



MICHIGAN

2024 PARTNER  
OPPORTUNITIES



**MICHIGAN**

# **PARTNER WITH US!**

The Michigan PGA offers advertisers the unique opportunity to increase their visibility, brand awareness and site traffic by offering a range of advertising and sponsorship opportunities.

**Maximize your digital reach to 800+ Michigan PGA Members & Associates with:**

- Premium event & education sponsorship packages (starting at \$2,500)
- Exclusive email blasts to our PGA Members & Associates
- Your logo & link on the MichiganPGA.com Partner page
- Featured digital ads on the MichiganPGA.com Sales Rep & Company Directory page
- Social media mentions (Facebook, Twitter & Instagram)
- Bi-weekly eNews article
- Individual sales representative and company listings in our digital website directories

**For more information contact:**

Madi Guilmette  
Communications Coordinator  
mguilmette@michiganpga.com  
517.885.3286



MICHIGAN

# DIGITAL DIRECTORY OPTIONS

## MARKETING PERFORMANCE

2023



4K Followers  
17K Average Reach



2.2K Followers  
7K Average Reach



1.2K Followers  
1.4K Average Reach

66%

Average E-News  
Opens

7.6%

Average E-News  
Click

Average Partner  
Email Blasts  
Opens

57%

Average Partner  
Email Blasts  
Clicks

2.0%

**Featured Full Page**  
Digital Directory Ad  
(more details on page 4)  
\$2,000

**Half Page**  
Digital Directory Ad  
(more details on page 4)  
\$1,000

**Individual Sales Rep & Company**  
Digital Directory Listing  
\$100

**Companies with Multiple Sales Reps**  
Digital Directory Listing  
\$80/per sales rep

**Event, Education & Tournament Sponsors**  
Digital Directory Listing  
Complimentary

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**PAYMENT— Pay online or send a check.**

Due to PCI Compliance (secure handling of credit card information)  
no credit card information can be manually entered by staff into the  
computer system.

### CHECK PAYMENTS

**Make checks payable to:**  
Michigan Section PGA

**Mail to:**  
Michigan Section PGA  
PO Box 4399

[Click Here to Pay](#)

MICHIGAN SECTION PGA

PO Box 4399 | East Lansing, MI 48826

Contact: Madi Guilmette | [mguilmette@michiganpga.com](mailto:mguilmette@michiganpga.com) | 517.885.3286



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# 2024 DIGITAL DIRECTORY ADS

## **\$2,000 — Full Page Ad** (12 columns wide)

Top premium ad placement for one year on the Sales Rep or Company Listing website pages. Ad links to your website. (2 available)

## **\$1,000 — Half Page Ad** (6 columns wide)

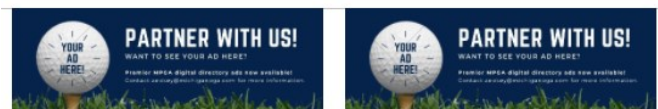
Ad placement under the 2024 Directory Partner Sponsor Bar for one year on the Sales Rep or Company Listing website pages. Ad links to your website. (4 available)

### All Digital Directory Ads Include:

- (2) Exclusive email blasts directly to our 800+ Members & Associates.
- (1) MPGA eNews article with a link to your website or landing page.
- Sales Rep and Company listings in our Digital Directories.
- Your logo & link listed as a Bronze Section Partner on the MichiganPGA.com Partner Page
- Your logo & link on the Sales Rep and Company Listing 2024 Directory Sponsor bar.



### 2021 Directory Partners



### Sales Rep Directory

Peter Allen Jr.  
3794 Gullwood Dr  
Commerce Twp, MI 48382  
P: 800.738.3767  
petersallenj2010@comcast.net

Brandon Anderson  
9265 Sand Pointe Dr  
Whitmore Lake, MI 48189  
C: 734.276.3541  
brandon.anderson@calleygolf.com

MICHIGAN SECTION PGA

PO Box 4399 | East Lansing, MI 48826

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<b>2024 Partner Options At-a-Glance</b>	<b>Sales Rep &amp; Company Listing in MichiganPGA.com Digital Directory</b>	<b>Your logo on the MichiganPGA.com Partner Page -links to your website</b>	<b>Two Emails from you to Michigan PGA Members (New product, video demo, special promotion, etc.)</b>	<b>Onsite Event or Meeting Presence</b>
<b>TOURNAMENT EVENT OR MEETING SPONSOR</b>  <b>\$2,500+</b>  Onsite event presence  Pre & post event publicity for all Section communications (email, eNews, social media, website news, Michigan PGA App event page)  Invite to Sponsor's Outing AND MORE!	◆	◆	◆	◆
<b>FULL PAGE AD- WEBSITE DIGITAL DIRECTORY</b>  <b>\$2,000</b>  Top premium digital ad placement on Sales Rep or Company Listings pages that links to your website.  12 columns wide, full color ad	◆	◆	◆	
<b>HALF PAGE AD- WEBSITE DIGITAL DIRECTORY</b>  <b>\$1,000</b>  Ad placement under the 2024 Partner Sponsor Bar that links to your website.  6 columns wide, full color ad	◆	◆	◆	
<b>INDIVIDUAL SALES REP LISTING ONLY</b>  <b>\$100</b>	◆			
<b>INDIVIDUAL SALES REP LISTING ONLY-</b> <i>Part of Multiple Sales Rep Listing</i> <b>\$80</b>	◆			