continues to grow and with the addition of the Midwest-focused MAJGT, our Association is no longer limited to Illinois' borders. We are committed to the future of golf with our focus on growing the game from the ground up. From volunteer opportunities to Parent / Junior competitions, the IJGA is connected to its members' families. Every communication to a member regarding Association information or special offers go to the parents as well.

COACHES

700+ IL HS COACHES

The IJGA has direct access to the golf coaches of the Illinois High School Association. Each season, these teams seek to gain access to state-of-the-art equipment and purchase new apparel.



PROFESSIONALS

850+ ILLINOIS SECTION PGA MEMBERS

Always committed to the growth of the game, the IJGA is proud of its long-standing relationship with the Illinois Section PGA and its Members.

FACILITIES

100+ TOURNAMENT SITES

Between the 2019 IJGA and MAJGT schedule, the Association will host events at more than 100 tournament sites across three Midwestern states. With that comes access to decision-makers and trusted contacts.



ALUMNI

2,300 AND GROWING

We strive to stay connected to our membership once they graduate from the IJGA Program. We keep up to date information on everything from how often they play to where they currently live. While we love knowing what our former members are up to, we also like to team up with partners that can help meet their golfing needs as well.

WE RUN GOLF TOURNAMENTS

WHY DOES THAT MATTER TO YOU?

Our reach has the ability to go well beyond the computer screen or mobile phone. Each of the last 50 years, our main focus has been on running the best junior golf events possible. The 2019 season provides many on-site opportunities for our partners to demo products, run promotions and physically getting in front of our 3,000+ members. *We can give life to your company through live branding.* A tried and true method, live branding can position your products directly in front of your key demographics.

LIVE BRANDING

SIGNAGE PLACEMENT - AWARDS
TEE GIFTS - TENT TOPS
TABLE COVERS - PIN FLAGS
SCOREBOARDS - SCORECARDS
STRATEGIC DISPLAYS
PRODUCT SAMPLING
STAFF APPAREL - TEE MARKERS
PRINTED MATERIALS
LOGO PLACEMENT ON ANYTHING AND EVERYTHING

OUR FOCUS IS RETURN ON INVESTMENT





BEST WAYS TO ENGAGE THE IJGA

Over the last 50 years, we have worked hard to earn the trust of families throughout Illinois. We know our members and we can help you develop a strategy to connect your brand, service, or company to a passionate, educated and eager population. *Allow us to serve as a bridge between your corporate goals and our membership of 3,000+ junior golfers and their families.* Through community support, sponsorship, or partnership, we can create opportunities to engage.

INTRODUCE

LAUNCH SOMETHING NEW

The IJGA has experience in introducing new products and services to the marketplace. Connecting with a youth audience is a specific skill set that we possess. We have the tools to bring your product directly to your target market.

SUPPORT

ADD TO MEMBER EXPERIENCE

Our organization is 100% self-sustaining, but we always look to add benefits for our members. We can provide access to a college scholarship created by your organization or design special programming to meet specific goals.

EDUCATE

INFORM OUR PLAYERS

Our members families not only expect their juniors to have fun, but to take something from their experience. We provide tools that will help our members succeed both on and off the course.

RESEARCH

COLLECT THE DATA YOU NEED

The IJGA has worked with numerous companies on collecting data and testing products. We can gauge where your international brand ranks with our members or sample a product and collect feedback.

CONNECT

INTERACT THROUGH US

Working with juniors ages 8-18, it is imperative for us to stay both relevant and connected with our members. From grassroots to digital to social, we bring a multifaceted approach to reaching your goals.

DEVELOP

IMPLEMENT AN IDEA

We know our juniors and can work with you to put your ideas into action. With 50 seasons of experience, the IJGA can help you develop your idea, special event or promotion into something that will resonate with our members.

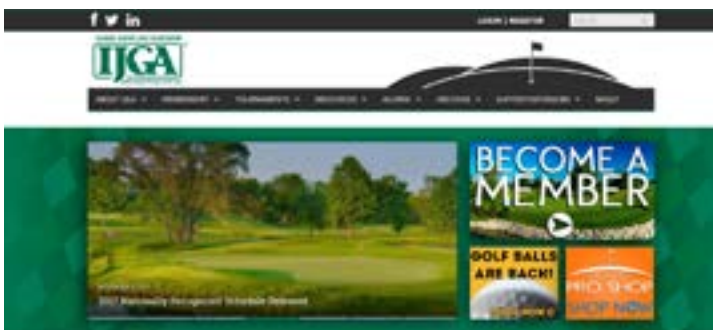
WE CAN HIT YOUR TARGETS

With an *email database of over 9,000*, two million page views on our websites and thousands of connections through out social media networks, we can and will get your message through. By design, the IJGA is able to target specific demographics

and sub sections. Having trouble with your creative direction. Don't worry about it, we can help you design and put your brand in a position to reach our players effectively. We can provide you with the opportunity to **OWN YOUR BRAND**.

WEB FEATURES

We can have your brand front-and-center with several banner and logo placement options on our state-of-the-art website. As part of your involvement with the IJGA, you can provide content for a feature story on our website. We can feature your logo creatively on different sections of the website or expose our membership to audio and video clips. We can do it all.



PARTNER OFFERS

In addition to getting your message out via the vehicle of your choice, members can find the benefit you provide in permanent, static location on our websites. The flexibility allows you to create promotions to fit your schedule and change them as the year goes on to keep your message relevant.



CONTINUED GROWTH

With the addition of our online store, the Midwest Pro Shop, we have been able to bring various products and offers to our membership. Not only are we able to bring these products and deals to our membership through the Midwest Pro Shop, we have been continuously extending our reach on social media sites including, Facebook, Twitter, Instagram and Snapchat. We strive to keep up with the most current trends to keep our social media accounts relevant.



WE CAN SIMPLIFY A SUCCESSFUL APPROACH

We take pride in the amount of information we collect. We have full breakdowns of the brands of clubs that our kids hit...for years. We know that 70% of our families believe that golf plays a major factor in their vacation destination. We are aware of how many golf balls our juniors go through each season. We know that 80% of our juniors purchase one or more pairs of golf shoes each and every year. We can tell you, in ranked order, which brands parents are most likely to purchase for their child. Best of all, if we don't know already, we can find out what you want to know.

STYLE

The capabilities of IJGA and its media can be tailored to meet your needs. From video placement on the IJGA homepage to posters staged at facilities all summer long, the IJGA's media abilities give our Association and your brand the chance to get creative. User-friendly design and advancements in our new media initiatives allow you to fully own your brand and choose its marketing direction.



CLEARINGHOUSE

The IJGA takes its role as Illinois' junior golf clearinghouse seriously, and works to educate coaches, professionals, teachers and administrators. If your goals align with ours, we get your brand not only in front of our members and their families, but also in front of the respected decision-makers and the people of influence in the Illinois golf industry.

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