

# Be a Preferred Place to Play For Golf's Best Customers

## Be a Part of the EWGA Golf Club Network

EWGA Golf Club Network facilities are leading the way in tapping into golf's best customers – women! By providing reduced fees for play, practice and/or instruction, Golf Club Network facilities earn the loyalty and patronage of a valuable and profitable customer base – EWGA members!

**EWGA Golf Club Network facilities are the preferred place to play for EWGA members seeking places to play locally or when traveling. These best customers – 20,000 of them – prefer to patronize those who support their organization and will bring to your business.**

**If you are near an existing EWGA Chapter and cultivate the relationship with the Chapter, you'll benefit from:**

- ❖ Increased rounds played
- ❖ Increased tournament income by hosting EWGA golf events
- ❖ Increased food & beverage income
- ❖ Increased merchandise sales by bringing women shoppers into your facility

**If you are not near an EWGA Chapter**, you will attract rounds played by EWGA members traveling for business or pleasure, you'll be considered to host EWGA events, and you are in position to assist us in starting a EWGA Chapter if you so desire.

***By Taking Advantage of this Affordable Opportunity, You Will Receive:***

- ❖ Inclusion in online directories ([www.ewga.com](http://www.ewga.com)), including exchanged website links
- ❖ Discounted print and web-based advertising opportunities
- ❖ Special consideration as host sites for EWGA events and tournaments
- ❖ Promotion to EWGA members and Chapter volunteer leaders in regularly scheduled email blasts
- ❖ **NEW: The opportunity for your Golf Professional to be included in EWGA's Golf PROMotion to promote his/her teaching services**

***EWGA members are golf's best customers:***

- ❖ 69% are Avid golfers, playing 25 or more rounds per year
- ❖ They average 32 rounds and \$5,000/year in spending on golf activities, merchandise and golf-related travel
- ❖ EWGA attracts new golfers into the game which is good for your business: New golfers who entered the game through EWGA averaged 17 rounds and spent an average of almost \$3,000 on golf activities, merchandise and golf-related travel
- ❖ Each EWGA Chapter generates more than \$603,000 in golf-related spending in their community. With over 120 Chapters Association-wide, EWGA represents economic clout to the tune of more than \$75 million annually to the golf industry economy

*(Results from 2008 EWGA Participation Survey conducted by The PGA of America)*

## It's Easy and Affordable To Join the EWGA Golf Club Network

1. Fill out the EWGA Golf Club Network (GCN) agreement provided on the next page
2. Clearly detail the reduced pricing you will offer to EWGA members
  - Agree to provide a minimum of a 10% price reduction on greens fees, practice range use and/or instruction. Specify any time restrictions or exclusions that will apply
  - Detail any other optional benefits to be offered (pro shop, food and beverage, equipment, etc.)
3. Send along your \$100 annual fee along with the completed GCN agreement to EWGA headquarters
4. Start participating in the EWGA Golf PROMotion



## EWGA Golf Club Network Agreement

Fill out all information exactly as you want your listing to appear in EWGA Member communications. Send along with \$100 fee to address shown below. **You must include a minimum of 10% discount on Greens Fees, Driving Range and/or Instruction to be considered.**

Facility Name:			
Street:			
City, State Zip:			
Phone:		Fax:	
Website:			
Head Professional:			
	Email:		
General Manager:			
	Email:		

Is your facility a:	<input type="checkbox"/> Golf Course	<input type="checkbox"/> Driving Range or Other				
Is the facility :	<input type="checkbox"/> Daily Fee	<input type="checkbox"/> Private	<input type="checkbox"/> Resort	<input type="checkbox"/> Municipal		
Total number of holes?	<input type="checkbox"/> 9	<input type="checkbox"/> 18	<input type="checkbox"/> 27	<input type="checkbox"/> 36	<input type="checkbox"/> 45	<input type="checkbox"/> 54 or more
Number of tees with official ratings for women?	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 or more		

Please provide us with the following information for each set of tees rated for women.		
Tee Description/Color	Slope & Rating	Total Length



## EWGA Golf Club Network Agreement (Cont.)

List all pricing benefits your facility will offer and include any restrictions or exclusions. <b>You must include a minimum of 10% discount on Greens Fees, Driving Range and/or Instruction to be considered.</b>	
Greens Fees:	
Driving Range:	
Instruction:	
Other (i.e. pro shop, food and beverage, equipment etc.):	

### EWGA Golf Club Network Agreement

1. This contract shall be in effect for one year for an annual \$100 fee.
2. The Golf Facility agrees to provide the above services and discounts to all EWGA members upon presentation of a current EWGA membership card.
3. EWGA agrees to list the Golf Facility as a participant in the EWGA Golf Club Network in EWGA member communications, including the EWGA web site, and a link to the Golf Facility's web page. EWGA also agrees to allow the Golf Facility to display a link to EWGA web site which will identify the facility as a member of the EWGA Golf Club Network.
4. EWGA agrees to promote Golf Facility by directing inquiries from individuals and/or EWGA Chapters in the facility's geographic area.
5. Any use of the EWGA name or logo shall first require the express written permission of the EWGA.
6. Failure to adhere to any of the above stipulations by either EWGA or the Golf Facility may result in the cancellation of this agreement. Cancellation may be at any time following a 30 day written notice. No refunds will be provided.

\_\_\_ YES, we agree to the above statements and have included our annual \$100 fee (check or credit card).

\$100 Check payable to EWGA enclosed **OR** Please charge \$100 fee to:  American Express  Visa  MasterCard

Cardholder Name as it appears on card (please print): \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Date: \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Exp. Date(MM/YR): \_\_\_\_\_ SEC (Security Code) \_\_\_\_\_

Submitted by (please print): \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please submit Golf Club Network Agreement with payment to: EWGA Headquarters**  
 300 Avenue of the Champions, Suite 140 ❖ Palm Beach Gardens, FL 33418-3615  
 Phone: (561) 691-0096 ❖ Fax: (561) 691-0012 ❖ E-mail: [rebecca.kravitz@ewga.com](mailto:rebecca.kravitz@ewga.com)



**EWGA's Golf PROMotion  
for LPGA & PGA Teaching Professionals**

Please provide the requested information and we will promote you and your business on EWGA.com and MyEWGA.com.

<b>Personal Information</b>	
Full name	
Job Title	
PGA or LPGA Affiliation	
Business Name	
Business Website	
Address	
City, State, Zip	
Daytime phone number	
E-mail address	
<b>Let's Get to Know You...</b>	
How long have you been a golf professional?	
Is your teaching focused on beginners, intermediate or advanced golfers? All the above?	
What lesson packages do you offer?	
Additional information you would like to share...	
Do you work with the EWGA in your area? <i>List Name of Chapter(s)</i>	
Would you like to submit a 2-3 min. instructional video to appear on EWGA.com?	
Is your facility a member of EWGA's Golf Club Network?	

*By completion and submission of this form, you give the EWGA permission to list the aforementioned information on both EWGA.com (public site) and MyEWGA.com (member site). Conversely, you agree to support the mission of the EWGA of "connecting women to learn, play and enjoy golf for business and for fun" and agree to provide EWGA information at your facility.*

Please send completed form via fax: (866) 344-7432 or  
email: [golfprograms@myewga.com](mailto:golfprograms@myewga.com) - attention to **EWGA Golf PROMotion**