



# PALM BEACH COUNTY GOLF ASSOCIATION

SERVING GOLFERS SINCE 1976

## PALM BEACH COUNTY GOLF ASSOCIATION MARKETING REACH FACT SHEET

The Palm Beach County Golf Association is a 501(c)(3) nonprofit organization comprised of amateur golfers with a two-fold mission and purpose:

First, we conduct 20 tournaments per year. Our championships are the best of their kind anywhere and we strive to make them enjoyable for everyone. Second, we are committed to providing college scholarships to deserving and worthy students throughout our community. We are very proud of the fact that our efforts have made a difference in the lives of over 185+ local students. Through the generous support of our membership and tournament sponsors, the PBCGA Scholarship Fund continues to make an impact within our community.

The PBCGA has approximately 700 players annually in which 450+ players are dues paid members that compete in an average of 3 events each season. The average Handicap Index of the membership is 3.5. The reach of the PBCGA distribution list is 2,500 + contacts including but not limited to: past members, host facilities (private country clubs and public courses), golf PGA Professionals, South Florida PGA juniors, local media outlets, South Florida organizations, donors and tournament supporters.

Geographically, the expanse of the PBCGA extends beyond Palm Beach County with host facilities as far North as Vero Beach on the east coast, to Wellington/Loxahatchee on the west coast and south through Boca Raton into Miami. The members of the PBCGA extend throughout all South Florida.

The PBCGA is your avenue for reaching the most influential age and gender group in not only golf but the household. *97% of patrons are male head of household.*

Founded by local business leaders in 1976 and continues to be a cornerstone to the many excellent golfers residing in greater South Florida. The membership continues to grow and bring together many influential leaders in our local business and golf community.

### Key Points:

- 501(c)(3) Non-profit organization
- 700+ Patrons with a reach of 2,500 + Newsletter Subscribers
- 20+ Events (March – November)
- Counties incorporated in boundaries – Broward, Palm Beach, Martin, St. Lucie, Indian River
- Repeat Host Facilities: Admirals Cove, Jonathan's Landing, Lost Tree, The Bears Club, Trump National Jupiter, Pine Tree, Quail Ridge, Old Marsh, BallenIsles, Banyan Golf Course, Emerald Dunes, PGA Golf Club, Turtle Creek, Hobe Sound Golf Club, McArthur Golf Club, Quail Valley, Mayacoo Lakes, Ibis, Bear Lakes, The Park West Palm, North Palm Beach CC, Hammock Creek, and Abacoa Golf Club
- Current tournament title sponsors include Tiger Woods, Nick Price, Barbara and Jack Nicklaus, PGA of America, The PGA Tour, Imperial, Charles Schwab, First Tee, The Arrigo Family, The Rooney Family, The PGA of America (South Florida Section) and many others.



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## Member Classifications:

- Junior (8-18)
- Open (49 & younger)
- Senior (50-59)
- Super Senior (60+)
- Legends (70+)
- Professional

## PBCGA Membership Age Breakdown

47% (21-49)

30% (50-59)

20% (60+)

3% (Junior Golfers)

In addition to the PBCGA annual members, the PBCGA co-operates the Nicklaus Junior Championship with the South Florida PGA Section. With 158 additional golfers ages (10-18) and parents, this event provides avid junior golfers with an opportunity to obtain a nationally ranked championship during the summer month.

## Additional Tournament Reach:

First Rate Host Facilities (90% of venues are private golf and country clubs)

PGA Professionals throughout South Florida

Country Club Members and Resort Patrons

Club Membership and Event Directors

Foundational Supporters

Parents and Families of Junior Golfers

TV, Print, and Radio Media

Coaches, Athletic Trainers, and Equipment Manufactures

Training Facilities, Club Fitters and Retail

Volunteers

## Extended Reach via Sponsors and Local Partner Organizations

South Florida PGA

The First Tee

Take Stock in Children

Global Golf Sales

Morell Studios

Winston Collection

STITCH® Golf Gear

Imperial Headwear

PGA Tour Super Store

USGA & State Golf Associations