

2023 NGF Email Marketing Planner

Use NGF's email marketing resources to compete more effectively, generate incremental revenue and acquire new customers.

NGF's proprietary email database contains more than 2,500,000 responsive golfers who purchase equipment, apparel, travel, instruction and accessories. NGF email marketing offers:

- Geo-targeted, opt-in golfer email database
- Pinpoint accuracy with exclusive list selects
- Guaranteed responsiveness
- Superior open and click rates
- Single advertiser, fully dedicated messaging
- Detailed analytics



- ACQUIRE NEW CUSTOMERS**
- COMPETE MORE EFFECTIVELY**
- GENERATE MORE REVENUE**

HOW IT WORKS

NGF's marketing experts collaborate with you to develop and execute an email marketing plan based on your specific needs. We work to understand your best customer profile (location, age, income, ability, annual rounds played, etc.) and then identify a custom list of golfers who will respond and buy like your best customers. Using your pre-designed HTML creative*, NGF deploys your message as a fully dedicated email blast. We send detailed performance analytics following the completion of your campaign.

STATE-OF-THE-ART EMAIL TECHNOLOGY

NGF's proprietary GolfMAP software finds golfers in specific markets or around specific locations.



NGF's email marketing is powered by IBM Acoustic Campaign Automation for exceptional email design and deliverability and insightful analytics reporting.

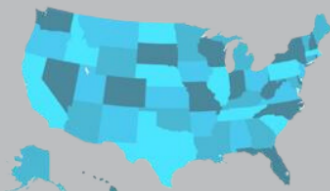


PRICING

Competitive pricing based on your campaign parameters (quantity, frequency, selects supplied, etc.)

CONTACT US FOR A FREE MARKETING CONSULTATION

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ABOUT NGF'S GOLFER DATABASE Representation across all U.S. markets

66 AVERAGE ROUNDS PLAYED PER YEAR

25% PRIVATE CLUB MEMBERS

\$120K AVERAGE HHI

52 AVERAGE AGE

2,500,000 ACTIVE GOLFER EMAILS

*Email design assistance is available for an additional fee.

Capitalize on high golfer engagement around premier events and key marketing periods.

NGF reserves key windows for advertisers to deploy their message to NGF's premium golfer list. These packages are limited to a select number of partners with the most appealing, high-quality offers.

PREMIUM EMAIL PROGRAM TO DELIVER YOUR MESSAGE

BIRDIE PROGRAM INCLUDES:

- 1 million minimum email deliveries during campaign window (\$25 CPM)
- Guarantee of at least 150K opens (\$0.17 per open)
 - Single sponsored dedicated email without any competing content
 - Detailed analytics report on each blast
 - Additional value-add options available for multiple program buys

INVESTMENT: \$25,000 (\$0.17 per open guarantee)

EAGLE PROGRAM INCLUDES:

- 3 million minimum email deliveries to use over 2023 (\$16.7 CPM)
- Guarantee of at least 500K opens (\$0.10 per open)
 - Single sponsored dedicated email without any competing content
 - Detailed analytics report on each blast
 - Bonus Value: 500K paid social impressions

INVESTMENT: \$50,000 (\$0.10 per open guarantee)

RESERVE FROM ONLY 3 AVAILABLE PROGRAMS PER WINDOW

Early Season Product Launch	Jan
Premium Window: 1/2 – 1/31	22
PGA Championship Package	May
Premium Window: 5/15 – 5/21	20
British Open Package	July
Premium Window: 7/17 – 7/23	23
Black Friday/Cyber Monday	Nov
Premium Window: 11/23 – 11/26	26

Masters Package	Apr
Premium Window: 4/3 – 4/9	9
U.S. Open Package	June
Premium Window: 6/12 – 6/18	18
Holiday	Dec
Premium Window: 12/1 – 12/31	1

NGF EMAIL CLIENTS INCLUDE: adidas Golf, FootJoy, TaylorMade Golf

PGA TOUR Superstore, Golfballs.com, Callaway Golf

Erin Hill Streamsong Resort, Kiawah Island

USGA, PXG, Srixon/Cleveland Golf

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