

NEW HAMPSHIRE GOLF ASSOCIATION

SERVING AMATEUR GOLF IN THE GRANITE STATE SINCE 1905

@NewHampshireGA

membership@nhgolf.com



2024 MEDIA KIT

ABOUT THE NHGA



The New Hampshire Golf Association (NHGA) was established in 1905 to promote, protect, and preserve the game of golf in New Hampshire. The NHGA includes 100 member clubs and 23,000 individual member golfers.

The NHGA conducts more than 15 Championships each year for men and women, including the New Hampshire Amateur Championship and New Hampshire Women's Amateur Championship. While our Championships are a valuable part of what we do, the NHGA also offers a variety of services to our members and member clubs.

NHGA Services

- GHIN Handicap Service
- Tournaments
- Rules of Golf Interpretation & Seminars
- Course Rating & Measuring
- New Hampshire Junior Golf Tour
- Amateur Status Reinstatement
- NHGA eRevision

In 1998, the NHGA began administering the NHGA Junior Golf Tour for the benefit of junior golfers throughout the state. The NHGA organizes and conducts high-quality, affordable competitions for junior golfers of varying skill levels in New Hampshire. Our junior program continually emphasizes the values of the game of golf, including integrity, honesty, and personal responsibility. Alumni of our junior program have gone on to play college golf in New Hampshire and across the country.

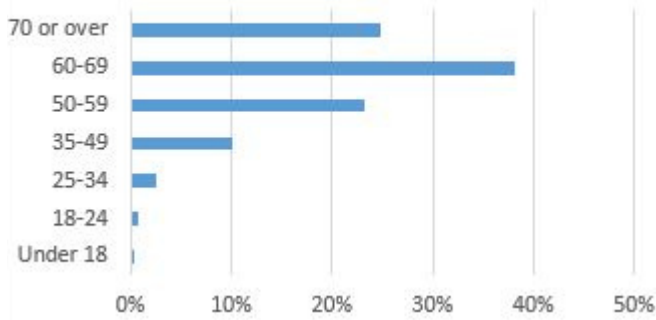
The NHGA actively cooperates with the United States Golf Association, PGA of America, and International Association of Golf Administrators on a national level. Closer to home, we work with the NH Chapter of the New England PGA, NEGCOA, GCSA of New England, Profile Senior Golfers' Association, and NHSGA to promote and grow the game of golf in New Hampshire.

We encourage anyone who would like to assist the NHGA in our effort to promote, protect, and preserve the game of golf for this and future generations to become a member of the Association. Please visit an NHGA member club or visit us online to set up a handicap and become a member.

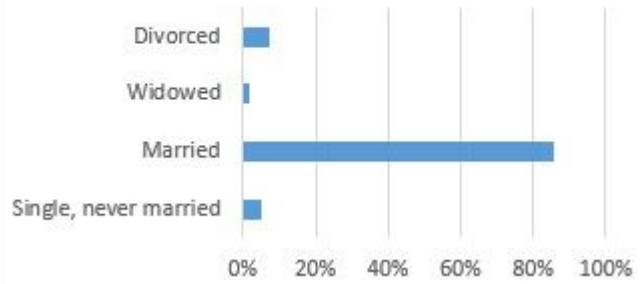
NHGA MEMBER DEMOGRAPHICS



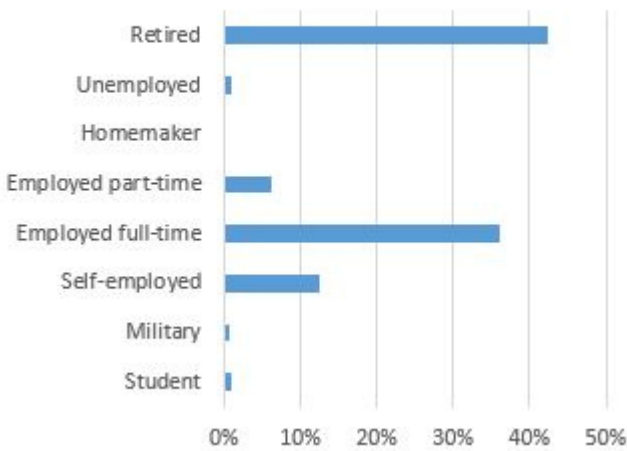
Age



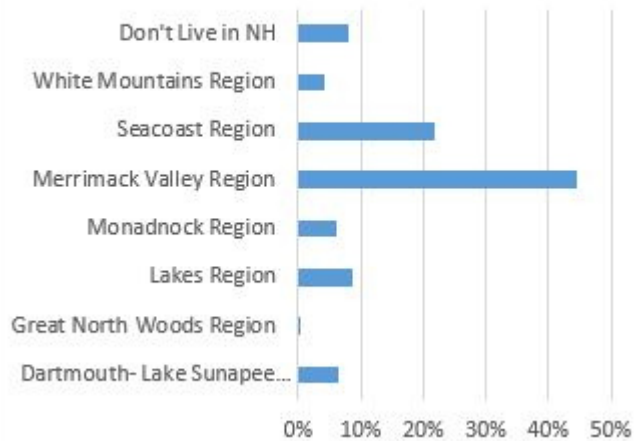
Marital Status



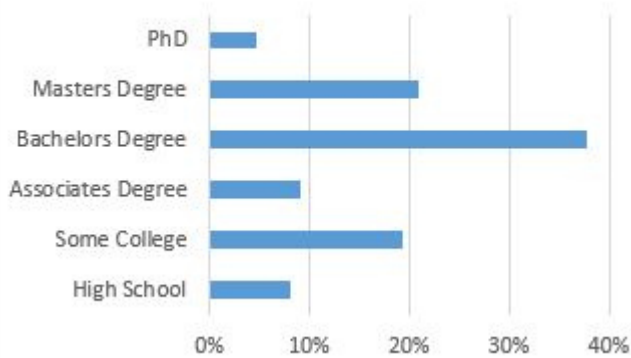
Employment Status



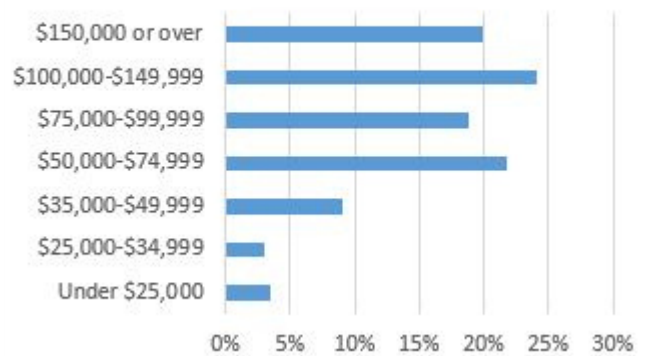
Region of Living



Education Level



Income Level



SPONSORSHIP & ADVERTISING OPPORTUNITIES



Sponsors and advertisers with the NHGA will be able to engage the NHGA's 23,000 individual members. These individuals are affluent and educated consumers. Our members frequently travel, dine out, and purchase luxury goods. The NHGA offers advertising through electronic communication, social media, and tournament sponsorships. We are also willing to work with individual companies and vendors on finding the right fit for your needs.

COMMUNICATION TOOLS

NHGA Website – www.nhgolfassociation.org

eRevision Email

Sent to over 21,000 handicap holders twice a month.

Dedicated eBlast Emails

Sent to our handicap holders and those who receive our eNewsletter. Emails are sent once a month with a custom message.

GHIN Mobile App

NHGA Social Media Accounts

Facebook, Twitter & Instagram have around 2,700+ followers.



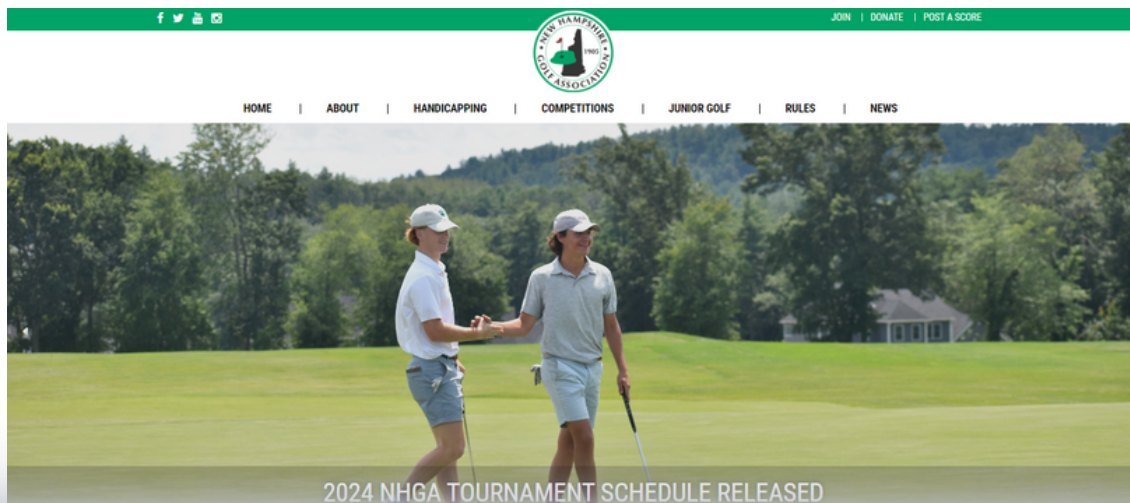
NHGA WEBSITE



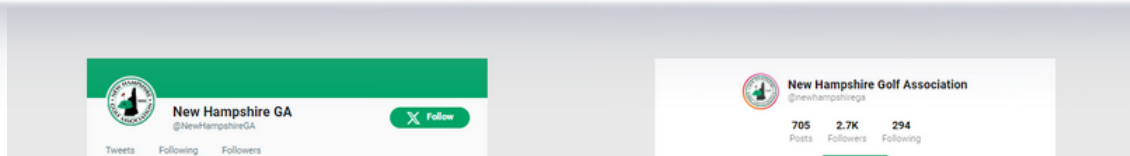
The New Hampshire Golf Association website, www.nhgolfassociation.org, is the number one source for golf in the state of New Hampshire. We receive thousands of unique hits each month and golfers from around the State and New England visit our site for information on tournaments, handicapping, the Rules of Golf and much more.

Dedicated ads on our website are posted for 30 days and all of our sponsors and partners receive a spot in our scrolling sponsor banner at the bottom of our page.

Position	Size of Ad (WxH)	Rate/Month
Scrolling Sponsor Bar	Varies	\$250



PARTNERS



CHAMPIONSHIP SPONSORSHIPS



The NHGA proudly administers more than fifty tournaments during the season. We offer different levels for our tournament sponsorships, including a title sponsor, presenting, and supporting sponsor levels. If you choose to sponsor an event, your logo and information will be presented prominently on the tournament information page, all printed and electronic materials sent out to players, signage/banners at tournament site, and results sites.

Tournament Demographics

- 1,300 unique golfers in 2023
- 400 junior players in 2023

Major NHGA Championships

New Hampshire State Amateur – The premier amateur golfing event in New Hampshire. 400+ players qualifying for 156 spots in the Championship proper. 64 players qualifying for match play. Event is covered by media outlets across the state, including WMUR.

New Hampshire Open – Event is open to amateur and professional players from across the country. 54-hole event with 156-player field.

New Hampshire Women's Amateur – This event attracts the top female amateur golfers across the Granite State, including those competing at the college level.

NHGA Junior Golf Tour – Our junior tour features over 15 events each year for boys and girls aged 10-17. Events are held throughout New Hampshire.

Various Other NHGA Events – The NHGA also offers various other events, including the NH Four-Ball, NH Women's Four Ball, NH Women's Mid-Amateur, NH Senior Championship, NHGA Amateur Tournament Series and NHGA Stroke Play Series

Single Championship Title Sponsorship - \$5,000

Many additional sponsorship levels/packages are available.



DEDICATED E-BLASTS



A dedicated eBlast is an email designed by your company that is distributed to our database of over 35,000 email addresses. This includes all of our GHIN handicap holders, as well as those that have signed up to receive information from the NHGA. These specially designed emails are sent out once a month and must include a special offer from your company for individuals on our mailing list. You will not share this ad space with any other company or advertisers. eBlasts are typically sent in our “off-weeks” when we are not sending out our eRevision emails.

Price per eBlast: \$2,000

(The NHGA reserves the right to approve all eBlast’s prior to distribution)

Having trouble viewing this email? [Click here](#)

An advertisement for Imperial Golf Club. The top section is dark green with the "Imperial" logo in white script, "SINCE 1916" in small white text below it, and "Save 20%" in large white serif font. Below the discount is the text "Use Discount Code: NHGAMEMBER18" in white. The bottom section shows three golf caps: a white one on the left, a dark grey one in the center, and a light grey one on the right. Each cap features the New Hampshire Golf Association logo. A red "SHOP NOW" button with a white shopping cart icon is at the bottom center.

E-REVISION EMAILS



Our eRevision emails are sent out to over 21,000 of our members twice a month. These emails average a 65% open rate over the course of the season. Emails include a revised handicap index for each member along with news and updates from the NHGA.

Position	Size of Ad (WxH)	Rate/Month
Sponsor Section	2000x250	\$250



New Hampshire Golf Association Newsletter

Happy Gilmore
GHIN Number: 2516827

01/18/2024 Index Information: **NH** HANDICAP INDEX
LOW HI: -

Inactive Season | November 15 - March 31

New Hampshire has entered the **inactive season** for score posting. What does this mean? It means that from now until March 31st, any scores shot at a New Hampshire golf course are not eligible to be posted to your scoring record in GHIN.



***If you are still playing in an area that is in the active season (i.e. Florida, Arizona), those scores are still eligible to be posted. Please be in touch with your home club to ensure your handicap remains active throughout the winter months.**

GENERAL NEWS & UPDATES

World Handicap System

The 2021 WHS changes are now in effect! The winter months are the perfect opportunity to become more familiar with these changes, here are a few resources to review:

- [WHS 2021 Revision Hub](#)
- [3 Key Changes for 2021](#)
- [Treatment of 9-Hole Scores](#)

 **Make business growth a gimmie.** 

NHGA GHIN MOBILE APP



The NHGA offers our members the ability to post scores through our GHIN App, compatible with both iOS and Android devices. Players can enter scores, view stats, calculate their Course Handicap and view their handicap card through the App.

Position
Banner Ad

Size of Ad (WxH)
1920 x 800

Rate/Month
\$300



New Hampshire Golf Association

New Hampshire Golf Association
GHIN Number: [input field]

10.4
HANDICAP INDEX®
LOW H.I.: 9.8 (06/22/2023)

POST SCORE

Play with GPS/Games

Handicap Calculator

EXPLORE MORE

AiSMOKE
PRE-ORDER YOURS NOW!

Home Post Score Golfer Lookup Stats More

ELECTRONIC ADVERTISEMENT PACKAGES



Through the use of the NHGA website, eRevision emails, social media, and an extensive email list of our members, companies have the ability to advertise with the NHGA. Below are three Advertisement Packages available:

GOLD LEVEL | \$5,000

- 6-month banner ad on NHGA website
- 12-month placement in eRevision email | 21,000+ recipients
- 2 dedicated eBlasts to NHGA membership | 35,000+ recipients
- NHGA social media ad placement

SILVER LEVEL | \$3,500

- 3-month banner ad on NHGA website
- 6-month placement in eRevision email (May - October) | 21,000+ recipients
- 1 dedicated eBlast to NHGA membership | 35,000+ recipients
- NHGA social media ad placement (Facebook, Twitter & Instagram)

BRONZE LEVEL | \$2,500

- 1-month banner ad on NHGA website
- 1 dedicated eBlast to NHGA membership | 35,000+ recipients
- NHGA social media ad placement (Facebook, Twitter & Instagram)



**3,300+
followers**



**2,100+
followers**



**2,600+
followers**

NEW HAMPSHIRE OPEN SPONSORSHIP TIERS



The New Hampshire Open has quickly become one of the top State Open championships in the region, attracting talented professional and amateur golfers from around the country. Past champions of this tournament have gone on to compete among the best in the world.

**You can be a part of this elite championship event.
Below are three Sponsorship Packages to consider:**

PARTNER LEVEL | MINIMUM \$2,500 COMMITMENT

- Ability to set-up on-site at event
- Logo recognition at event
- Logo recognition on NHGA website, www.nhgolfassociation.org
- Sponsor recognition at NHGA Champions Dinner

SUPPORTING LEVEL | MINIMUM \$5,000 COMMITMENT

- Ability to set-up on-site at event
- Logo recognition at event
- Logo recognition on NHGA website, www.nhgolfassociation.org
- Logo/ad placement in three (3) months of NHGA eRevision & eNewsletter emails
- Sponsor recognition at NHGA Champions Dinner

TITLE SPONSOR | MINIMUM \$10,000 COMMITMENT

- Ability to set-up on-site at event
- Logo recognition at event
- Logo recognition on NHGA website, www.nhgolfassociation.org
- Logo/ad placement in six (6) months of NHGA eRevision & eNewsletters emails
- Two (2) dedicated eBlast emails sent to NHGA members
- Sponsor recognition at NHGA Champions Dinner
- Foursome at host tournament site
- Ability to access foursome at select NHGA Member facilities

MORE INFORMATION



All sponsorship and advertising inquiries should be sent to Executive Director, Matt Schmidt via email (mschmidt@nhgolf.com) or by phone at 603-219-0371.

Billing Policy – All payments are due upon receipt. Payments may be made via check, money order, or credit card.

Protection Clause of Publisher – All advertisers and/or their advertising agency(s) assume total and complete liability for the copy in their advertisements and warrant the same does not infringe on the trade- mark or copyright of others. The advertiser and/or agencies hold the publisher harmless from any and all liabilities and claims which may arise from such infringement and agrees to indemnify and to reimburse the publisher for any costs incurred by the publisher as a result of said infringement. Advertisers assume complete responsibility for copy and artistic content.

General Information – All advertisements are subject to the terms of the current rate card. New rate cards may be issued at any time and invalidate any prior rate cards. Publisher reserves the right to reject any advertisement they choose or request modifications to advertisements. Publisher reserves the right to place the word “advertisement” in any ad that resembles editorial matter. Cancellations must be made in writing and will not be accepted after closing dates for reservations. Space will be billed as reserved. Publisher’s liability is limited to the cost of the ad or portion thereof.

