



**PGA**  
Michigan Section

## **Spring Meeting Northern Chapter Notes March 21<sup>st</sup>-22<sup>nd</sup>**

The NMPGA had an active off season with a many virtual meetings being held. Below are some highlighted items we discussed and put into action.

### **Sponsorship Dollars**

The NMPGA has always put the burden on the host golf professional to acquire \$1,600 in sponsorship dollars to host an event. This can be a struggle for the host site to raise these funds, especially when they are blocking their course off for an event at a low rate. We are looking to take some of this off the host courses shoulders by lessening the required dollars. This has not gone as planned but we are not giving up and will be putting our plan in action for 2022. We are also looking at adding a Sponsorship Chair to our BOD's.

### **Tournament Schedule**

This year our tournament schedule consists of 15 total events with 11 of those being Pro-Am's. Scott Wilson did a great job of adding a few new sites to our schedule.

### **Tournament Registration**

The NMPGA is going to follow suite with the other Chapters in our Section and do all registration online with the host professional making the tee times. If a request is to be made pertaining to a tee time, the professional can reach out to the host professional via email. This request can only be made after the professional has registered their team on Blue Golf.

### **Spring Meeting/Pro-Pro**

Our spring meeting will be held on Tuesday the 13<sup>th</sup> of April and done virtually. The following day we are still going to hold the Pro-Pro event at Arcadia (weather permitting). We hope to have a larger group due to playing earlier in the day for travel purposes and also because of the added perks that have been worked out. Each player for the same fee will receive a tee gift on behalf of Justin McNeil, a box lunch on behalf of Mike Dykema, and John Bissell donated \$500 in additional funds to go into the purse.

### **Charity Cup**

A new concept that Scott Wilson developed. The basic concept is to raise more funds for charity, we are in the day and age where there are many that can benefit. We have different zones within our Chapter set up and we would compete by participation points to see which region would get to distribute the funds. Hit a small roadblock with the PGA and Charity contributions. This concept is not going away but tabled until this next offseason.

### **Personal Sponsorship**

After the larger sponsorships and charity cup did not go as planned, we are going to try a new strategy. Below is a letter we are going to send out to our body that will indicate our goals. We feel that this can directly impact our membership along with host sites and participation equally.

NMPGA Members,

It's no secret that 2020 and even the start of 2021 has been a challenge for many people. Realizing the hard times that many people have endured has led your leadership to think outside the box in regard to sponsorship contributions.

We are asking that each member of the NMPGA solicits \$500 in sponsorship for NMPGA schedule. We would like to market this as sponsoring yourself in the tournament series. The goal for this initiative is to first take some



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illness off our host sites by reducing their commitment to raise sponsorship dollars on their own, which is difficult especially when they are giving up their golf course for a day. Second, increase the team purse for every individual pro-am. And finally adding to the Chapter Championship purse at the end of the year that is scheduled at Treetops for 2021. Thanks so much to Kevin McKinley and staff for hosting.

By collecting \$500, here are the details of benefits for you and our chapter.

- 1) You're playing permit will be paid for the 2021 season. You will receive these funds back at the end of the year when payout for the Chapter Championship takes place. If you do not play in the Chapter Championship, it will still be paid out at that time.
- 2) One additional participation point. This can help your minimum requirement for playing in the Chapter Championship, but it also helps your entry fee, since our entry fee is tiered based off the amount of points you have.
- 3) The funds from each \$500 sponsorship will be split evenly between the chapter championship purse, each individual pro-am purse, and sponsorship for each pro-am site.

Imagine the impact of even 20 of our members doing this. Taking the \$500 collected, minus the playing permit we would have an additional \$7,600 on top of the money already allocated from each Pro-Am.

To assist with how to sell this to business owners, family members, and club members we have provided a few ideas below.

- 1) Offer a free half hour or hour lesson for a \$100 donation
- 2) If you're able to, give a round of golf to visit your club. If the donation were made by a member, they would receive a free guest round
- 3) All donors will be recognized at the end of the year by the NMPGA at the Chapter Championship.

Thanks so much for your support with this new venture. Please see the attached sponsor form that will need to be submitted to the Michigan PGA section office. This form can be used for player sponsorship as well as any major sponsor for pro-ams, Chris Cheney Shoot-Out, and Chapter Championship.

If you have any questions, please contact any board member,

President: Jon Conklin, Bucks Run

Vice President: Casey Powers, Boyne Resorts

Secretary: Scott Ashley, Lakeside Links

Tournament Chair: Scott Wilson, Bay Meadows Family Golf Course