

# AJGA TOURNAMENT HISTORY IN GENESSEE COUNTY

**THIS AJGA EVENT HAS BEEN CONDUCTED 38 TIMES IN GENESSEE COUNTY SINCE 1985**

- A Michigan native has won the last 11 male division events
  - Top players including current Professional Golfers: James Piot, Joey Garber, and Donnie Trosper
- **Mike Austin** from Burton won the 1997 event and **Willie Mack** won the 2006 event.
- Randy Wise has supported the event as the Title Sponsor since 2007 (18 years).
- This event has annually supported the Flint Junior Golf Association through tournament proceeds.



**PAULA CREAMER**  
WON THE EVENT IN  
**2001 AND 2022**



**PHIL MICKELSON**  
WON THE EVENT IN  
**1987 AND 1988**



**MORGAN PRESSEL**  
WON THE EVENT IN  
**2003**



# @AJGAGOLF

## DIGITAL OPPORTUNITIES

### POTENTIAL FOR EXPOSURE

- AJGA communications staff creates tournament activation plan
- AJGA communications staff is onsite to execute plan and promote event
- Inclusion in weekly member emails and specific event communications
- Social media coverage highlighting local area, golf course and sponsor
- Recognition on AJGA website and tournament page
- Website logo recognition with link to partner website
- Local and national media exposure via AJGA channels and industry outlets

### REACH

The AJGA social media channels have some of the highest interaction rates among golf industry accounts at junior, college and professional levels. The AJGA is active on virtually every media outlet.

# +207,000

## FOLLOWERS ON AJGA SOCIAL MEDIA CHANNELS



**5.5M**  
X Impressions



**8.5M**  
TikTok Reach



**6.5M**  
Instagram Reach



**483K**  
Facebook Page Reach



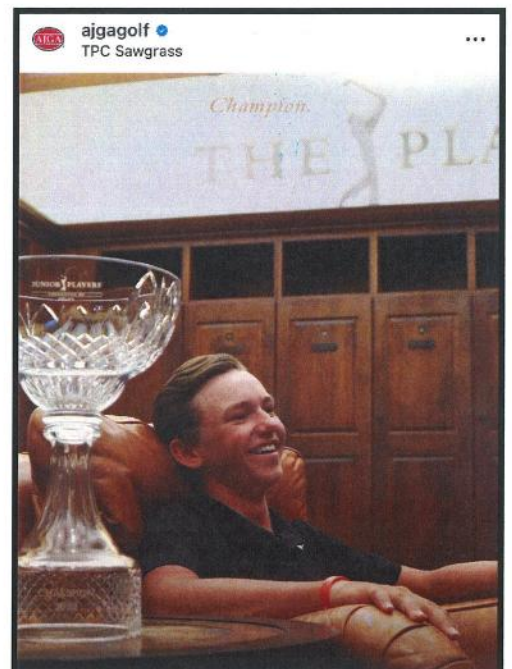
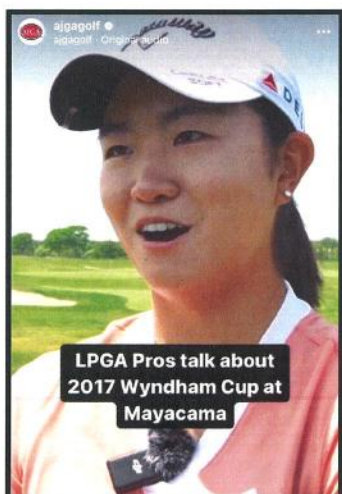
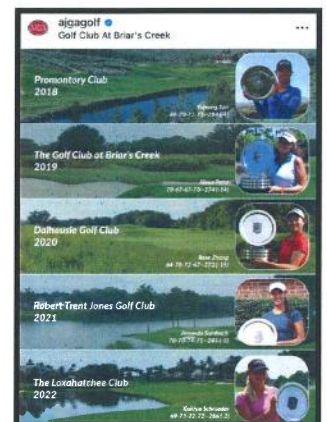
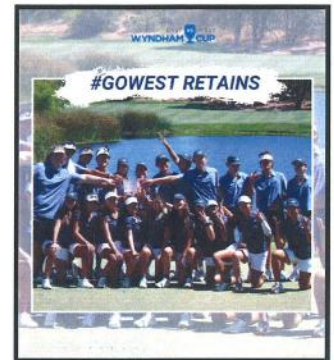
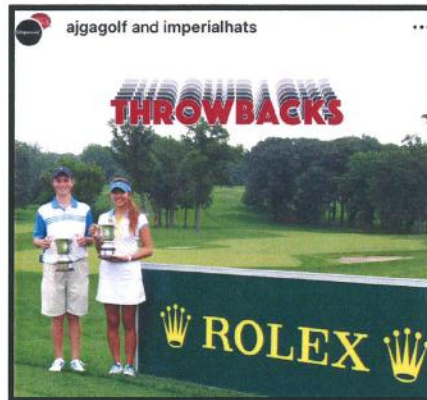
**6K**  
LinkedIn Page Views

**15M**  
Reels Views

# 13.5M

UNIQUE WEBSITE PAGE VISITS ON AJGA.ORG









# AMERICAN JUNIOR GOLF ASSOCIATION

## MISSION

Established in 1978, the AJGA is a 501(c)(3) nonprofit organization dedicated to the overall growth and development of young men and women who aspire to earn college golf scholarships through competitive junior golf.

## CHARACTER DEVELOPMENT

The AJGA has character development initiatives to ensure the personal development of golf's next generation.

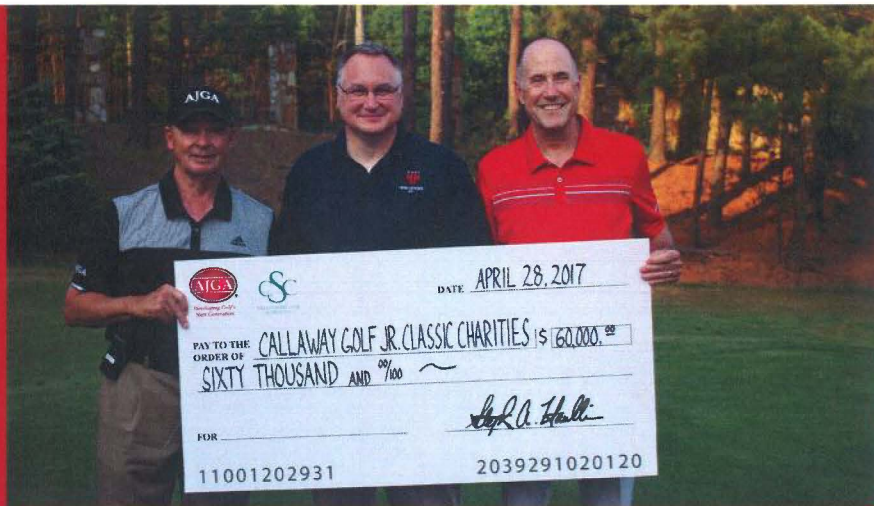
- Leadership Links program where juniors raise charity dollars for their communities
- Care for the Course program that teaches respect and appreciation for the host venue
- Handwritten Thank You Notes
- Junior-Am Participation: Learn networking skills with adults and public speaking
- Code of Conduct: Learn how to conduct themselves in a professional manner

## WHY SUPPORT THE AJGA?

- Tournament proceeds go toward charity
- 99% of members go to college
- More than \$25 million annually earned in college scholarships
- Business-to-business networking and corporate reputation enhancement
- Connect with the next generation of golfers, college students and future business leaders
- Positively impact local economy (estimated to be more than \$200,000 in economic impact per AJGA event)
- Provide entertainment and volunteer opportunities for employees and clients



Visit [ajga.org](http://ajga.org) to learn more.



# GENESEE COUNTY PRESENTING PARTNERSHIP OPPORTUNITY

## ON-SITE BENEFITS

- Event naming rights: Randy Wise Junior Open presented by Genesee County
  - Spring Meadows Country Club, August 11 - 15, 2024
- Two 3x5 banners displayed in prominent locations on the golf course, including starting tees
- Name or logo on all the following gift items for junior golfers
  - Tournament awards and towel
- Name on all tournament documents including results and recaps sent to media
- Ability to distribute product or setup a promotional display
- Hospitality opportunities in the Junior-Am Fundraising tournament (3 Teams – 12 people)
- On-site access to tournament participants, families, coaches, volunteers and other supporters
- Player meal sponsor

## DIGITAL BENEFITS

- Logo/link listed on:
  - Dedicated tournament website
  - TaylorMade | adidas Golf Live Scoring website (3 million views per year)
- Explore Flint/Genesee mentions across the AJGA's social media platforms (Facebook, Twitter, Instagram and TikTok)
  - Combined following of over 200,000+ unique individuals
- Logo/name in AJGA annual collateral

## INVESTMENT

Presenting Sponsor opportunity is available for \$15,000 per year for a requested three years.

