

## **AJGA Summary of Request- Summer AJGA Event**

The American Junior Golf Association (AJGA) is interested in bringing an event to your area for a minimum of three years. AJGA is exploring opportunities during the months of June – August. The official event would take place from Sunday – Thursday. This event will begin with a 78 player qualifying event on Sunday. Approximately 10% of the qualifier field will earn their way into the main event. The event will play host to 78 different players (ages 12-19) from across the world between the days of Monday-Thursday. On Monday morning, AJGA will host an official practice round for all tournament players. On Monday afternoon, AJGA will host Junior-Am fundraising event. This event gives members from host facility (golf course) and/or members of the local community the opportunity to play with AJGA junior golfers. The event has opportunity to benefit a local charity of choice. All players and families will be in town playing Sunday, Monday, Tuesday, Wednesday and Thursday. There will not be a cut. After the event we will have a short awards ceremony. We will provide meals for players and parents throughout the week.

AJGA field size is 78 players for main event and 78 players for qualifying event. This event size has opportunity to increase once Covid-19 is no longer a concern. AJGA event will bring up to 156 families to your area for this event. AJGA tournament fields are filled based on the Performance Based Entry system. AJGA tournament fields have extensive alternate lists to get in. AJGA tournament fields are typically comprised of players representing roughly 10 states. AJGA partners help promote our events (Golf Channel, PGA Tour, Morning Read, etc.). AJGA website is the main promotion of the event. We have over 10.4 million unique views per year on our website. AJGA social media numbers continue to increase with our largest following being on Instagram with over 78,000 followers. AJGA social media accounts have over 125,000 followers across all of our platforms.

AJGA is not a stay for play organization. However, AJGA would anticipate roughly 80% of players and families staying in a hotel in the area during the event. The event will have 6 local exemptions to be used on kids from your area (local committee, golf course and title sponsor will split the 6 exemptions how they see fit). The rest of the field will travel in from across the world. AJGA guests will be in a hotel for at least 5 days. AJGA families typically use the event as a vacation for the family and look to stay before or after. AJGA has kids travel from other countries to play in events and stay for over a week. The majority of the field will be filled with players from out of the area who will need to stay in hotels in order to participate. AJGA families will come to town early to play additional practice rounds. The qualifier kids typically want to play the course before the event. This is additional revenue for the host facility and local economy. AJGA tracks overnight stays through tournament registration onsite during the event. AJGA will check numbers after the event with local hotels. AJGA sets up room blocks at host hotel to help keep track of room nights sold. The event will increase retail, food and beverage expenditures by out of market visitors and increase overall tourism. We expect an overall economic impact of \$150,000 or more to the local community. Over the long-term we expect this event to generate over \$1 million of economic impact on the local economy.

AJGA looks forward to getting members of the community involved with the event through various volunteer opportunities and the junior-am portion of the event where local members of the community can play with top junior golfers.



# AMERICAN JUNIOR GOLF ASSOCIATION

## MISSION

Established in 1978, the AJGA is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf.

## CHARACTER DEVELOPMENT

The AJGA has character development initiatives to ensure the personal development of golf's next generation.

- Leadership Links program where juniors raise charity dollars for their communities
- Care for the Course program that teaches respecting and protecting golf courses
- Thank You Note writing
- Pace of Play Program
- Public Speaking and Networking

## WHY SUPPORT THE AJGA?

- Tournament proceeds go toward charity
- 99% of members go to college
- More than \$25 million annually earned in college scholarships
- Business-to-business networking and corporate reputation enhancement
- Connect with the next generation of golfers, college students and future business leaders
- Positively impact local economy (estimated to be more than \$150,000 in economic impact per AJGA event)
- Provide entertainment and volunteer opportunities for employees and clients



Visit [ajga.org](http://ajga.org) to learn more.





# HOST FACILITY OPPORTUNITY

AJGA events are 54-hole stroke play tournaments featuring 78 junior golfers, ages 12-19, from around the world. The event will include a tournament practice round, Junior-Am, Qualifier, and social activity.

## Exposure

- More than 6,900 AJGA members
- More than 1,000 volunteers
- More than 100 sponsors

## Revenue Opportunities

- The AJGA requests a donated or reduced course and range fee
- Reduced fee per each Qualifier participant (78 person max)
- Tournament cookout or voucher
- Daily volunteer and staff lunches
- Additional F&B revenue / pro shop merchandise from AJGA guests
- Additional practice rounds can be set aside at the players' expense

## Promotion

The Host Facility name/logo will be promoted in the following ways:

- AJGA digital magazine
- All tournament collateral
- Tournament microsite with direct link
- Press releases / media efforts
- AJGA annual collateral
- Results will appear in *Global Golf Post*, *Golfweek*

## AJGA Provides

- A full-time tournament director
- A media official to assist with promotions
- The formation of a local committee with venue's help
- 10-12 staff members to execute every aspect of the event

## Schedule of Events

**Member / Guest play available Sunday, Tuesday - Thursday by 1 p.m.**

### Sunday

8 a.m. shotgun.....Qualifier

### Monday

8 a.m. shotgun.....Junior-Am  
1:30 p.m. shotgun.....Practice Round

### Tuesday

7 - 9 a.m. ....First Round, Nos. 1 & 10 tees  
3 - 5 p.m. ....Tournament Activity

### Wednesday

7 - 9 a.m. ....Second Round, Nos. 1 & 10 tees

### Thursday

7 - 9 a.m. ....Final Round, Nos. 1 & 10 tees  
2:30 p.m. ....Awards Ceremony

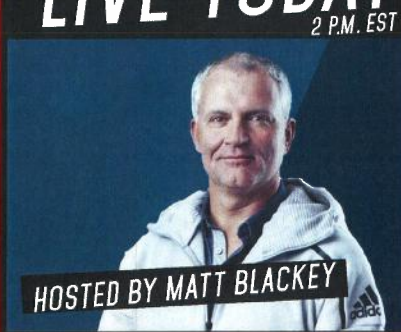
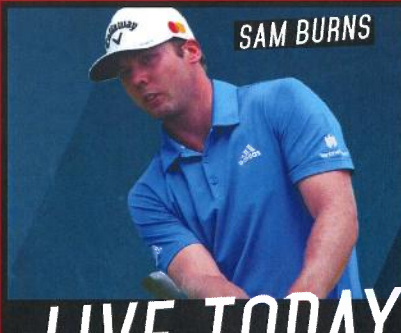
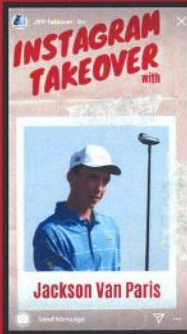
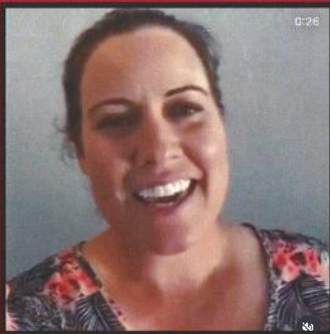




# @AJGAGOLF DIGITAL OPPORTUNITIES

## POTENTIAL FOR EXPOSURE

- AJGA communications staff creates tournament activation plan
- AJGA communications staff is onsite to execute plan and promote event
- Inclusion in weekly member emails and specific event communications
- Social media coverage highlighting local area, golf course and sponsor
- Recognition on AJGA website and tournament page
- Website logo recognition with link to partner website
- Local and national media exposure via AJGA channels and industry outlets





# @AJGAGOLF DIGITAL OPPORTUNITIES

## REACH



AJGA social media channels have some of the highest interaction rates among golf industry accounts at junior, college and professional levels. The AJGA is active on virtually every media outlet.

# +150,000

followers on AJGA social media channels



**7.5M**  
interactions  
annually



Reels



**155K**  
interactions  
annually

**21M**

views annually



**1.5M**  
interactions  
annually

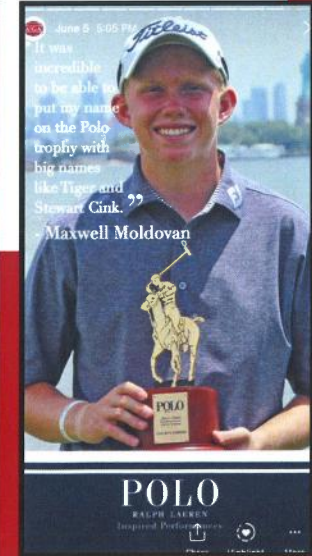
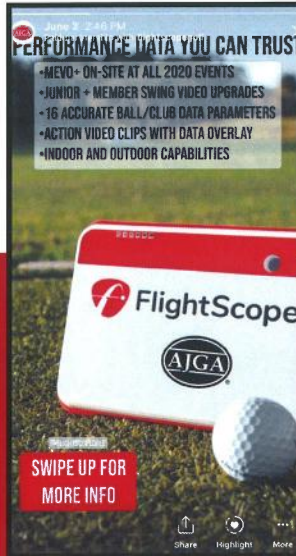


**8.2M**

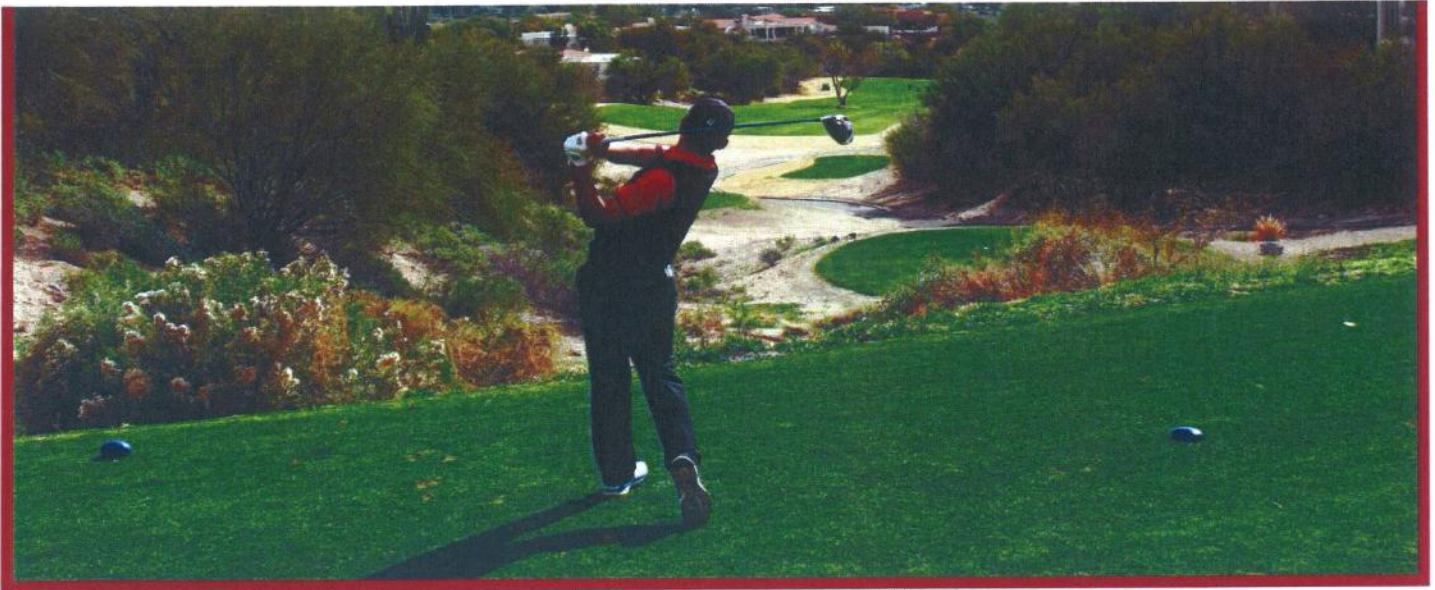
views annually



**10.5M**  
unique page  
views on ajga.org







# TOURNAMENT PARTNERSHIP OPPORTUNITIES

## Title Sponsor - \$50,000

- Event naming rights: "Title Sponsor" Junior Championship
- Four 3x5 banners displayed in prominent locations
- Name or logo on all tournament gifts and documents
- Ability to distribute product or setup a promotional display
- Logo / mentions on tournament website and social media
- Five Junior-Am teams
- Two committee exemptions for the event

## Presenting Sponsor - \$25,000

- Event naming rights: "Junior Championship presented by..."
- Two 3x5 banners displayed in prominent locations
- Name or logo on select tournament gifts and documents
- Logo and mentions on tournament website / social media
- Ability to distribute product or set up a promotional display
- Three Junior-Am teams

## Tournament Partner - \$10,000

- One 3x5 banner displayed in prominent location
- Select one \$10,000 option or two \$5,000 options
- Logo on tournament website
- Three Junior-Am teams

## Event Patron - \$5,000

- One 3x5 banner displayed in prominent location
- Select one \$5,000 option
- Logo on tournament website
- Two Junior-Am teams

## \$10,000 Tournament Options

- Junior-Am Fundraising Tournament Title Sponsor
- Food & Beverage Sponsor
- PGA TOUR / LPGA TOUR Player Clinic
- Qualifier Title Sponsor

## \$5,000 Tournament Options

- Transportation Sponsor
- Junior-Am Reception Sponsor
- Front Nine Junior-Am Sponsor
- Back Nine Junior-Am Sponsor
- AJGA Staff Sponsor
- Live Scoring On-site Partner
- Social Activity
- Course Sponsor
- Pace of Play Sponsor
- Care for the Course Sponsor
- Player Product Sponsor
- Player Hospitality Sponsor
- ACE Grant Field Sponsor
- Housing Sponsor
- Cookout Sponsor
- Driving Range Sponsor
- Practice Putting Green Sponsor
- Medical Attendant Sponsor
- On-Site Table / Product Sampling
- Volunteer Sponsor



*Developing Golf's  
Next Generation*

## **AJGA Junior at TBD**

### **CONCEPT**

The American Junior Golf Association and TBD will team up to run an Open Championship featuring top juniors from around the country.

### **FORMAT**

The AJGA hosts summer tournaments each year. Summer events are 54-hole stroke play events featuring 78 players and qualifier with an additional 78 players. Each format will consist of boys and girls, ages 12-18.

### **POTENTIAL DATES**

**2023- March - October**

### **TURN- KEY BENEFITS**

- **Player Administration** – The AJGA Player Services Department will handle all player sign-up duties and subsequent administration of the tournament field.
- **Promotion** – The AJGA will assign a full-time communications staff member to handle all promotional items including press releases and media hospitality. Results will be posted on AJGA.org following each tournament round and final results will be featured in *Golfweek* and *Global Golf Post* magazines.
- **Regional Director** – The Regional Director will work year-round with the committee on big picture tournament items such as committee recruitment, education, fundraising and the execution of the long-term vision of the event.
- **Tournament Director** – The AJGA will assign a full-time Tournament Director to oversee onsite execution of the tournament.
- **AJGA Staff** – During tournament week, the AJGA will send 8 – 12 staff members to handle all aspects of the tournament, both inside and outside the ropes including all paperwork such as; pairings, notice to competitors and coaches' materials.
- **Rules / Course Marking** – The AJGA staff will professionally mark the golf course according to USGA rules of golf, select hole locations, start, score, rules officiate and manage pace of play.
- **Equipment** – The AJGA will provide all communication equipment such as radios, weather detection devices, printers, cameras and video equipment. The AJGA will produce and bring all signage, banner systems, tents, coolers, sand buckets and all tournament signs (play signs, cart signs) and all other equipment needed to run the championship.

- **Live Scoring** – With the help of volunteers, the AJGA will provide all equipment and website infrastructure to host live scoring during the week.
- **Care For the Course** – The AJGA implements a care for the course program during play. Players carry sand bottles repairing divots and a party is held after the second round to fix ball marks or sand the range.

### **PROMOTIONAL BENEFITS**

- **Onsite** – Logo promotion on prominent signage, all tournament documents, tournament awards and select gifts.
- **Web** – The Host Facility will appear on the official AJGA schedule (10 million annual visitors) and the tournament will have its own microsite.
- **Social** – Each tournament has its own Facebook, Twitter, Instagram and TikTok promotion.

### **GOLF COURSE CONSIDERATIONS**

- Donated/Negotiated (inclusive) course and range fee for practice round, junior-am, qualifier and three competitive rounds (Sunday - Thursday).
- Allow the AJGA to bring in donated product (water, sports drinks and snacks for the players only, inside the ropes).
- Allow AJGA participants to utilize push carts during their rounds.
- Complimentary room with wifi capabilities and access to a copier for AJGA tournament headquarters.
- AJGA staff boxed lunches at a negotiated price each during practice and tournament rounds.
- Assistance in helping secure approximately 20 volunteers per day.
- Assistance in helping secure medic for the event Sunday-Thursday to ensure the safety of participants.
- Additional Practice Round tee times for tournament participants leading up to the event. Participants will call in for their own practice rounds and be responsible for paying the course fee.

### **SPONSORSHIP CONSIDERATIONS**

- \$50,000 title sponsor to cover tournament operating costs.
- Host junior-am fundraising event to help raise additional funds for charities involved
- The AJGA will split all tournament proceeds 50-50 between a local charity/junior golf program and the AJGA's ACE Grant.

**ACE Grant** - The Achieving Competitive Excellence Grant program is a financial assistance program, which allows talented junior golfers to pursue their dream of a college education, regardless of their family's financial resources.



## **COMMITTEE CONSIDERATIONS**

*Building a strong tournament committee is key to a successful tournament. One talented and devoted person cannot handle everything alone. The key is delegation and involving a group of dedicated individuals who are willing to contribute. Below are the primary committee roles.*

### **TOURNAMENT CHAIR**

*Ideal candidate is someone with experience managing a staff (i.e. past volunteer at other golf event, community/civic leader)*

- Recruit, manage and oversee tournament committee
- Work closely with AJGA Regional Director and Tournament Director
- Serve as liaison between committee, host facility and AJGA staff

**AJGA provides:** tournament committee manual, constant communication and direction

### **FUNDRAISING CHAIR**

*Ideal candidate is someone with ties in with the local community and comfortable selling sponsorships and Junior-Am teams. (i.e. bankers, lawyers, sales executives, etc.)*

- Responsible for building and overseeing fundraising committee
- Help sell tournament sponsorships and Junior-Am teams

**AJGA provides:** Sponsorship solicitation material, Junior-Am form, and any other material needed

### **VOLUNTEER CHAIR**

*Ideal candidate is someone who is very organized and able to recruit and manage a large group of people (i.e. civic organization member, club member, etc.)*

- Recruit, manage and oversee all volunteers at the tournament
- Manage tournament volunteer spreadsheet (AJGA will assess needs and create worksheet)
- Help check in and coordinate volunteers each morning at the golf course

**AJGA provides:** Volunteer recruitment flyer, spreadsheet, and any other material needed

### **HOSPITALITY CHAIR**

*Ideal candidate is someone with hospitality experience and able to secure donations (i.e. restaurant owner, employee at CVB, club member)*

- Help create unique experience for AJGA participants and staff.
- Assist with securing donations to reduce staff expense: meals, private housing, cars, product, etc.
- Help secure a medical attendant for the tournament

**AJGA provides:** 'Project Zero' solicitation material, W-9 tax form and outline of exact needs

### **MARKETING CHAIR**

*Ideal candidate is someone with a marketing and/or communications background with close ties to the community (i.e. news reporter, PR specialist, marketing director, etc.)*

- Assist with promotion, local media outreach, social media promotion/content, community stories
- Serve as a liaison between the AJGA communications staff and local media/social influencers.

**AJGA provides:** Full-time communications staff dedicated to tournament promotion, media fact sheet, round recaps, information about the field, social media content, videos, etc.

**SCHEDULE OF EVENTS- SPRING/FALL**  
**(78 Player Field)**

**Wednesday**

8 a.m. – 12:10 p.m.

AJGA Qualifier off No. 1 Tee

*\*Course open to member/guest play 1 p.m.*

***Host Facility***

**Thursday**

8 a.m. – 12:10 p.m.

Practice Round

***Host Facility***

12:30 p.m. – 3 p.m.

Junior-Am Fundraising Event

*\*Members can participate in this event*

***Host Facility***

**Friday**

8 a.m. – 12:10 p.m.

First Round – No. 1 Tee

*\*Course open to member/guest play 1 p.m.*

***Host Facility***

12 – 4 p.m.

Tournament Lunch

***Host Facility***

**Saturday**

8 a.m. – 12:10 p.m.

Second Round – No. 1 Tee

*\*Course open to member/guest play 1 p.m.*

***Host Facility***

12 – 4 p.m.

Tournament Lunch

***Host Facility***

**Sunday**

8 a.m. – 12:10 p.m.

Final Round – No. 1 Tee

*\*Course open to member/guest play 1 p.m.*

***Host Facility***

12 – 4 p.m.

Tournament Lunch

***Host Facility***

4:30 p.m.

Awards Ceremony

***Host Facility***



**SCHEDULE OF EVENTS- SUMMER**  
**(78 Player Field)**

**Sunday**

8 a.m. – 12:10 p.m.

AJGA Qualifier off No. 1 Tee  
*\*Course open to member/guest play 1 p.m.*  
**Host Facility**

**Monday**

8 a.m. – 12:10 p.m.

Practice Round  
**Host Facility**

12:30 p.m. – 3 p.m.

Junior-Am Fundraising Event  
*\*Members can participate in this event*  
**Host Facility**

**Tuesday**

8 a.m. – 12:10 p.m.

First Round – No. 1 Tee  
*\*Course open to member/guest play 1 p.m.*  
**Host Facility**

12 – 4 p.m.

Tournament Lunch  
**Host Facility**

**Wednesday**

8 a.m. – 12:10 p.m.

Second Round – No. 1 Tee  
*\*Course open to member/guest play 1 p.m.*  
**Host Facility**

12 – 4 p.m.

Tournament Lunch  
**Host Facility**

**Thursday**

8 a.m. – 12:10 p.m.

Final Round – No. 1 Tee  
*\*Course open to member/guest play 1 p.m.*  
**Host Facility**

12 – 4 p.m.

Tournament Lunch  
**Host Facility**

4:30 p.m.

Awards Ceremony  
**Host Facility**

	Budget	Notes
<b>Income</b>		
Corporate Sponsorship	\$50,000	Title Sponsor (TBD)
Junior-Am Sponsors		Junior-Am Teams
<b>TOTAL INCOME</b>	<b>\$50,000</b>	
<b>Expense</b>		
<b>Staff Expenses</b>		
Staff Food	\$2,980	
Staff Lodging	\$6,300	7 nights x \$150 per night x 6 rooms
Staff Travel	\$1,400	Estimated and includes gas, rentals, parking, mileage, flights
Support Staff	\$4,000	Estimated based on a 60 hour week for intern team
<b>Total Staff Expenses</b>	<b>\$14,680</b>	
<b>Site Fees</b>		
Tournament	\$5,000	Tournament Site Fees (Inclusive)
Qualifier	\$1,500	Qualifier Fee (Inclusive)
<b>Total Site Fees</b>	<b>\$6,500</b>	
<b>Junior-Am</b>		
Reception	\$2,250	Est \$15 per meal (Breakfast/Lunch or Lunch/Dinner). Includes staff & players (
Gifts	\$1,281	Includes Hats, Shirts, Awards
Junior-Am Application	\$100	\$100 if the event has a Junior-Am
Junior-Am Site Fees	\$1,875	3 player teams x 25 teams x \$25 per player= \$1,875
<b>Total Junior-Am</b>	<b>\$5,506</b>	
<b>Food &amp; Beverage</b>		
Tournament Cookout	\$4,680	Estimated \$20 all inclusive meal for players (78 players x 3 meals x \$20 = \$4,680)
Product & Ice	\$960	Estimated \$10 worth of ice and drinks per player for tournament
Volunteer Lunches	\$3,000	Estimated \$15 all inclusive boxed lunches (\$15 x 5 days x 40 volunteers)
<b>Total Food &amp; Beverage</b>	<b>\$8,640</b>	
<b>Awards</b>		
Qualifier & Tournament	\$774	
<b>Total Awards</b>	<b>\$774</b>	
<b>Gifts</b>		
Player Gifts	\$3,357	Addidas Golf Shirt, TaylorMade Golf Balls, Imperial Hat, McArthur Towels, spe
Volunteer Gifts	\$765	
<b>Total Gifts</b>	<b>\$4,122</b>	
<b>Other Expenses</b>		
Scoreboard	\$300	If scoreboard is used, \$300. Can use other options
Laundry	\$120	Estimated \$10 per person for laundry
Activities	\$200	For staff during tournament week
Fixed Operation Costs	\$2,370	Photography, Clipping, Equipment & Supplies, Printing, Scorecards
Other Operation Costs	\$1,000	Signage (\$1000 estimate), Extra printing, Equipment Rental
Medical Attendant	\$1,500	Estimated cost of \$300 per day
<b>Total Tournament Operations</b>	<b>\$5,490</b>	
<b>TOTAL TOURNAMENT EXPENSES</b>	<b>\$45,712</b>	
<b>Gross Proceeds</b>		
ACE Grant (50%)	\$2,144	
Local Charities (50%)	\$2,144	

### Project Zero

Staff Food	\$2,980	<i>These are areas where we can save on the tournament budget</i>
Staff Lodging	\$6,300	
Staff Auto	\$1,400	
Product & Ice	\$960	
Laundry	\$120	
Activities	\$200	
Medical Attendant	\$1,500	

**TOTAL PROJECT ZERO ITEMS** \$13,460

### Other Areas to Reduce Expenses

Reception	\$2,250	* Pending approval from club
Tournament Cookout	\$4,680	* Pending approval from club
Volunteer Lunches	\$3,000	* Pending approval from club
<b>TOTAL OTHER AREAS TO REDUCE</b>	<b>\$9,930</b>	