



# NORTHERN NEVADA GOLF ASSOCIATION

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## PARTNERSHIP OPPORTUNITIES

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Founded in 1972, the Northern Nevada Golf Association serves amateur golfers throughout the northern area of Nevada. Our community is built of nearly 10,000 members playing out of 70 member clubs representing 36 courses.

NNGA members are avid about the game of golf and the lifestyle around it, representing an attractive, affluent audience for advertising partners.

The NNGA offers partnership options to align your brand with the most avid and influential golfers in the region.

The NNGA is the official representative of the United States Golf Association, and we serve all aspects of the game in Northern Nevada.

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## OPPORTUNITIES

There are many ways for your company to partner with the NNGA including:

- Bi-Monthly USGA eRevision Advertising
- Stand Alone Email Blasts
- Event Sponsorship
- Advertising on NNGA Vehicle
- GHIN Mobile App
- Donations of Products or Services

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## CONTACT

**Cameron MacGregor, PGA • Executive Director**

**775-484-0503 • [cmacgregor@nnga.org](mailto:cmacgregor@nnga.org)**

Northern Nevada Golf Association

18124 Wedge Pkwy #250, Reno, NV 89511

# DIGITAL MARKETING

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## **BI-MONTHLY USGA GHIN EMAILS:**

**\$200 per email / 25% Quantity Discount with purchase of 6 or more.**

The NNGA sends an email through the USGA GHIN system to over 8,000 golfers on the 1<sup>st</sup> and the 15<sup>th</sup> of the month with an average open rate of 70%.

Your image should be landscape in orientation, we can include short text in addition to your image and a hyperlink to your website or deal.

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## **STAND ALONE EMAIL BLAST:**

**\$400 per email / 25% Quantity Discount with purchase of 6 or more.**

The full NNGA database is over 9,500 total golfers. This is a great opportunity to promote your business or upcoming promotion with no additional distractions taking up space in the email. Customize your image and content in any way and include a hyperlink to your website or deal.

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## **GHIN MOBILE APP:**

**\$400 per month / 25% Quantity Discount with purchase of 6 or more.**

Get your brand in front of every golfer that logs on to their GHIN Mobile App. The mobile app is not just for posting scores, golfers are able to use the USGA GPS to get yardages during their round and with new game playing functionality that can use the app to compete against golfers in their group. Image must be landscape (1920px x 800px) and you can include a hyperlink to your website or deal.

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## **DONATION OF PRODUCTS OR SERVICES: \$250 FLAT FEE**

Get your brand or product in front of our golfers at a specific event by donating a something with your logo and company information on it. We could have your product as a tee-prize at a tournament that every golfer receives or something that a golfer would win through a contest.



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# ANNUAL TOURNAMENT SERIES

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**NNGA PARTNERS SERIES : \$10,000** - Your company will be recognized as the title sponsor for the NNGA Partners Series with exclusive naming rights. Your company name and/or logo will be on tournament calendars, in promotional materials, printed materials and social media posts.

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**NNGA AMATEUR CHAMPIONSHIP SERIES : \$6,000** - Your company will be recognized as the title sponsor for all events in the championship series: NNGA Mid-Amateur, NNGA Amateur, and NNGA Senior Amateur Championships. Your company name and/or logo will be on tournament calendars, in promotional materials, printed materials and social media posts.

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**CAPITAL CLASSIC SERIES : \$4,000** - Your company will be recognized as the title sponsor for all Capital Classic events with exclusive naming rights: Senior Capital Classic, Capital Classic, and Junior Capital Classic. Your company name and/or logo will be on tournament calendars, in promotional materials, printed materials and social media posts.

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## POINT QUALIFYING EVENTS

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**THE PACIFIC COAST AMATEUR : \$6,000** - Your company will be recognized as the title sponsor for the NNGA Pacific Coast Amateur Team. The Pacific Coast Amateur is a part of the Elite Amateur Series that brings together the seven top amateur events in the country. Your company name and/or logo will be on all promotional materials, social media posts, team uniforms and golf bags.

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**NNGA TEAM POINT QUALIFIERS : \$4,000 PER EVENT** - Your company will be recognized as the sponsor for the NNGA Team in the respective event. Your company name and/or logo will be on all promotional materials, social media posts, team uniforms and participant gifts. Team Events Include:

- Haase-Whalen Cup,
  - Brooks Park Cup,
  - Women's Silver Cup.
  - Cobb-Whalen Cup,
  - Oliver Cup, and
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# EVENT SPONSORSHIP

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**INDIVIDUAL TOURNAMENTS: \$2,000** - Your company will be recognized as the title sponsor for a NNGA Tournament. Your company name and/or logo will be on tournament calendars, in promotional materials, printed materials and social media posts.

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**NNGA MEMBERSHIP MEETINGS : \$2,000** - Your company will be recognized as the title sponsor for one of our membership meetings:

- NNGA Spring Membership Meeting,
- NNGA Fall Board of Directors Meeting.

Your company name and/or logo will be on tournament calendars, in promotional materials, printed materials and social media posts.

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**NNGA PLAY DAYS : \$1,000** - Your company will be recognized as the title sponsor for a NNGA Play Day. These are non-competitive days for golfers to enjoy throughout the season. Your company name and/or logo will be on tournament calendars, in promotional materials, printed materials and social media posts.

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**NNGA PLAYER OF THE YEAR AWARDS : \$1,000** - Your company will be recognized as the title sponsor for a NNGA Player of the Year Award. These awards are given to the best player each year in a number of different divisions for both men, women, scratch, net, junior, regular and senior. Your company name and/or logo will be on tournament calendars, in promotional materials, printed materials and social media posts.

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**NNGA RULES OF GOLF CLINICS : \$1,000** - Your company will be recognized as the title sponsor for all NNGA Rules of Golf Clinics. We have multiple clinics each year to help members learn more about the Rules of Golf. Your company name and/or logo will be on tournament calendars, in promotional materials, printed materials and social media posts.

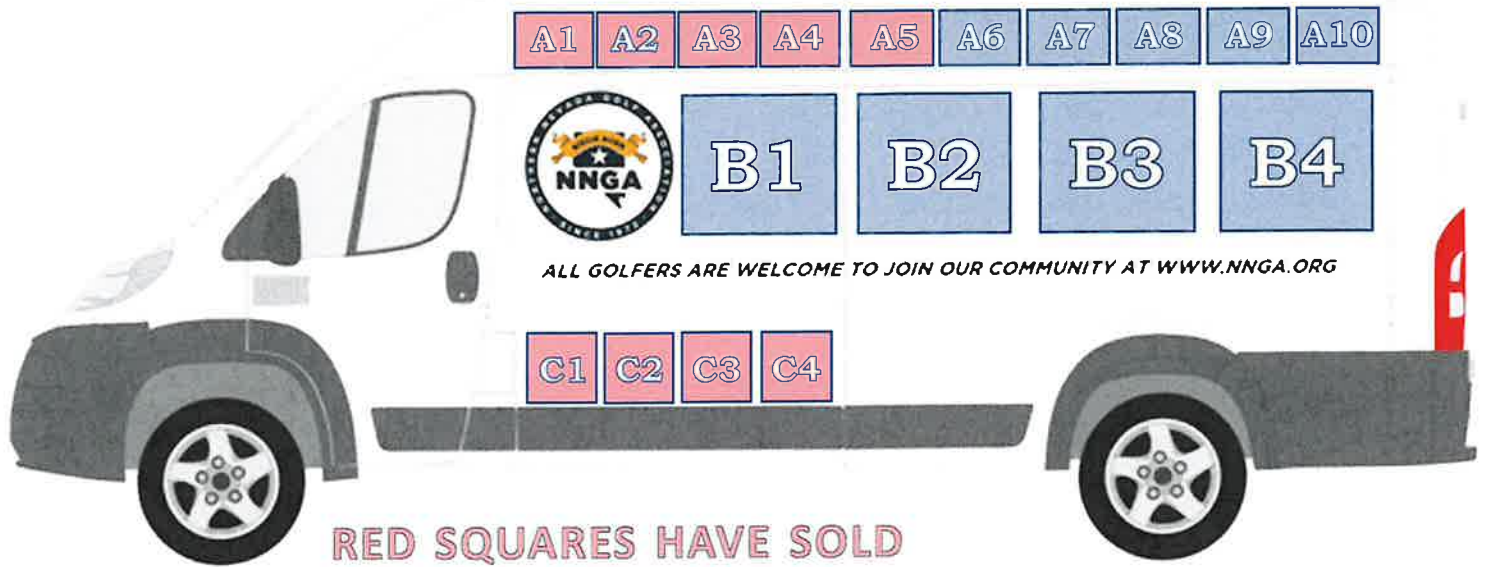
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# NNGA VEHICLE ADVERTISING

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The NNGA Van is used our mobile office as we travel to golf courses around the area for our NNGA Events. For the 2023 Season we have 36 events and over 60 total days when the van will be out and about in our area. The van will travel to twenty golf courses throughout our area from April to October. When not in official use, the van is parked at our home office at Toiyabe Golf Club.

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**A1 - A10 : \$500** - Dimensions : 9”h X 12”w

The top row is reserved for NNGA Golf Courses to advertise their name or logo. We have 10 locations available on each side of the van.

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**B1 - B4 : \$3,000** - Dimensions : 24”h X 24”w

These large spaces will give your brand a big impact on our mobile billboard. We have 4 locations available on each side of the van.

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**C1 - C4 : \$1,000** - Dimensions : 12”h X 12”w

The lower row is perfect for a square logo or if you need a 12” x 24” space you can purchase two spots a receive a 25% discount.

We have 4 locations available on each side of the van.

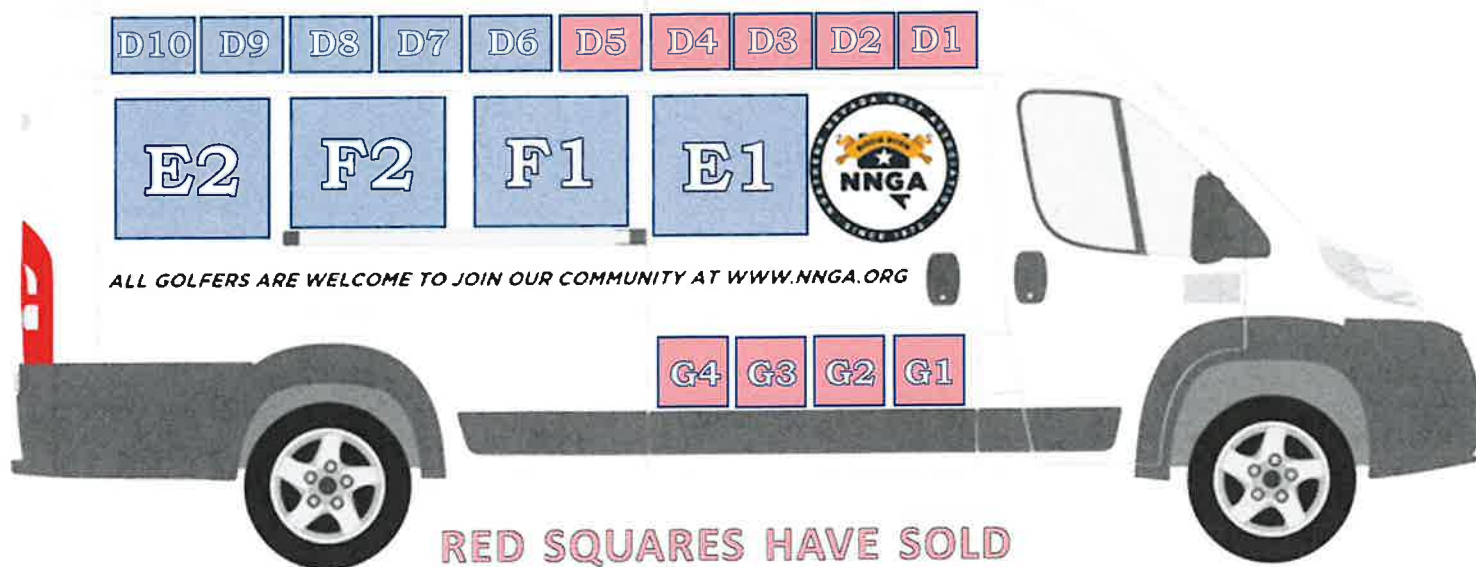
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**D1 - D10 : \$500** - Dimensions : 9”h X 12”w

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**E1 - E2 : \$3,000** - Dimensions : 24”h X 24”w

**F1 - F2 : \$2,600** - Dimensions : 22”h X 24”w (smaller due to sliding door)

These large spaces will give your brand a big impact on our mobile billboard. We have 4 locations available on each side of the van.

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**G1 - G4 : \$1,000** - Dimensions : 12”h X 12”w

The lower row is perfect for a square logo or if you need a 12” x 24” space you can purchase two spots a receive a 25% discount.

We have 4 locations available on each side of the van.

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