



Michigan Women's Golf Association

A Driving Force in Women's Golf! ■ A 501(c)(3) Charitable Organization

MWGA Corporate/Business Sponsorship Program

The MWGA's Corporate/Business Sponsorship Program provides an opportunity to bring together community partners, corporate sponsors, retailers and businesses in various projects concerning women and junior girls and the sport of golf across Michigan. The MWGA Corporate/Business Sponsorship program is unique in that it creates a measurable impact in three areas: the Michigan golf community at large, the development of golf for women and junior girls in Michigan and corporate/business relations. We are a proud contributor to the Rhonda Walker Foundation, a local charity that mentors teen girls, and we also established the LPGA/USGA Girls Golf Program of Detroit in 2007, conducting golf instruction classes for young girls.

Sponsorship of MWGA efforts provides valuable marketing benefits for both the sponsor and the MWGA in the form of increased market awareness, increased customer base and the building of additional marketing opportunities for future growth. The objective of the MWGA Corporate/Business Sponsorship Program is to create these values for our sponsors in exchange for the partnership provided. As a partner with the MWGA, you will receive branding exposure for our seasonal tournaments and meetings, our golf clinics, junior instructional programs and other events we host during the year, as well as advertising in our newsletter (NEWSLINX) and on our web site, www.mwggolf.org. Become an MWGA partner today, and be a part of advancing the future of golf for women and junior girls in Michigan.

To do so, contact Inez M. Bridges, MWGA Sponsorship Chair, at 248-552-9328, 248-890-4461 or email at imbridges@aol.com. We look forward to working with you to promote your business and the MWGA.

Michigan Women's Golf Association

A Driving Force in Women's Golf! ■ A 501(c)(3) Charitable Organization



www.mwggolf.org

Board of Directors & Officers:

Barbara Porter
President

Denise Buechel
Vice President

Deb Horning
Secretary

Monica Oliver
Treasurer

Inez Bridges
Sponsorships

Jane Kersjes
Membership

Pam Kurtz
Gift Certificates

Barb Coury
Publicity/Gift Certificates

Francine Pegues
Girls Golf

Linda Neff
Seminars & Clinics

Nancy Serra
Course Coordinator/
Technologies

Cynthia Pinkard
Handicaps/Webmaster

Lu Stockton
GAM/Nominations

Pat Shelton
Newsletter Publication

Sara Wold
Rules

Sam Greaves
Publicity Advisor

Janina Jacobs
Advisor

Dear Potential Sponsor,

The Michigan Women's Golf Association is one of the nation's leading women's golf organizations. The MWGA was the first female public players' association in the nation to attain membership into the USGA and currently assists in conducting sectional qualifiers in Michigan for the USGA Women's Amateur Public Links Championships each year. We are a proud contributor to the Rhonda Walker Foundation, a local charity that mentors teen girls and we also established the LPGA/USGA Girls Golf Program of Detroit in 2007, conducting golf instruction classes for young girls.

The MWGA is reaching out to local and national businesses and retailers to support our efforts to advance golf to women and junior golfers across the state. We provide tournaments, skills and rules clinics and instruction for both groups of players throughout the season. The benefits to you, as a sponsor, are: increased exposure of your products or service, relationship building with customers and image enhancement. All of these contribute to that important concept of "Brand Equity" and are created over time.

As a sponsor, your marketing message will target a defined audience of females with desirable demographics:

- Homeowners
- College Educated
- Ages 30-65 yrs.
- \$50,000+ Income

MWGA sponsorship benefits include:

- Event Signage
- Collateral pieces for bag-stuffers or display at tournaments/events
- Ad in the MWGA *NEWSLINX* publication
- Your logo or name on the MWGA web site www.mwggolf.org with a link to your web site

The MWGA event sponsorship program is an alternative way for you to speak to a highly targeted audience and associate your business with their favorite pastime. Please review the enclosed information for the sponsorship program or advertising package of your choice. If you have questions or to secure a date, give me a call. I will be pleased to assist you.

Sincerely,

Inez M. Bridges
MWGA Sponsorship Chair
248-552-9328 (H); 248-890-4461 (C)
imbridges@aol.com

About Michigan Women's Golf Association (MWGA)

"A Driving Force in Women's Golf!" ■ A 501(c)(3) Charitable Organization



Introduction

The Michigan Women's Golf Association (MWGA) was established in 1986 to help promote the game of golf and to provide education and information for all levels of female amateur players in our state. The association is open to all female golfers of all skill levels. The MWGA conducts numerous golf tournaments each year and assists the USGA in administering the two sectional qualifying rounds in Michigan for the USGA Women's Amateur Public Links (WAPL) Championship. The association was also instrumental in helping to establish the Michigan Women's Senior Championship now sponsored by the Golf Association of Michigan (GAM). The MWGA was the first female public players association in the nation to become a member of the USGA and has received national recognition as a women's public golf association.

In 2006, the year of our 20th Anniversary, we took on the new challenge of aligning our organization with a charity. Our charity of choice is the Rhonda Walker Foundation (www.RhondaWalkerFoundation.org), which mentors girls in the metropolitan Detroit area from the eighth grade through their senior year of high school. Women of today supporting the women of tomorrow seemed natural. In, 2007 we took our commitment one step further, establishing an LPGA/USGA Girls Golf Program of Detroit, headquartered at the First Tee Michigan's practice facilities on Belle Isle in Detroit.



Membership Benefits

- An opportunity to compete in a variety of golf tournaments throughout the season;
- Access to up-to-date association information at the MWGA web site: www.mwgolf.org;
- Six association newsletters yearly, containing tournament schedule information for the MWGA, GAM and USGA events in the state for public players, as well as other golfing news and feature stories;
- Annual golf rules and skills clinics (including a beginners league), all designed to provide you with the tools for improving your game to gain a more rewarding golfing experience overall;
- Membership in the Golf Association of Michigan (GAM) that includes an authorized USGA Handicap Index (with handicap lookup & score posting), an annual Michigan **Links** Golf Course Directory, USGA Rules of Golf booklet, GAM Gold Card for 2 for 1 guest fee discounts at many Michigan courses and Free enrollment in the USGA & GAM Alliance Membership Program.



Who Can Join?

Membership is available to female players of all skill levels. There are five classes of membership: Regular, Senior, Super Senior, Junior, and Associate. These classes are defined as:

- Regular – Female players 18 to 49 yrs. of age
- Senior – Female players 50 to 69 yrs. of age
- Super Senior – Female players 70 yrs. & over
- Student/Junior – Female players 21 & under, enrolled in high school or college
- Associate – Available to businesses & organizations

[Visit us at www.mwgolf.org](http://www.mwgolf.org)

Michigan Women's Golf Association (MWGA)

"A Driving Force in Women's Golf!"

Sponsorship Program - 2009

Sponsorship Levels:

1. Eagle - \$3,000

- Signage at all weekly tournaments, including MWGA Annual Meeting
- 1/2-pg. ad in 6 issues of *NEWSLINX*
- Ad on MWGA web site for 12 months w/link to sponsor's site
- Distribution of sponsor collateral material to golfers at all events, including the MWGA Annual Meeting
- Verbal recognition of sponsor at all events during the season

2. Birdie - \$1,500

- Signage at 6 tournaments, including MWGA Annual Meeting
- 1/4-pg. ad in 3 issues of *NEWSLINX*
- Ad on MWGA web site for 6 months w/link to sponsor's site
- Distribution of sponsor collateral material to golfers at all events, including the MWGA Annual Meeting
- Verbal recognition of sponsor at all events during the season

3. Par - \$1,000

- 1/8-pg. ad in 6 issues of *NEWSLINX*
- Ad on MWGA web site for 6 months w/link to sponsor's site
- Distribution of sponsor collateral material to golfers at 6 events, including the MWGA Annual Meeting
- Verbal recognition at 6 events (sponsor selected)

4. Patron - \$500

- Signage at 3 tournaments, including MWGA Annual Meeting
- 1/8-pg. ad in 3 issues of *NEWSLINX*
- Ad on MWGA web site for 6 months w/link to sponsor's site
- Distribution of sponsor collateral material to golfers at 3 events, including the MWGA Annual Meeting
- Verbal recognition of sponsor at three events

*In-Kind Donations

In-Kind Donations are those of material, time, expertise, use of facilities, equipment or other comparable donations without charge that are equal to direct financial contributions and are always welcome.

A 501(c)(3) charitable organization • Visit us at www.mwgolf.org

Michigan Women's Golf Association

A Driving Force in Women's Golf

A 501(c)(3) Organization

Online Advertising Rates:

Speak to a highly targeted audience and market your business, product or service with an ad on the Michigan Women's Golf Association's web site. Your message on mwgolf.org will reach a desirable audience of women golfers and create brand awareness and name recognition amongst an important and growing segment in the Michigan market. Why not associate your business with their favorite pastime...and while they're having fun! See how adding MWGA online advertising to your media mix will benefit you.

All ads are 150x75 pixels • Ad includes name, logo or art, address, phone number • Ad can be linked to your business web site • All rates are net • Volume discounts available

Rates Per Quarter

<u>Qtr.</u>	<u>Rate</u>	<u>Months</u>	<u>Season (High/Low)</u>
1 st	\$125	Jan.-Mar.	Low
2 nd	\$175	Apr.-Jun.	High
3 rd	\$175	Jul.-Sept.	High
4 th	\$175	Oct.-Dec.	Low

Multiple Quarter Rates

<u># Qtrs.</u>	<u>Reg. Rate</u>	<u>Combo Rate</u>	<u>Months</u>
2 Qtrs.	\$250	\$235	Oct.-Mar.
2 Qtrs.	\$300	\$280	Jan.-Jun./Jul.-Dec.
2 Qtrs.	\$350	\$320	Apr.-Mar./Oct.-June
3 Qtrs.	\$425	\$380	Jul.-Mar./Oct.-June
3 Qtrs.	\$475	\$420	Jan.-Sept./Apr.-Dec.
4 Qtrs.	\$600	\$520	Jan.-Dec.

Reach a growing segment of today's internet-savvy audience by placing your ad online at www.mwgolf.org.

TO ADVERTISE CONTACT:

Cynthia Pinkard, Webmaster • 248-227-8170 • pinkard@mwgolf.org

Inez Bridges, Sponsorship Chair • 248-890-4461 • imbridges@aol.com

Print & Online Combination Rates Available

Michigan Women's Golf Association (MWGA)

"A Driving Force in Women's Golf!"

NEWSLINX PRINT ADVERTISING RATES

Rates:

Effective 1/1/09
(Black & white availability only at this time.)

Issue Months:

Jan/Feb, Mar/Apr, May/June, Jul/Aug,
Sept/Oct & Nov/Dec:

Size	(Width x Depth)	1x	6x
Full Page	7" x 9"	\$180	\$162
1/2-pg. H	4-1/2" x 7"	120	108
1/2-pg. V	3-1/2" x 9"	120	108
1/3-pg. H	4-3/8" x 4-1/2"	80	72
1/3-pg. V	2-5/8" x 7"	80	72
1/4-pg. V	3-1/2" x 4-1/2"	65	59
1/6-pg. H	3-1/2" x 2-5/8"	60	54
1/6-pg. V	2-5/8" x 4-1/2"	60	54
Bus. Card	3-1/2" x 2"	40	36

Premium Positions:

Inside Front	7" x 9"	220	198
Inside Back	7" x 9"	220	198
Back Cover (1/2 Pg. H)	7" x 4-12"	200	180

*Bleeds Not Available.

Discounts:

- 6x agreement requires 6 ads within a year. Signed contract required.
- Additional 6% discount for advance payment of a 6-issue order.
- Print and online combination rates available.
- All rates are net and non-commissionable.

Deadlines/Cancellations/Proofs:

- Space Reservations: 30 days prior to pub month.
- Material To Be Set: 30 days prior to pub month.
- Camera Ready Material: 15 days prior to pub month.
- Cancellations: 10 days prior to publication month.
-

- Proof available upon request, provided deadlines are met.

Inserts:

Call the *NEWSLINX* Editor (248-471-9030) for availability and pricing.

Editorial Highlights:

Jan/Feb: Annual Meeting Information; Revised Tournament Guidelines; Rules & Skills Announcements

Mar/Apr: Golfer & Player of the Year Results; League List

May/Jun: Tournament Results Listings

Jul/Aug: Tournament Results Listings

Sept/Oct: Candidate Profiles for Board Election

Nov/Dec: Tentative Tournament Schedule & Election Results for Next Season

Ongoing Editorial & Columns:

President's Corner, From Our Guests, GAM Report, Golfer of Year & Player of Year, Handifacts, Juniors, League News, Member Highlights, Membership Application, Membership Information, MWGA Entry Form, News & Updates, Pick-A-Pro Contest, Tournament Results, Rules R Us, Tournament Guidelines, Tournament/Event Schedule, Upcoming Events

Payment:

Make checks payable to MWGA and mail to:

MWGA
Pat Shelton, *NEWSLINX* Editor
33760 Glenview Ct.
Farmington MI 48335-3416

A Nonprofit 501(c)(3) charitable organization • Visit us at www.mwgolf.org

Rev. 2/09



Michigan Women's Golf Association (MWGA)

NEWSLINX

PRINT ADVERTISING

Dear *NEWSLINX* Advertiser,

The Michigan Women's Golf Association serves Michigan women golfers from all sectors, both public and private. Although membership is statewide, the concentration is in southeastern Michigan. With our expanding tournament and membership benefits, we are continuously extending our reach to out-state female golfers in order to grow the organization.

The benefit to you is your message in our *NEWSLINX* publication will reach a desirable audience of women golfers, an important and growing segment in the Michigan market. Speak to this highly targeted audience and associate your brand with their favorite pastime.

NEWSLINX is published six times a year (Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sep/Oct, Nov/Dec) and is distributed via U.S. mail as well as posted on our website (www.mwgolf.org). It's simple to advertise. Complete and mail the insertion order form below along with your camera-ready ad or the copy to be set. You may also phone either Pat Shelton or Inez Bridges to discuss your advertising plans.

Material must be received by the 1st of the first month of the issue being purchased, but don't hesitate to contact us if you are at or past the deadline.

Pat Shelton, *NEWSLINX* Editor
33760 Glenview Ct., Farmington, MI 48335
248-471-9030 • plshelton@yahoo.com

Inez Bridges, Sponsorships
248-890-4461 • 248-552-9328
imbridges@aol.com

NEWSLINX is published six times yearly: Mar/Apr, Jan/Feb, May/June, Jul/Aug, Sep/Oct and Nov/Dec.

<u>Ad Size</u>	<u>Rate</u>
Full Page	\$180.00
1/2-Pg. (V or H)	\$120.00
1/3-Pg.	\$ 80.00
1/4-Pg.	\$ 65.00
1/6-Pg. (V or H)	\$ 55.00
Business Card Size	\$ 40.00
Inside Front/Back Cover (1/2-pg.H)	\$220.00/\$200.00

10% discount for 6x consecutive orders paid in full. • All rates are net. • Print & online combination discounts available.

INSERTION ORDER FORM

Please schedule my ad in the following issue(s): Jan./Feb. Mar./Apr. May/June Jul./Aug. Sept./Oct. Nov./Dec. (Check desired issue(s).

Repeat my current ad.

Enclosed is my camera-ready ad, or I will provide a camera-ready file.

Enclosed is a description or a copy of my ad. Please design a layout for me.

Ad Size: Full Page 1/2 Page 1/3 Page 1/4 Page 1/6 page 1/8 Page 1/16 Page

RESERVATIONS DEADLINE: 1st of the first month of issue in which ad is to appear, e.g., Jan/Feb due Jan 1st.

Send invoice to:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Signature: _____

Total paid: _____ Date: _____ MWPA Member Salesperson: _____

Make checks payable to MWGA and include with this order, unless terms are established. Thank you for your support.

[MWGA is a 501\(c\)\(3\) charitable organization • Visit us at www.mwgolf.org](http://www.mwgolf.org)



“Girls into Women”

A Program of
The Rhonda Walker Foundation

Thank You for Your Support!

Our mission is to empower inner city teen girls toward becoming strong, confident, successful and moral future leaders.

The Rhonda Walker Foundation (RWF) is a 100% volunteer driven organization with no paid employees or overhead. All revenue generated goes directly to monthly programs, workshops and activities for the benefit of our teen girls ranging from 8th-12th grades. We are grateful for the support of those who aspire to lend a hand as we continue with our mighty efforts to make a difference in the lives of teen girls.

RWF Programs:

- **Career Development** – Workshops and activities focused on interviewing techniques, financial literacy, resume writing, job shadowing, dressing for success, communication skills, achieving work experience, internships and career planning.
- **Education** – RWF provides scholarships to graduating seniors. RWF also holds workshops focusing on academic excellence and promoting higher learning. Our juniors take part in a weeklong visit to historically Black Colleges and Universities. Teens also participate in workshops from State of Michigan College and University Reps along with visits.
- **Camp I Can** – Summer weekend retreat at Camp Highfields which focuses on goal setting, confidence building, problem solving, leadership, trust and team building activities. Overcoming fears and developing new friendships are valuable life lessons also learned.
- **Mentoring** – Teens are matched up one on one with a professional mentor for one year.
- **24 hr Girl Talk** – Overnight outing where professional speakers are brought in to discuss various teen issues along with intense etiquette training and public speaking
- **Community Outreach** – Adopted The Detroit Rescue Mission Ministries Genesis House II Homeless Shelter for women and children. We provide clothing, gifts, toiletries and toys, along with serving food and playing games with children in the shelter. The teens also volunteer annually on MLK Jr. Day performing various services within the community.
- **Health and Wellness** – Teens participate in workshops led by medical doctors on oral hygiene, physical fitness, healthy eating, STD's, substance abuse and coping with emotional depression
- **Cultural Development** – Annual trips to museums and theatres

www.rhondawalkerfoundation.org

Rhonda Walker Foundation is a 501c3 · EIN#35-2197960
P.O. Box 251746 ▪ West Bloomfield 48325 ▪ 1-800-625-2989