

Met PGA Public Relations Committee Report

New Email Platform

The Met PGA will be switching its email service platform from *Blue Golf* to *Act-On*. The move will improve our communications and data management efforts throughout the Met PGA. With *Act-On* we will be able to create a better experience for the PGA Membership by streamlining our communications platforms, allowing us to better manage our social media, and by providing data and metric tracking for our email communications. The ability to track email open and click-through rates will provide valuable insight for our partners and sponsors. With this information we can better assess the efficacy of our email marketing efforts and continually evolve our content to best suit the needs of our partners and sponsors as well as our membership.

Partner / Sponsor Engagement

The partners and sponsors of the Metropolitan PGA are the oil that makes the golf machine operate smoothly. The dollars brought in by their partnership enables the Met PGA to run the ample tournaments, educational seminars, meetings, outreach initiatives, and dozens of other events that it does year-over-year. This partnership, however, is not a one-way street.

Our partners and sponsors enter into an agreement with us so that they can interact and engage with the PGA Professionals of the Metropolitan section. The idea is simple, companies partner with and sponsor the Met PGA, and in return they have the opportunity to speak to our golf pros, get their products into golf shops around the Met Section, and increase their visibility. This quid-pro-quo relationship is what makes everything the Met PGA does possible. This relationship is also contingent upon the willing participation of the section professionals.

Our partners and sponsors are looking for three things from our relationship: visibility, sales opportunities, and appreciation. They want to be seen by not just our membership, but also by the membership at your clubs. Something as small as tagging a partner or sponsor in a social media shout out, or retweeting and sharing a product online that you genuinely find cool or interesting is all it takes. What you share is seen by hundreds of golf enthusiasts throughout the metropolitan area. The collective power of the Met PGA professionals is enough to spread the word to thousands of weekend golfers across the section. This visibility leads to increased brand awareness for our sponsors, and increased demand for those products in your shops.

Our partners are also looking for sales opportunities. The Met Section professionals are not being asked to purchase exclusively from our partners, nor are you expected to. A golf professional needs to purchase what makes sense for their membership and their golf shop. That's good business. What our partners seek is simply the opportunity to show you their brands, how that could benefit your shop and membership, and to forge a personal and professional relationship with you. This is as simple as returning phone

calls, entertaining meetings, viewing catalogs, giving feedback on products, and explaining your position and the circumstances of your club to our partners. That is also good business.

The final piece of the puzzle is appreciation. The sponsorship provided by those who partner with us is essential to how our section functions. Thank you notes, a thank you via social media or an email goes such a long way in building long-lasting, healthy professional relationships. Those relationships directly benefit you as a golf professional.

It is our goal as a section this year to strengthen the relationships we have with our partners and sponsors, as well as forge new ones. To do that, we require the participation of our professionals so that we can better serve your needs and grow the game.

Partners and Sponsors Social Media Handles

Below is a list of our partners and sponsors, as well as their social media handles. We encourage the Met Section pros to engage with our partners and sponsors on twitter, visit their websites, view their products and brands, and see if it makes sense to have these products in your golf shop. Visibility, sales opportunities, and appreciation can be as simple as a short Facebook post or a 140-character tweet.

Partner/Sponsor	Twitter Handle	Facebook Handle
Ahead	@AheadUSA	@AheadUSA
Anheuser Busch	@AnheuserBusch	@AnheuserBusch
Associates Golf Car Service	@ClucbCarLLC	@ClucbCarLLC
Avidia Bank	@AvidiaBank	@avidiaBank
Birdie Box	@BirdieBox	@birdiebox
Birdie Now		
Bushnell	@BushnellGolf	@BushnellGolf
Callaway	@CallawayGolf	@CallawayGolf
Carr Golf	@CarrGolfTravel	@CarrGolfTravel
Club Car	@ClubCarLLC	@ClubCarLLC
Cobra/Puma Golf	@CobraGolf / @PUMAgolf	@CobraGolf / @PUMAgolf
Columbia Sportswear	@Columbia1938	@ColumbiaSportswear
Cutter & Buck - Paul McManus	@CutterandBuck	@OfficialCutterBuck
Destinations Golf & Leisure		
Donald Ross Sportswear	@DonaldRossSport	@DonaldRossSport
Earth Networks	@EmpireCCasino	@empirecitycasino
Empire Casino	@EarthNetworks	@EarthNetworks
EPEC Golf	@epecgolf	@epecgolf
Evolve Golf	@evolvegolf	@evolvegolf
EY	@EYnews	@EY
EZ-GO	@EZGOvehicles	@4EZGO
Fairway Golf Car		
Fennec Golf/Martin Golf	@RickMartinGolf	@MartinGolfApparel
Go Club Golf		

Partner/Sponsor	Twitter Handle	Facebook Handle
Golf Life Navigators	@GolfLifeNav	@golflifenavigators
H4 Distribution		
Haas Jordan	@HaasJordanUMB	@HaasJordanUmbrellas
Heritage Creations	@heritageinusa	@heritagecreationsusa
J. Lindeberg	@JLindeberg_Golf	@jlindebergofficial
Jani-King	@JaniKingClean	@janiking
JBA Awards		
Kirk & Matz	@Kirk_Matz	@kirkmatzawards
Lenox Advisors	@nfp	@OneNFP
Lift 23	@uplift23	@lift23sock
Lincoln	@LincolnMotorCo	@Lincoln
Mastercard	@Mastercard	@MasterCardUS
Mercedes Benz	@MercedesBenz	@MercedesBenz
Michael Hebron		@NLGLive
Middleton Golf Group/Cleveland Srixon	@ClevelandGolf / @SrixonGolf	@ClevelandGolf / @Srixon
Mizuno	@Golf_Mizuno	@mizunogolf
Mohegan Sun	@MoheganSun	@mohegansun
Morell Studios	@MorellStudios	@morellstudios
National Car Rental	@NationalPro	@NationalCarRental
OMEGA	@omegawatches	@omega
Par Bar	@Parbargolf	@Parbargolf
Peter Millar	@petermillar	@petermillar
PGA National Resort & Spa	@PGANatl	@PGAResort
PGA Tour	@PGATOUR	@PGATour
PING	@PingTour	@PINGGolfFans
Polo	@RalphLauren	@RalphLauren
Punta Cana Resort & Club	@PUNTACANARESORT	@Puntacanaresortandclub
Streamsong Resort	@streamsong	@streamsongresort
Summit Brands - <i>Fairway & Greene, EP Pro, Zero Restriction</i>	@FairwayGreene / @EPNYGolf / @ZRGear	@fairwayandgreene / @zerorestriction
Sun Mountain	@SunMountainGolf	@SunMountainGolf
TaylorMade - Adidas - Ashworth - Adams	@TaylorMadeGolf / @adidasGolf / @ashworthGolf / @AdamsGolf	@TaylorMadeGolf / @adidasGolf / @ashworthGolf / @AdamsGolf
Terry Murphy		
Titleist/FootJoy	@Titleist / @FootJoy	@titleist / @footJoy
Traveling the Fairways	@ttfgolf	@travelingthefairways
Treiber Insurance		
UnderArmour	@UAGolf	@Underarmour
VPAR	@vpargolf	@VPARlivegolfscoring
Yamaha	@YamahaMotorUSA	@yamahamotorusa