



PGA

Illinois Section

Illinois PGA Partnership Committee Meeting February 9, 2021 – 10am – Virtual

Agenda

1. Roll Call
2. Review Committee Charter
3. Committee Member Partner Host – Feedback from December Calls/Emails
 - Updated Committee Member Partner Host Assignments
4. Review Partnership Survey Results
5. 2021 Goals and Recommendations – Board Business Planning Session
6. Illinois Open Title Sponsorship
 - Host Facility and Local Chamber Involvement
 - Current Leads
7. Ryder Cup Corporate Partner Packages Update
8. Partner Leads Update
9. Review of Partner Allocation Formula
10. Open Discussion

Adjourn 11:15



Partnership Committee Charter and Responsibilities

DAN WATTERS, Chair

The Illinois PGA Partnership Committee establishes policy for, and reviews and prioritizes strategy for the Section's Partner Program. Representatives from the Tournament, Opens and Pro Ams and Finance Committee will sit on the Partnership Committee. The Committee is charged with working with Illinois PGA staff to execute the following:

- Source and prioritize leads, both inside and out of the golf industry, for the Illinois PGA Partner Program
- Make recommendations to the Finance Committee and Board of Directors as to the percentage of partnership funds that should be allocated to each project
- Review and ensure execution and fulfillment of all partnership contracts
- Retain 90% of all existing partners from year-to-year

COMMITTEE MEMBERS:

- Scott Baines, Bryn Mawr Country Club
- Patrick Crow, Chicago Highlands Club
- Matt Haskamp, Exmoor Country Club
- Mike Jean, Range Servant
- Bret Leon, Old Elm Club
- Andy Mickelson, Mistwood Golf Club
- Nick Pease, Ridgemoor Golf Club
- Andrew Stevens, Stonebridge Country Club
- John Varner, Beverly Country Club
- Dan Watters, Bob O'Link Golf Club (Chairman)
- Rod Wray, Butler National GC

Starter thoughts for 2021 Partnership Goals

- Secure Title Sponsor for Illinois Open Championship.
- Secure at minimum two (2) non-industry partners at the Gold Level or above.
- Sell all available Ryder Cup Hospitality Corporate Partner Packages.
- Secure at minimum five (5) partners for the new Illinois PGA Jr. Tour.
- Work with Illinois PGA Foundation Capital Campaign Committee to identify and pitch three (3) non-industry partners on a dual Section Partnership/Illinois PGA Foundation Capital Campaign Donation package.

Current Partner Dollars Allocation Formula

Partner dollar formula % for tournament purses will be applied after any other expense has been deducted (i.e. hospitality costs, education, etc.)

- Bronze Partners (\$0-\$5,000) – 25%-40% allocated to Tournaments
- Silver Partners (\$5,000-\$15,000) – 40%-50% allocated to Tournaments
- Gold/Platinum Partners (\$15,000+) – 50%-60% allocated to Tournaments

Current List of Partner Leads – 2.9.21

Section

- 9-Eighteen- F&B App Platform
- Anderson Ord
- Birdie Box
- Callaway
- Dormie
- Flagd Golf
- ForeUp Golf Course Software
- FootJoy
- GolfPro Payments
- HyperIce
- Origins Awards
- Radmor
- Resnick Auto Group
- Stretch Lab
- Theragun
- Titleist
- Top Tracer
- Travel Insurance Companies – AGI/Gallagher/Travel Safe-Golf Safe

Junior Tour

- Callaway
- ClicGear
- Elevation Golf
- FootJoy
- Junior Golf Hub
- Wyzant Tutoring