

Professional Golfers' Association of New Zealand



Pro-Am Partner Information

Professional Golfers' Association of New Zealand (Inc)

The PGA of New Zealand was founded by twelve golf professionals in 1913, and is one of the oldest PGA Associations in the world. Today the PGA has 540 members and provides professional services to around 150 of New Zealand's 390 clubs and courses.

The PGA is responsible for delivering professional teaching services to golfers at all levels, from junior to senior, amateur and professional, men and women. The PGA Academy of Golf manages educational programmes for both trainees and qualified professionals.

The PGA runs tournaments and events designed to provide its members with competitive playing opportunities and introductory pathways onto the major golfing tours of the world. The showcase event is the PGA Championship of New Zealand which is one of three major golfing events staged in New Zealand each year.

Since 1913, the NZ PGA has established new standards of excellence by expanding educational opportunities, programmes and services for its members. At the same time, the Association stands firm and continues to flourish on the principles that were set down by its founders.

PGA of New Zealand at a Glance:

Established 1913.

Annual Turnover \$1.5 million.

Organisational Equity \$450,000.

Owner of PGA Championship.

Total Employees (FTE) 4.5.

Board Directors 8 (5 elected by members, 3 appointed).

Members: 540.

Grass Roots Golf and Professional Golf - A Recipe for Success

Club golfers with professional golfers is a recipe for success in New Zealand, and has been since 1913 NZ PGA members showcase the game by playing alongside golfers at clubs ranging from 45 member rural courses to larger city clubs. Your club could be part of this proven format.

Do you want to get inside the ropes and experience what it's like to see professional sport in a competitive environment shoulder to shoulder with a PGA Professional, you have the opportunity to see firsthand all the decision making, shot making and ask questions and advise from a PGA tournament or club professional.

Pro-Ams:

- Great for the Golf Club's profile and standing in the community.**
- The members get a rare opportunity to play alongside top Professionals.**
- Sponsors can get excellent exposure for their services or product.**
- Financially they can be successful for the Club or a chosen charity.**
- Create competitive playing opportunities for New Zealand's Professional golfers.**

"Playing in a Pro-am as an amateur is an amazing experience. Firstly the opportunity to play with golfers at this level is often very rare.

Further they come away from the course with tips and course knowledge which is often not gained from traditional coaching techniques based in a 'range type' environment and participation is very good value for money. In most instances an amateur player will play above their ability in trying to match their playing partners."

John Morrow Omaha Beach Golf Club Member

SPONSORSHIP

A variety of sponsorship opportunities are available which each event, a headline sponsor benefits from year round promotion through the being a part of the PGA order of Merit. Promote your business to like-minded people

- Individual hole sponsorship opportunities
- Prize table sponsorship

We enjoy sponsoring many activities in our local community and it is great to support our existing customers in a sport they are passionate about. The Martinborough Pro-am has a great relaxed feel and we are very happy to be part of a feel good day for everyone involved.

Nick Baxter Spark Business Wairarapa



TOURNAMENT FORMAT

Medal Tournament Play for the professionals

Team Stableford

Hidden Holes

Team Ambrose

Team Nett

Team Par

The Tournament format is designed to meet your needs, the most common format is a teams Stableford with the professional having to complete a tournament gross score, the team format allows the professional to assist you in tactics and strategies when playing, this makes for a lot of fun and learning.

If the Pro-Am is run for the benefit of a charity, you can charge more to sponsors, raise more funds, and pass a significant sum to charity, with a resulting benefit in publicity both for the tournament and for your club.

Our golfers really relish the privilege and opportunity of playing with professional golfers. In our last Pro-Am we had 38 teams playing. There is also a lot of camaraderie between some of the Pros and Martinborough golfers. Some locals have had Pros staying with them for several years now during the Pro-Am and there is always a few drinks and a lot of laughs at the end of the day.

The Pro-Am also provides a valuable income source for the club. We have been fortunate in receiving major sponsorship from SPARK, but we also seek sponsorship from businesses and Organisations who field teams in the Pro-Am. As well, club members can make up teams and pay to enter. Most of our very generous prizes are donated.

Our last Pro-Am was covered by the Holden World of Sport and with help from locals made a great job of filming the event and marketing the Martinborough area. It was seen by people all over and we have had visits from golfers in many parts of NZ as a result.

Roland Griffiths Pro-am Organising Committee Martinborough Golf Club

FURTHER INFORMATION

The PGA is continually looking at ways its Professionals can add value at your events for more options or if you have any further questions, or would like to discuss any particular aspect of running a tournament, please call OR e-mail the;

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