

WHO WE ARE



PGA

Carolinas Section



CAROLINAS SECTION OF THE PROFESSIONAL GOLFERS' ASSOCIATION

GREENSBORO, NORTH CAROLINA

WWW.CAROLINAS.PGA.COM



ABOUT THE CPGA

In May of 1923, a group of seventeen head and three assistant professionals joined hands at Greensboro Country Club and formed the Carolinas PGA Section of the Professional Golfers' Association. The PGA of America officially recognized the Carolinas Section in 1940, and since then the Carolinas Section has grown to be the largest of the PGA's forty-one sections, with more than 2,000 professional members. Our geographic territory embraces North and South Carolina as well as a small portion of southern Virginia, and we currently have PGA Members employed at more than 650 golf facilities in the Carolinas.

OUR MISSION

The Carolinas PGA is dedicated to nurturing and improving the quality of the game for the thousands of golfers using our member facilities. PGA Professionals are responsible for conducting a variety of golf-related functions that include golf shop merchandising, golf instruction, tournament operations, Junior golf programs, golf club repair, administering the Rules, public relations and much more. Because of this highly visible role at the facility, the PGA Professional has the unique ability to impact virtually every facet of the club's operation and the golfers playing at the facility. In short, the PGA professional is at the very pulse of the game.



**CONTINUING TO
IMPACT LIVES
THROUGH GOLF**



COMMUNITY

The PGA REACH Carolinas foundation is a 501(c)3 nonprofit organization and philanthropic arm of the Carolinas PGA Section. Our 2,000 members across North & South Carolina are committed to serving our communities and growing the game of golf through our three pillars - Youth, Military, and Diversity & Inclusion. Our overall goal is to make a positive impact on the lives of our youth, military veterans, and diverse populations through golf. Our Professionals support many community outreach programs, such as golf in schools and mentoring programs to diverse and underprivileged populations throughout the Carolinas.



PGA REACH Carolinas is the 501(c)(3) charitable foundation of the Carolinas PGA Section.

THE MISSION OF PGA REACH CAROLINAS

IS TO POSITIVELY IMPACT LIVES
THROUGH THE GAME OF GOLF

Youth

THE YOUTH PILLAR of PGA REACH Carolinas will ensure no child is forgotten and left to pursue golf on their own. Programs include Drive, Chip, & Putt, PGA Jr. League, PGA Junior Golf Camps and tournaments. Each program is overseen by PGA Professionals who will serve as positive role models and provide a fun and safe learning environment.

➡ *Through the youth programs of PGA REACH Carolinas we will have reached over 3,000 juniors in 2020.*



Military

PGA HOPE (Helping Our Patriots Everywhere) is the flagship military program of PGA REACH Carolinas. PGA HOPE is a rehabilitative program designed to introduce golf to veterans with disabilities in order to enhance their physical, mental, social and emotional well-being. Led by PGA Professionals, PGA HOPE has helped thousands of Veterans assimilate back into their communities through the social interaction the game of golf provides.

➡ *Since 2015, PGA HOPE Carolinas will impact over 1,000 veterans.*



Inclusion

INCLUSION is a core value of PGA REACH Carolinas and we embrace the spirit of differences. We are committed to ensuring inclusion resonates throughout our organization, the activities, programs, and business we conduct.

➡ *The Sunny Harris Hutchinson PGA WORKS Fellowship offers access to individuals from diverse backgrounds to gain experience in all facets of the golf industry through a 15 month fellowship.*



TOURNAMENTS

In its most highly visible role, the PGA and the 41 section offices across the country are responsible for conducting more than 2,000 professional and amateur tournaments annually. In the Carolinas Section alone, we conduct more than 200 tournaments each year and pay out \$1,000,000 in prize money.

TAR HEEL CUP MATCHES

- March 28-29
- River Landing CC - Wallace, NC
- 16 Players

PLAYERS CHAMPIONSHIP

- April 4-5
- River Club & Cassique - Kiawah Island, SC
- 36 Holes - Approx. 100-120 Players

PGA CHAMPIONSHIP REACH PRO-AM

- April 19
- The Ocean Course - Kiawah Island, SC
- 18 Holes - Approx. 120 Players

58TH NORTH CAROLINA OPEN

- June 7-8
- Cedarwood Country Club - Charlotte, NC
- 36 Holes - 156 Players

71ST SOUTH CAROLINA OPEN

- June 28-29
- Grande Dunes Members Club - Myrtle Beach, SC
- 36 Holes - 156 Players

HARRAH'S CHEROKEE CASINO RESORT PRO-AM

- June 14-15
- Sequoyah National GC & Balsam Mountain Preserve
- 36 Holes - Approx. 180 Players

PRO-ASSISTANT CHAMPIONSHIP

- July 11-12
- River Landing CC - Wallace, NC
- 36 Holes - Approx. 160 Players

WOMEN'S CHAMPIONSHIP

- August 22-23
- North Ridge CC (Oaks) - Raleigh, NC
- 36 Holes - Approx. 30 Players

PROFESSIONAL CHAMPIONSHIP

- October 4-6
- Grandfather Golf & CC, Linville Ridge CC - Linville, NC
- 54 Holes - Approx. 120-140 players

SENIOR PROFESSIONAL CHAMPIONSHIP

- August 22-23
- North Ridge CC (Oaks) - Raleigh, NC
- 36 Holes - Approx. 60 Players

98TH CAROLINAS OPEN

- August 16-18
- Starmount Forest CC - Greensboro, NC
- 54 Holes - 156 Players

ASSISTANT PROFESSIONAL CHAMPIONSHIP

- August 15-16
- Pinewild CC - Pinehurst, NC
- 36 Holes - Approx. 90-110 Players

PRO-OFFICIAL CHAMPIONSHIP

- September 12
- Cape Fear CC - Wilmington, NC
- 18 Holes - Approx. 128-156 Players

HARVICK 4 HEROES PGA REACH PRO-AM

- Date TBD
- Location TBD
- 18 Holes - Approx. 128-156 Players

MATCH PLAY CHAMPIONSHIP

- Date TBD
- Location TBD
- 16 Players

PRO-PRO CHAMPIONSHIP

- November 29 - December 1
- Pinehurst No. 9, Forest Creek GC, TBD
- 54 Holes - Approx. 300 Players

MORE TOURNAMENTS

SENIOR STATE OPENS

Carolinas Senior Open

- April 11-12
- Colonial CC
- 36 Holes - Approx. 144 Players

North Carolina Senior Open

- May 16-17
- The Club at Irish Creek
- 36 Holes - Approx. 144 Players

South Carolina Senior Open

- June 20-21
- Columbia CC - Columbia, SC
- 36 Holes - Approx. 144 Players

ASSISTANTS' ASSOCIATION

One-Day, 18 Hole Events - Approx. 40-60 Players

- Asst Assoc Fourball - Chapel Hill CC - March 14
- Asst Assoc Indiv Strableford - Trump Nat'l - April 18
- Asst Assoc Fourball - Colonial CC - May 23
- Asst Assoc Texas Scramble - Alamance - June 13
- Asst Assoc - Berkeley Hall - September 26
- Asst Assoc Fourball - Lonnie Poole - October 24

JUNIOR CHAMPIONSHIPS

Junior Boys Championship

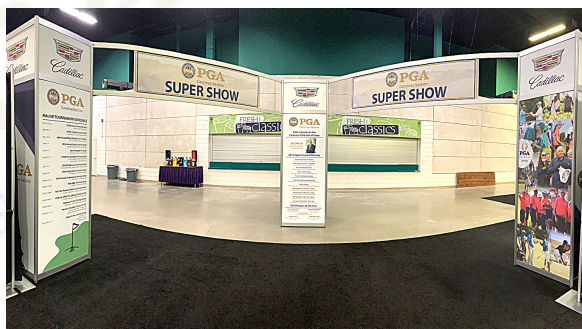
- July 6-7
- The Cardinal by Pete Dye
- 36 Holes - 156 Players

Junior Girls Championship

- July 11-12
- Raintree CC - North
- 36 Holes - 78 Players



CPGA SUPER SHOW



PARTNERSHIP OPPORTUNITIES

- Partnership opportunities are available to promote your business & brand to hundreds of golf professionals in the country's largest Section of the PGA

WHAT IS IT?

The Carolinas PGA Super Show is the largest regional golf trade show in the country. The three-day bonanza includes:

SPECIAL AWARDS & HONORS DINNER

- Extravagant dinner at Greensboro Country Club honoring the CPGA's annual award winners
- 200-300 CPGA Professionals and guests in attendance

CPGA ANNUAL MEETING

- A "year-in-review" meeting recapping the previous year's business and outlining the coming year's planning of the Carolinas Section
- 800 + CPGA Professionals in attendance

CPGA MERCHANDISE SHOW

- 2-day display of the golf world's many vendors & brands coming to town to do business with CPGA professionals & local area buyers
- 120+ golf vendors in attendance (200+ booths)
- 1,500 + CPGA Professionals & guests in attendance

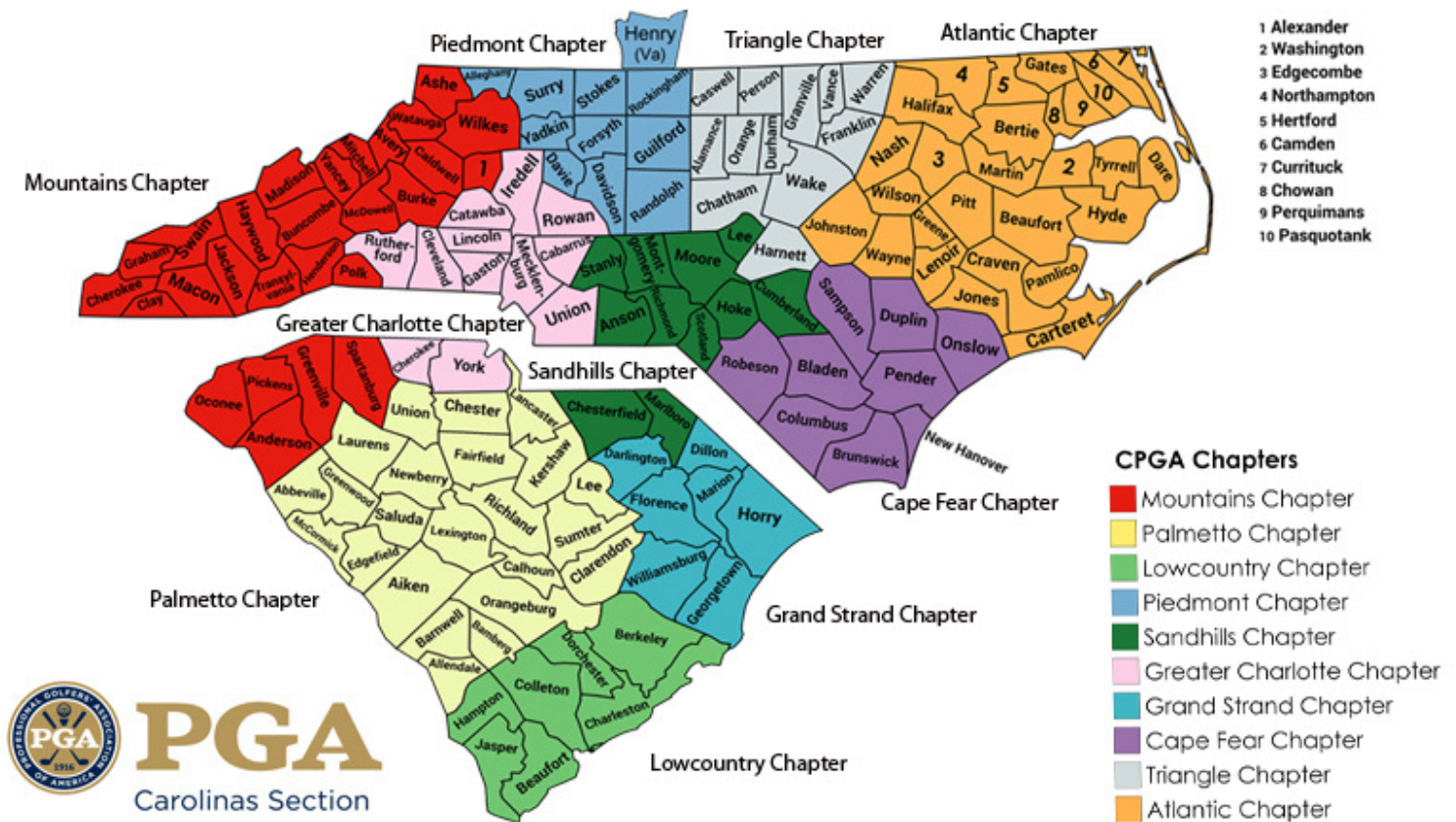
EDUCATION SEMINARS

- Multiple education seminars with featured speakers and educational information to further our golf professionals' knowledge & expertise
- Past speakers include Jack Nicklaus, Jay Haas, Rich Lerner, Lou Holtz, & Bob Rotella
- Teaching Summit presentations by the industry's top teachers & coaches
- 100-350 golf professionals in attendance at each seminar



CAROLINAS PGA CHAPTERS

The Carolinas Section is divided into ten (10) total Chapters (shown below). This provides a way for us to localize our PGA Professionals and encourage growth within the immediate area that professionals are located. Chapter meetings, events & tournaments take place throughout the year in addition to the Section's major championship schedule. We typically have a series of Spring Chapter Meetings & Fall Chapter Meetings, along with various types of Chapter events & tournaments.

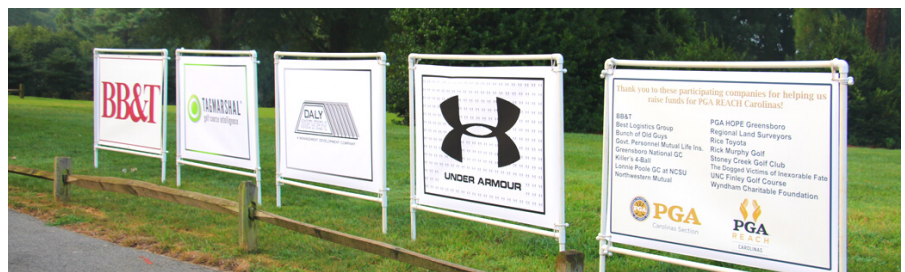


Partnership Opportunities

Many different opportunities to promote & expose your business & brand are available with our Chapter meeting series & events.



TOURNAMENT PARTNER PROMOTION



PLAYER INTERACTION

We give our partners every opportunity to be heavily involved with the on-site experience at our tournaments.

Whether it's interacting with our players on the golf course conducting a closest-to-the-pin contest, greeting players in the scoring area, or being a part of one of our social functions, we're here to get creative with getting you face-to-face with the Carolinas' finest golf professionals.

SIGNAGE

Our staff creates our own personalized event signage in-house, providing brand promotion in every area of operation from start to finish during the tournament experience.

WEBSITE PROMOTION

Of course our partners are well-represented on our tournament web pages, the one-stop-shop for registration, information & results.

SUPPORTING PARTNERS

MARKETING BENEFITS

FOR OUR PARTNERS

SOCIAL MEDIA & EMAILS

There's no better place to promote your brand than on social media. We'll work with you to be creative in delivering your message to our members & followers using the latest trends. Email communications to our 2,100 + Members & Associates is available as well.

PARTNERS PAGE

Exposure on our "Partners" page, the landing spot on our website for our members & associates to find existing partners. Complete with logo, link to website, and representatives' contact information.

The screenshot displays the Carolinas PGA website. At the top, there's a banner for 'On The Fringe' dated September 7th, 2021. Below this, a 'Featured This Week' section highlights a golf tournament. To the right, a 'PARTNER' section lists David Alan Day, Sales Rep - Eastern Carolinas, with contact information: cgolfsales@gmail.com, (252) 292-1119 cell, and a link to send a text message. Below this, Claude Pope III, CEO, is listed with contact information: claude@baldheadblues.com and (919) 818-5644 cell. At the bottom, there are social media posts from the Carolinas PGA, including a photo of a golf team and a post about a golf tournament.

'ON THE FRINGE' NEWSLETTER

'On The Fringe' is our weekly CPGA newsletter that goes out to our 2,100+ Members & Associates and media outlets recapping recent Section news, events, tournaments, and partner highlights. [Examples of past newsletters can be found here.](#)

CPGA APP DIRECTORY

Included with many of our partnerships is complete access and inclusion into our very own Carolinas PGA mobile app. Here our partners as well as our members & associates can find a directory of all CPGA facilities, members, partners & sales reps. It gives easy access to contact information all around.

STATISTICS

11,273

Monthly Average Website Views

12,964

Monthly Average Website Views During Tournament Season*

3,165

Monthly Average Tournament Page Views

3,858

Monthly Average Tournament Page Views During Tournament Season*

31.3%

E-Blast Opens

3.2%

E-Blast CTR

*April - October



3,300 +
followers



2,600 +
followers



2,800 +
followers



5,100 +
views per week



OUR GOALS

The Carolinas PGA has established numerous corporate partnerships as part of the commitment to serving its Members and growing the game of golf. Our continual focus is on promoting our partners' products and services by developing trusting and supportive relationships between their representatives and our PGA Professionals. These valued partnerships focus on increasing our partners' footprint in the Carolinas and ultimately growing their business.

CONTACT US



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MEET THE REST OF THE TEAM!

