



## Join the EWGA Golf Club Network

Members of the EWGA Golf Club Network stand out from the crowd by providing one of the most valued benefits of EWGA membership – reduced fees for play, practice or instruction.

In return, members of the EWGA Golf Club Network receive a unique marketing advantage by being promoted to 20,000 EWGA members who look to the EWGA Golf Club Network directory when seeking places to play. These valuable customers, who are loyal to EWGA partners, will help you:

- ❖ Increase rounds played
- ❖ Increase tournament income by hosting EWGA golf events
- ❖ Increase food & beverage income
- ❖ Increase merchandise sales by bringing women shoppers into your facility

Members of the EWGA Golf Club Network receive:

- ❖ A listing in the EWGA member handbook (published annually)
- ❖ A listing in the online EWGA Golf Club Network directory ([www.ewga.com](http://www.ewga.com)) including exchanged website links
- ❖ A listing on [www.playgolfamerica.com](http://www.playgolfamerica.com)
- ❖ A personalized EWGA Golf Club Network insignia to use on marketing materials
- ❖ An EWGA Golf Club Network decal to display at your facility
- ❖ Discounted print and web-based advertising opportunities
- ❖ Special consideration as host sites for EWGA events and tournaments
- ❖ *The opportunity to be officially designated as a women-friendly facility via a soon-to-be-launched program. Stay tuned for details.*

EWGA members are unique and valuable golf customers:

- ❖ 61% of EWGA members are Avid golfers, playing 25 or more rounds per year
- ❖ Current golfers who joined the EWGA in 2005 played an average of 30 rounds and spent an average of \$3,096 on golf activities & merchandise and another \$1,882 on golf-related travel
- ❖ New golfers who entered the game through EWGA averaged 14 rounds and spent an average of \$1,585 and another \$2,408 on golf-related travel
- ❖ Each EWGA Chapter generates more than \$577,000 in golf-related spending  
*(Results from 2005 EWGA Participation Survey conducted by The PGA of America)*

To gain the marketing advantage and become part of the EWGA Golf Club Network:

1. Fill out the EWGA Golf Club Network agreement
2. Clearly detail the discount(s) to be offered to EWGA members
  - Agree to provide a minimum of a 10% discount (20% is preferred) on greens fees, driving range use or instruction. Please specify any time restrictions or exclusions that are to apply to the discount.
  - Detail any other optional discounts to be offered (pro shop, food and beverage, equipment, etc.)
3. Submit \$75 annual fee along with the completed agreement to EWGA headquarters (agreement is renewable each calendar year)
4. Agree to fulfill the terms of the agreement

**The EWGA and its members look forward to welcoming you as the newest member of the EWGA Golf Club Network!**