



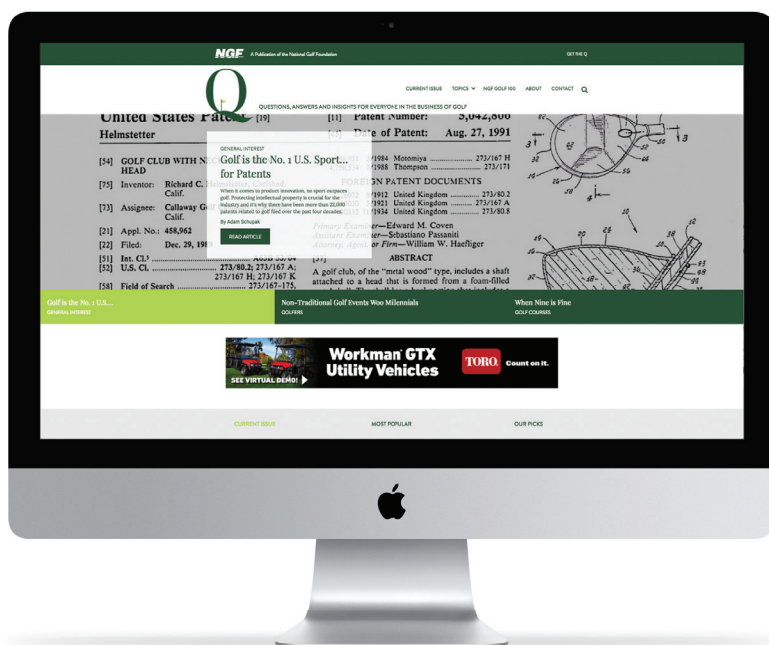
Questions, Answers and Insights for Everyone in the Business of Golf

2018 Sponsor Guide





A monthly source of knowledge, insight and inspiration for decision-makers in golf.



The Q is like a regular roundtable with your smartest, most engaging and well-connected industry colleagues. The NGF's experts and contributing writers are out there pursuing the stories, identifying the trends, asking the questions that matter to every segment of the golf industry. What they discover is shared every month in The Q.

Delivered as a newsletter by email and available online at www.thengfq.com, The Q reaches virtually every golf operation in the country, as well as superintendents, manufacturers and golf-focused media. Some 30,000 decision-makers who are shaping the game's future read The Q every month for questions, answers and insights about the business of golf.

The Q extends the 80-year mission of the NGF: fostering the growth and vitality of the game while supporting the people, companies, facilities and associations that make a living in golf. This communications platform seeks to do that in a modern way, with a vibrant layout, unmatched access and proprietary research, and informative and inspirational stories worth your time.



We believe in a smarter, more energized golf business.

Founded in 1936, the National Golf Foundation is the most trusted provider of independent and objective market intelligence. The NGF's work supports every facet of the industry:

- Golf equipment and apparel companies
- Golf media
- Golf course developers and operators
- Golf retailers
- Turf equipment and supply companies
- Companies offering specialized services to the golf industry
- Thousands of private and public golf facilities
- National governing bodies as well as regional, state and local golf associations

Our members, who represent golf's leading brands in every industry segment, make possible NGF's mission of fostering the growth and vitality of the game. It is through their support that the NGF can continue delivering the highest level of service, best practices and marketing support to help our members create smarter, more energized businesses.



FIND OUT MORE. CONTACT PAT ROBERTS AT (216) 577-5779 or proberts@ngf.org.

WORLD-CLASS EDITORIAL TEAM

Contributors include some of the leading voices in the business of golf.



Featuring research-driven content as only the NGF is capable of generating, The Q aims to provide unique ideas and insights conveyed by some of the game's best writers. It's a natural extension of the NGF's positioning as an expert in the golf business field – a credible, reliable and trusted source of research, market intelligence and trends.



ERIK MATUSZEWSKI
Editorial Director

Before joining the National Golf Foundation, Erik spent more than two decades with *Bloomberg News*, both as a writer and editor, with a focus on sports business and the golf industry. The New Jersey resident has also written about golf for outlets that include *Forbes*, *LINKS* and *The Met Golfer*.



JOE BEDITZ

Joe joined the NGF in 1984 and has served as president and chief executive since 1989. A leading expert on the business of golf, he has published numerous studies on the state of the game and, as a sought-after speaker, shares insights on consumer and economic trends affecting golf.



MIKE BUTEAU

Mike was a senior golf business writer for *Bloomberg News*, where he focused on the most significant companies, organizations, people and trends in the industry. He still writes about the game as an Atlanta-based communications specialist.



ED GETHERALL

Ed is the NGF's director of consulting services and has been with the organization since 2000. After nearly 200 operations reviews, feasibility studies and due diligence projects, he has become one of the industry's foremost experts on facility operations and municipal golf.



TOM MACKIN

An Arizona-based freelance writer and former senior editor at *GOLF Magazine*, Tom frequently contributes to *Troon Golf & Travel*, *The Met Golfer*, *Golf Monthly UK* and the USGA's website.



GREG NATHAN

The NGF's chief business officer in his second decade with the organization, Greg supports many of the leading companies in the game with market intelligence and resources that clients use to compete more effectively. His columns and blogs on the golf business appear in NGF's newsletters.



ADAM SCHUPAK

Adam has written about golf since 1997 for *Golfweek*, *Golf World*, *Morning Read*, *LINKS* and *The New York Times*. He is the author of *Deane Beman: Golf's Driving Force*.



RICHARD SINGER

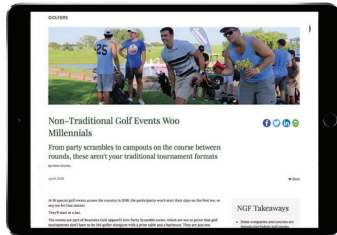
Richard has been the director of consulting services for the NGF since 1997 and has more than two decades of golf facility consulting experience. He has prepared hundreds of research studies for specific golf facility projects, visited and profiled more than 2,000 golf courses and is an expert in matters related to golf facility operation.



ADAM STANLEY

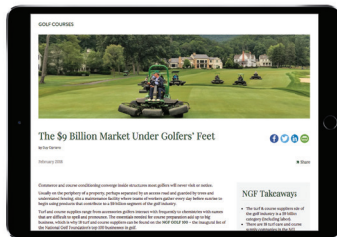
Adam is a Canada-based golf journalist who has written for *PGATOUR.com*, *The Canadian Press*, *Globe & Mail*, *Sportsnet.ca*, *SCORE Golf Magazine*, *Golf Canada Magazine* and the Golf Channel. A golf analyst for CTV News and CBC News, he's also director of communications for the Golf Journalists Association of Canada.

UNIQUE CONTENT THAT ONLY NGF CAN DELIVER



GOLFERS

Unique stories about the people who play the game, from beginners to baby boomers, their experiences and various types of engagement that help grow golf, on-course and off. The NGF's popular participation data is mixed with inside looks at other customer segments such as juniors, women, millennials and non-Caucasians.



GOLF COURSES

There are almost 33,000 golf facilities around the world, which now counts courses in 208 of 249 countries. Stories under this topic focus on the game's supply, including the nearly 15,000 U.S. facilities – from insights and information on turf care and professional course management to the municipal course market and how renovations represent the game's biggest form of investment.



GOLF INTERESTS

Golf is big business – whether it's the retail market, equipment industry, emerging technology, entrepreneurs or travel – and has a direct economic impact of more than \$84 billion annually. Like the game itself, this topic runs deep, from unique NGF research about attitudes and behaviors to stories that range from art and photography to charity and community.



ROUNDS PLAYED

A monthly staple that highlights rounds played across the United States, with expert analysis into the latest shifts and trends as well as weather-related influence.



Q & A

Find golf's most interesting, innovative and inspiring leaders in this space, conversing with The Q's writers. You never know who will show up, but you're guaranteed to get insight into what makes some of our industry's most thought-provoking individuals tick, what they're up to and what they think is coming. A must-read every month for anyone in this business.

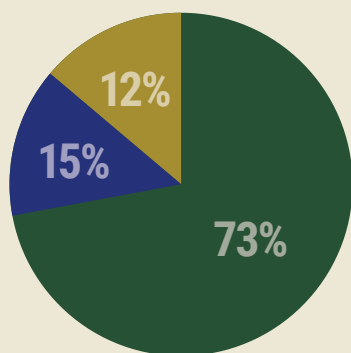
FIND OUT MORE. CONTACT PAT ROBERTS AT (216) 577-5779 or proberts@ngf.org.

ENGAGE GOLF'S LEADERS

Decision-makers across the golf landscape turn to The Q for research-based content that goes beyond the headlines and uncovers actionable information for the business of golf.

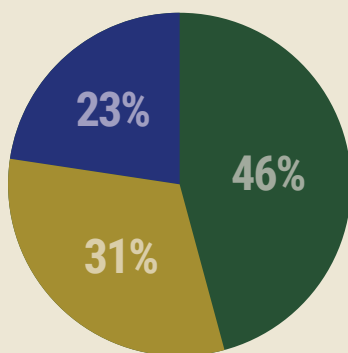
Readership Breakdown

Reach Golf Business Leaders



■ Golf Facility Leadership - 24K
■ B2B Companies - 5K
■ B2C Companies - 4K

Reach Key People at Golf Facilities



■ MCO & Golf Course Leaders - 12K
■ Directors of Golf & Golf Pros - 8K
■ Superintendents - 6K

High Email Engagement



Open rate for top executives

38%



Overall rate

22%



We've been buying golf media on behalf of our clients for years, and the National Golf Foundation has always been part of the plan. The reporting we receive is exactly what we need to evaluate the sponsorships, and the information included in the click-through reports allows our clients to follow up with prospects that are truly interested in their products. The Dashboard was a great product, and The Q is even better. The content is fresh, and the delivery looks great on mobile or desktop. Well done, NGF.

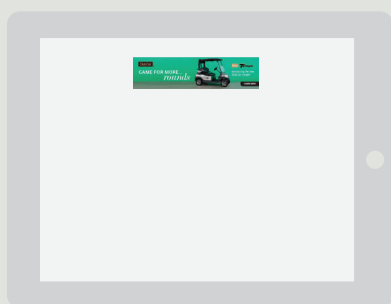


Jack Burris
54 Brands

FIND OUT MORE. CONTACT PAT ROBERTS AT (216) 577-5779 or proberts@ngf.org.

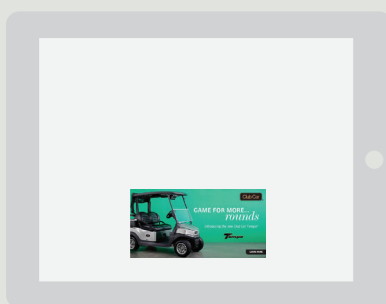
SPECIFICATIONS

EMAIL Sponsored Email Sends • Static graphic (no animation or motion)



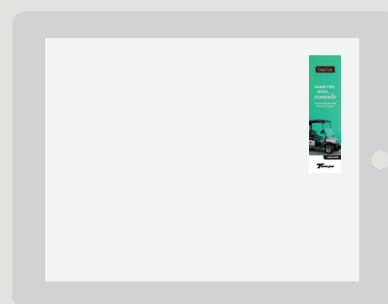
BANNER

Dimensions:
600w x 150h pixels
Max file size: 100 MB



HALF PAGE

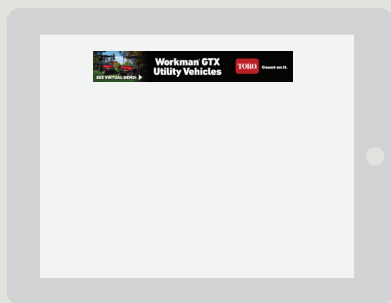
Dimensions:
600w x 300h pixels
Max file size: 80 MB



WIDE SKYSCRAPER

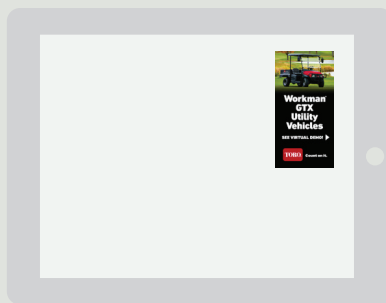
Dimensions:
160w x 600h pixels
Max file size: 40 MB

WEB MAGAZINE Website Requirements



LARGE LEADERBOARD

Dimensions:
970w x 150h pixels
Max file size: 100 MB



HALF PAGE

Dimensions:
300w x 600h pixels
Max file size: 40 MB

All File Requirements

ACCEPTABLE FORMATS

gif

jpg

jpeg

swf- website only
(must also provide backup gif/jpg)

RESOLUTION

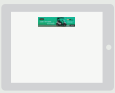
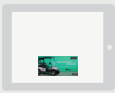


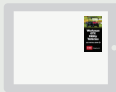
72 dpi

CONTACT

Submit web-ready creative to Marc Blatchley: mblatchley@ngf.org | (561) 354-1628

To purchase advertising, contact Pat Roberts: proberts@ngf.org | (216) 577-5779

PRICING

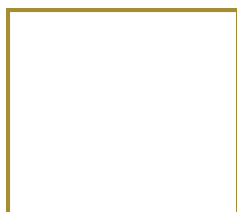
| EMAIL | | | Per Month |
|---|---|---|---|
|  | Banner |  | Sponsored Send ----- \$3,000 |
| | |  | Sponsored Follow-Up Send ----- \$2,500 |
| | | | |
| WEB MAGAZINE | | | Per Month |
| |  |  | Home Page ----- \$2,500 |
| | Large Leaderboard | Half Page | Featured Article ----- \$2,500 (2-4 per issue; sponsor gets 1) |
| | | | Rounds Played ----- \$2,000 |
| | | | Editorial Franchises ----- \$2,000 (2-4 per issue; sponsor gets all) |

Choose your package. We'll deliver golf's decision-makers.



SPONSORED EMAIL PREMIUM PACKAGE

Every month we offer two email opportunities — the **sponsored send** and the **sponsored follow-up**. Your ad reaches The Q's 30,000 influential readers right in their inbox. These units are available based on commitment levels.



FRANCHISE PACKAGE

Every month The Q's content addresses five distinct departments with insights, best practices and guidance found nowhere else in the golf space. See page 3 for more detail on our departments: Golfers, Golf Courses, Q&A, General Interest and Rounds Played. Each department is available for sponsorship, or your ad can run on a space-available basis.

All sponsorship packages include detailed click through reports including contact information for anyone who clicks on your advertisements. Ask us to see a sample.

Put your message alongside golf's most trusted editorial content from the National Golf Foundation and reach the entire business of golf.

Contact Pat Roberts: proberts@ngf.org | (216) 577-5779


Check out The Q for yourself at www.thengfq.com



Trusted and insightful content environment

Engage golf's business leaders

Generate new business leads

A faint, grayscale background image of a golf course. In the center, a group of four people are standing on a green, looking towards a flag in the distance. The background is hazy and serves as a backdrop for the text.

Support the work NGF conducts on behalf of the industry by sponsoring The Q.

