

SCJGA
-1990-



SCJGF
1995

Sponsorship Packet

2024



WHO WE ARE



Together, **The South Carolina Golf Association**, the **South Carolina Junior Golf Association** and the **South Carolina Junior Golf Foundation 501(c)(3)**, strive to promote, preserve and grow the game of golf in South Carolina. Through a combined effort, each association, and the foundation work to support amateur golf, junior golf and grow the games initiatives throughout the state of South Carolina.

South Carolina Golf Association



MEMBERS:

71,000

Men and Women in
South Carolina

Events:

40

SOCIAL STATS:



Instagram Followers

4.5k



Facebook Followers

4.7k



X Followers

4.7k

South Carolina Golf Association



**PALMETTO GOLFER
MAGAZINE RECIPIENTS:**

25.4K

E-BLAST RECIPIENTS:

40K

AVERAGE NUMBER OF EMAIL
RECIPIENTS PER EMAIL SENT.

**OFF THE HOSEL
PODCAST:**

10.9K

TOTAL LISTENERS IN 2023

400

AVERAGE AMOUNT OF
LISTENERS PER EPISODE

SCGA



Sponsorship Opportunities

Tournaments:

Junior Championship | Various Levels

Amateur Championship | Presenting Sponsor \$5,000

Senior Championship | Presenting Sponsor \$5,000

Mid-Am Championship | Presenting Sponsor \$5,000

40+ Series | Presenting Sponsor \$5,000

SCGA One-Day Series | Presenting Sponsor \$5,000

Digital Marketing Opportunities:

MySCGA App | Title Sponsor \$5,000

Off The Hosel Podcast | Title Sponsor \$5,000 Palmetto

Golfer Magazine | Contact Level Par Media Scgolf.org

Banner Advertising | \$3,000

eBlast Marketing | \$1,500

Primary Contact:

Executive Director | Biff Lathrop

biff.lathrop@scgolf.org

South Carolina Junior Golf Association



MEMBERS:

1.5K

Boys and Girls in South Carolina

Events:

32

SOCIAL STATS:



Instagram Followers

4.3k



Facebook Followers

2.1k



X Followers

2.7k

South Carolina Junior Golf Association



Players Series: **Hootie Chapter Series:**
1.5K **1.3K**

Boys and Girls in South Carolina participate in the Players Series events each year since 2022.

Boys and Girls in South Carolina participate in the Hootie Chapters over the state.

Impact:

10,000

junior golfers are impacted by SCJGA programs each year.

SCJGA



Sponsorship Opportunities

Tournaments:

Upstate Junior Classic | Presenting Sponsor \$7,500

Grant Bennett | Presenting Sponsor \$7,500

Orange Jacket Classic | Presenting Sponsor \$5,000

Boys Fall Challenge | Presenting Sponsor \$3,500

Girls Fall Challenge | Presenting Sponsor \$3,500

Ford Picard | Presenting Sponsor \$5,000

Programs:

Players Series | Title Sponsor \$10,000

Players Series Rankings | Title Sponsor \$10,000

Primary Contact:

Senior Director | Justin Fleming
jfleming@scgolf.org

Sponsorship Opportunities

Programs:

Memorials

Planned Giving

Par Grant

License Plate

Scholarships

Columbia Golf Ball

Oyster Roast

Can-Am Junior Team Matches

The Watson Cup

Friends of Golf Program

Youth On Course

Primary Contact:

Senior Director | Alex Hamilton
ahamilton@scgolf.org