

WHO WE ARE



CAROLINAS



GREENSBORO, NORTH CAROLINA

CAROLINAS SECTION OF THE PROFESSIONAL GOLFERS' ASSOCIATION

[WWW.CAROLINAS.PGA.COM](http://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 2,200 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 2,200 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 serve as positive role models and provide a fun and safe learning environment.

➡ *Through the youth programs of PGA REACH Carolinas we served over 5,000 juniors annually.*



# Military

**PGA HOPE** (Helping Our Patriots Everywhere) is one of the flagship programs 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 and LPGA 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 has impacted over 3,000 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. Programs include PGA WORKS, PGA REACH Harvick4HighSchool Golf, and the Prokope Academy.

➡ *Our Sunny Harris Hutchinson PGA WORKS Fellowship program offers 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 2,200 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

- April 8-9
- River Landing CC - Wallace, NC
- 16 Players

## PLAYERS CHAMPIONSHIP

- March 25-26
- Berkeley Hall Club - Okatie, SC
- 36 Holes - Approx. 100-120 Players

## 60TH NORTH CAROLINA OPEN

- May 21-23
- Starmount Forest CC - Greensboro, NC
- 36 Holes - 156 Players

## 73RD SOUTH CAROLINA OPEN

- June 25-27
- Grande Dunes Members Club - Myrtle Beach, SC
- 54 Holes - 156 Players

## HARRAH'S CHEROKEE CASINO RESORT PRO-AM

- June 3-4
- Sequoyah National GC & Waynesville GC
- 36 Holes - Approx. 240 Players

## PRO-ASSISTANT CHAMPIONSHIP

- July 29-30
- River Landing CC - Wallace, NC
- 36 Holes - Approx. 160 Players

## WOMEN'S CHAMPIONSHIP

- Date: TBD
- Location: TBD
- 36 Holes - Approx. 30 Players

## WOMEN'S PRO-PRO CHAMPIONSHIP

- April 22
- CC of Landfall - Wilmington, NC
- 18 Holes - Approx. 30 Players

## PROFESSIONAL CHAMPIONSHIP

- July 9-11
- Cape Fear CC - Wilmington, NC
- 54 Holes - Approx. 120-140 players

## SENIOR PROFESSIONAL CHAMPIONSHIP

- Date: TBD
- Location: TBD
- 36 Holes - Approx. 60 Players

## 100TH CAROLINAS OPEN

- August 13-15
- Myers Park CC - Charlotte, NC
- 54 Holes - 156 Players

## ASSISTANT PROFESSIONAL CHAMPIONSHIP

- August 20-21
- Moss Creek GC
- 36 Holes - Approx. 90-110 Players

## PRO-OFFICIAL CHAMPIONSHIP

- September 30
- CC of Asheville
- 18 Holes - Approx. 180-200 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

- December 3-5
- Pinehurst No. 8
- 54 Holes - Approx. 300 Players





# MORE TOURNAMENTS

## SENIOR STATE OPENS

### Carolinas Senior Open

- Date: TBD
- Location: TBD
- 36 Holes - Approx. 144 Players

### North Carolina Senior Open

- May 14-15
- High Point, CC - High Point, NC
- 36 Holes - Approx. 144 Players

### South Carolina Senior Open

- Date: TBD
- Location: TBD
- 36 Holes - Approx. 144 Players

## ASSISTANTS' ASSOCIATION

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

- Pro-Pro Combined Stableford - Kiawah Ocean Course - February 5
- More TBD

## JUNIOR CHAMPIONSHIPS

### Junior Boys Championship

- July 1-2
- Colonial CC - Thomsville, NC
- 36 Holes - 156 Players

### Junior Girls Championship

- July 15-16
- Salem Glenn CC - Clemmons, NC
- 36 Holes - 78 Players



# CPGA SUPER SHOW

FEBRUARY 18-20, 2024 - GREENSBORO, NC



## 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

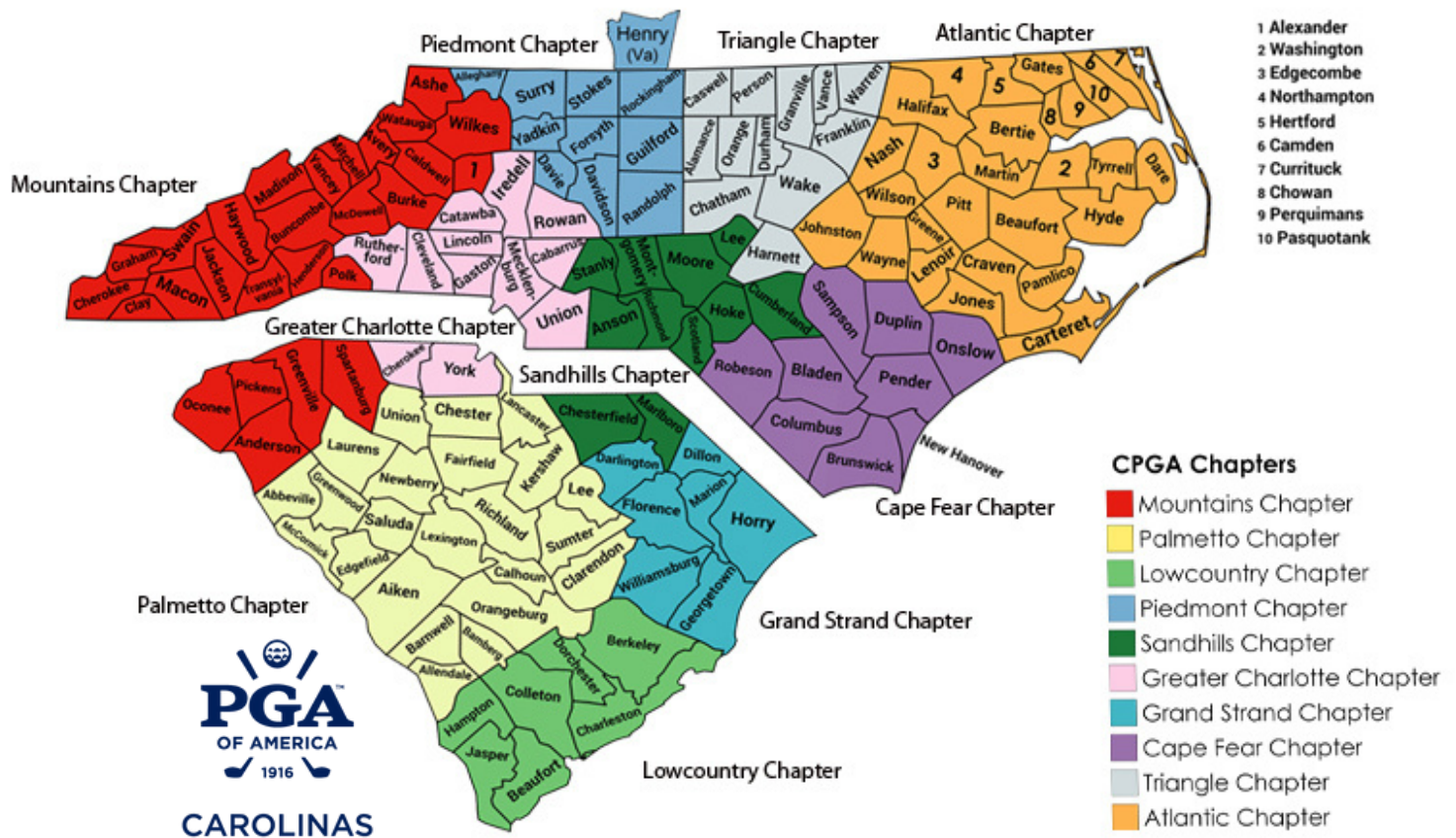
- Multiple education seminars with featured speakers and educational information to further our golf professionals' knowledge & expertise
- Past speakers include Jack Nicklaus, Jay Haas, Rich Lerner, Lou Holtz, & Bob Rotella
- Teaching Summit presentations by the industry's top teachers & coaches
- 100-350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



## THE PLAYERS CHAMPIONSHIP

BELFAIR - WEST COURSE

MARCH 23-24

PGA

**SUPPORTING PARTNERS**















# MARKETING BENEFITS

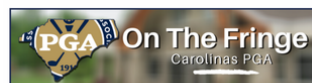
FOR OUR PARTNERS

## 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 2,200 + Members & Associates is available as well.

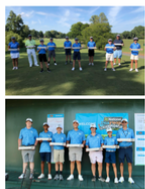
## PARTNERS PAGE

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.



September 7th, 2021

### Featured This Week



**Congratulations to our 13U Charlotte 3 and 17U Tanglewood Park All-Star Teams!**  
Both teams won gold in their divisions at the National Car Rental PGA Jr. League Regional Qualifier this past weekend! The 13U Charlotte 3 All-Star team punched their ticket to the 13U PGA Jr. League Championship presented by National Car Rental at Grayhawk Golf Club in Arizona next month! Way to represent the Carolinas!



**#Honor11Challenge**  
Ian Bollinger, PGA started a movement called the #Honor11Challenge where he is asking PGA Members to put American flags on the 11th hole of their golf course this Saturday and have all of the people who play that day take a picture and post #NEVERFORGET

**Carolina's PGA**

Bald Head Blues

PARTNER

David Alan Day  
Sales Rep - Eastern Carolinas

cgolfsales@gmail.com

(252) 292-1119 cell

Send text message

▼

Claude Pope III  
CEO

claude@baldheadblues.com

(919) 818-5644 cell

## 'ON THE FRINGE' NEWSLETTER

'On The Fringe' is our weekly CPGA newsletter that goes out to our 2,200+ Members & Associates and media outlets recapping recent Section news, events, tournaments, and partner highlights. [Examples of past newsletters can be found here.](#)

## QUARTERLY NEWSLETTER

The quarterly newsletter is distributed 4x a year, (February, May, August, November), to our database of approx. 12,500 subscribers. These include significant happenings in the section and in our PGA REACH Carolinas Foundation.

## 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

**15,000**  
Monthly Average  
Website Views

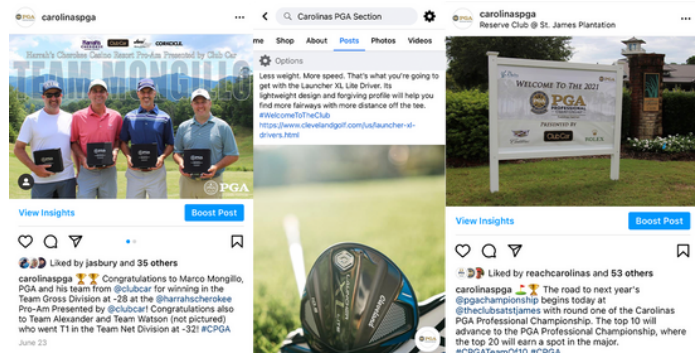
**51,900**  
Monthly Average  
Tournament  
Page Views

**53.9%**  
E-Blast Opens

**27,300**  
Monthly Average  
Website Views During  
Tournament Season

**61,930**  
Monthly Average  
Tournament Page  
Views During  
Tournament Season

**2.67%**  
E-Blast CTR



3,400 +  
followers



2,700 +  
followers



4,200 +  
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



**JEFF ABBOT, CPA**

**EXECUTIVE DIRECTOR**

JABBOT@PGAHQ.COM | (336) 398-2676



**MIKE WHITENACK, PGA**

**ASSISTANT EXECUTIVE DIRECTOR,  
CHAMPIONSHIPS & DEVELOPMENT**

MWHITENACK@PGAHQ.COM | (336) 398-2679



**COLLIN ELPHIC**

**DIRECTOR OF CORPORATE PARTNERSHIPS**

CELPHIC@PGAHQ.COM



**JESS HANSON**

**DIRECTOR OF MARKETING**

JHANSON@PGAHQ.COM | (336) 398-2675

**MEET THE REST OF THE TEAM!**

