



*Developing Golf's
Next Generation*

TITLE SPONSOR

ROLEX

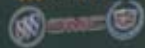


PRESENTING SPONSOR

HARGRAY

SPONSORS

Hilton Head
AUTOMOTIVE



Long Cove Club

SPENCE &



PARTNERSHIP OPPORTUNITIES

BECOMING A SPONSOR

The American Junior Golf Association invites you to experience the enormous sales and marketing opportunities presented by becoming an AJGA partner.

- The collective assets and marketing strength of the AJGA have been combined to benefit our partners. The AJGA's events, database of loyal members and stakeholders, recognition and sales rights all unite to maximize impact.
- The AJGA partnership program puts sponsors front and center in a meaningful and memorable fashion. An AJGA partnership delivers a strategic alliance:

Prestige – Alignment with the proven AJGA brand and reputation. Move product and carry your message effectively. Blue-chip corporations such as Titleist, Rolex, Polo Ralph Lauren and HP, as well as community business leaders invest in the AJGA for its reputation, unparalleled access and demonstrated success.

Turn-Key Events – Leverage grassroots exposure and unparalleled positioning at around 90 events annually.

Targeted Audiences – Access the AJGA's membership, loyal parents, affluent business leaders and community golf enthusiasts.

Relevant Marketing Platforms– Reach customers and prospects face-to-face in meaningful, memorable ways.

OFFICIAL PARTNERS

As the AJGA's backbone of supporters, the Official Partner program is limited to 10 companies which receive non-industry category exclusivity, become the title sponsor of an AJGA invitational and are recognized at each tournament.

TOURNAMENT TITLE PARTNERS

Over 50 companies individually sponsor AJGA events. Benefits to tournament title sponsorship include naming rights, display and sampling, prominent signage and branding on the AJGA website, event gifts and collateral.

TOURNAMENT PARTNERS

Tournament Partners provide support to individual events and receive exposure and visibility at a minimal cost. Tournament Partners sponsor a tournament component (tournament cookout, hospitality, etc.) and where applicable, receive teams to play in the Junior-Am fundraising event.

TOURNAMENT SUPPLIERS

To generate brand awareness and recognition, Suppliers donate a minimum of 100 items for Junior-Am prizes.

For more, contact Chief Business Officer Jason Etzen (jetzen@ajga.org) at 770-868-4200 ext. 1746.