

WHO WE ARE



PGA

Middle Atlantic Section

MIDDLE ATLANTIC SECTION OF THE PROFESSIONAL GOLFERS'  
ASSOCIATION



STAFFORD , VIRGINIA

WWW.MAPGA.COM





## ABOUT THE MAPGA

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The MAPGA has been a part of The PGA since 1925, and consists of over 1,100 members and apprentices in Maryland, Virginia, the District of Columbia and small portions of Pennsylvania and West Virginia. There are over 900,000 golfers playing more than 16.5 million rounds of golf a season in the Middle Atlantic region. As player development remains a driving force in the golf industry, the MAPGA provides a wide variety of programs and assistance to support its members who teach the game, promote goodwill and share the game's values to their golfing customers and their communities in general. Locally, MAPGA Professionals assist in raising over \$6 million annually for charities.

## OUR MISSION

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The Middle Atlantic PGA is dedicated to nurturing and improving the quality of the game for the thousands of golfers using our member facilities. PGA Professionals are responsible for conducting a variety of golf-related functions that include golf shop merchandising, golf instruction, tournament operations, Junior golf programs, golf club repair, administering the Rules, public relations and much more. Because of this highly visible role at the facility, the PGA Professional has the unique ability to impact virtually every facet of the club's operation and the golfers playing at the facility. In short, the PGA professional is at the very pulse of the game.



## COMMUNITY

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The PGA REACH Middle Atlantic foundation is a 501(c)3 nonprofit organization and philanthropic arm of the Carolinas PGA Section. Our 1,100 members across the Middle Atlantic are committed to serving our communities and growing the game of golf through our three pillars - Youth, Military, and Diversity & Inclusion. Our overall goal is to make a positive impact on the lives of our youth, military veterans, and diverse populations through golf. Our Professionals support many community outreach programs, such as golf in schools and mentoring programs to diverse and underprivileged populations throughout the Middle Atlantic.







The PGA REACH Middle Atlantic is a 501(c)3 nonprofit organization.

## Youth

**THE YOUTH PILLAR** of PGA REACH Middle Atlantic will ensure no child is forgotten and left to pursue golf on their own. Programs include Drive, Chip & Putt, PGA Jr. League and PGA Junior Golf Champs and tournaments. Each program is overseen by PGA Professionals who will serve as positive role models and provide a fun and safe learning environment.

➡ The Middle Atlantic PGA Reaches more than 2,500 junior golfers annually.

## THE MISSION OF THE PGA REACH MIDDLE ATLANTIC IS TO POSITIVELY IMPACT LIVES THROUGH THE GAME OF GOLF

## Military

**PGA HOPE** (Helping Our Patriots Everywhere) is the flagship military program of PGA REACH Middle Atlantic. PGA HOPE is a rehabilitative program designed to introduce golf to veterans with disabilities in order to enhance their physical, mental, social and emotional well-being. Led by PGA Professionals, PGA HOPE has helped thousands of Veterans assimilate back into their communities through the social interaction the game of golf provides.

➡ Since 2018 the PGA Hope Middle Atlantic has reached over 300 Veterans.

## Inclusion

**INCLUSION** is a core value of PGA REACH Middle Atlantic and we embrace the spirit of differences. We are committed to ensuring inclusion resonates throughout our organization, the activities, programs, and business we conduct.

➡ The PGA WORKS FELLOWSHIP offers access to individuals from diverse backgrounds to gain experience in all facets of the golf industry through a 12 month fellowship.





# TOURNAMENTS

In its most highly visible role, the PGA and the 41 section offices across the country are responsible for conducting more than 1,200 professional and amateur tournaments annually. In the Middle Atlantic Section alone, we conduct more than 100 tournaments each year and pay out \$ in prize money.

## BRITT SLOAN MAPGA SCRAMBLE

- April 25th
- Shenandoah Valley Golf Club - Front Royal, VA
- 16 Players

## SWINGJUICE SENIOR - JUNIOR

- May 9th
- Loudoun G&CC - Purcellville, VA
- 18 Holes - Approx. 80-100 Players

## CLUB CAR PRO-PRESIDENT

- May 16th
- Chartwell G&CC - Sevrna Park, MD
- 18 Holes - Approx. 120 - 144 Players

## MAPGA CHAPTER CHAMPIONSHIPS (NORTH, CENTRAL, SOUTHERN)

- Southern Championship - May 23rd
- at Cutalong Golf Club at Lake Anna - Mineral, VA
- Central Championship - May 31st
- Raspberry Falls Golf & Hunt Club - Leesburg, VA
- Northern Championship - May 31st
- Chartwell CC - Severna Park, MD

## E-Z-GO MAPGA FOUR-BALL

- June 6th
- Old Trail Golf Club - Crozet, VA
- 18 Holes - 80-100

## JANI-KING MAPGA PRO-SCRATCH

- June 20th
- CC of Woodmore - Mitchellville, MD
- 18 Holes - 120 Players

## STROKE PLAY CHAMPIONSHIP

- June 27th
- Hermitage Golf Club - Manakin-Sabot, VA
- 18 Holes - Approx. 120 Players

## STATE OPEN OF VIRGINIA

- July 15-17
- Independence GC - Midlothian, VA
- 54 Holes - Approx. 144 Players

## THE MAPGA BOBBY GORIN PRO-JUNIOR

- August 1st
- Woodmont Country Club - Rockville, MD
- 18 Holes - Approx. 120 Players

## NCR MAPGA ASSISTANTS CHAMPIOINSHIP

- August 8th & 9th
- Green Spring Valley G&HC - Owings Mills, MD
- 36 Holes - Approx. 80-100 players

## MAPGA STROKE PLAY CHAMPIONSHIP #2

- August 15th
- Keswick Club - Keswick, VA
- 18 Holes - Approx. 80-100 players

## MATT MISKELLY AND COMPANIES HEAD PRO CHAMPIONSHIP

- August 15th
- Keswick Club - Keswick, VA
- 18 Holes - Approx. 80-120 players

## MAPGA SENIOR CHAMPIONSHIP

- August 29th & 30th
- Elkridge Country Club - Baltimore, MD
- 36 Holes - Approx. 60 Players

## MAPGA SECTION CHAMPIONSHIP

- September 12th & 13th
- Club at Creighton Farms - Aldie, VA
- 54 Holes - 144 Players

## MAPGA MATCH PLAY CHAMPIONSHIP

- September 27th & 28th
- Elkridge Country Club - Baltimore, MD
- 36 Holes - Approx. 60-80 Players

## CLUB CAR MAPGA TEAM CHAMPIONSHIP

- October 17th & 18th
- Stoney Creek at Wintergreen Resort - Nellysford, VA
- 36 Holes - Approx. 128-156 Players

## MAPGA PLAYERS CUP

- October 25th & 26th
- Springfield Country Club - Springfield, VA
- 36 Holes - Approx. 80-100 Players



# MORE TOURNAMENTS

## SENIOR STATE OPENS



### Virginia Senior Open

- September 19-20
- Independence GC - Midlothian, VA
- 36 Holes - Approx. 144 Players

### Maryland Senior Open

- October 11-12
- Turf Valley GC - Ellicott City, MD
- 36 Holes - Approx. 144 Players



## JUNIOR CHAMPIONSHIPS

### Junior Boys and Girls Championship - June 27 & 28

- University of Maryland Golf Course
- 36 Holes - approx. 100 Players

### Junior Invitationals - 36 holes - Approx. 70-100 players

- The Bob Benning Invitational - June 22 & 23  
Stoneleigh GC - Purcellville, VA
- 36 Holes - approx. 60-90 Players
- The Billy Hurley III Invitational - July 28 & 29  
U.S. Naval Academy Golf Course - Annapolis, MD
- 36 Holes - approx. 60-80 Players
- Denny McCarthy Junior Invitational - Sept. 10 & 11  
Argyle Country Club - Silver Spring, MD
- 36 Holes - approx. 70 Players





# MIDDLE ATLANTIC PGA CHAPTERS

The Middle Atlantic is divided into three (3) total Chapters (shown below). This provides a way for us to localize our PGA Professionals and encourage growth within the immediate area where professionals are located. Chapter meetings, events & tournaments take place throughout the year in addition to the Section's major championship schedule. We typically have a series of Spring Chapter Meetings & Fall Chapter Meetings, along with various types of Chapter events & tournaments.



## Partnership Opportunities

Many different opportunities to promote & expose your business & brand are available with our Chapter meeting series & events.



# TOURNAMENT

## PARTNER PROMOTION



## PLAYER INTERACTION

We give our partners every opportunity to be heavily involved with the on-site experience at our tournaments.

Whether it's interacting with our players on the golf course conducting a closest-to-the-pin contest, greeting players in the scoring area, or being a part of one of our social functions, we're here to get creative with getting you face-to-face with the MAPGA's finest golf professionals.

## SIGNAGE

Our staff creates our own personalized event signage in-house, providing brand promotion in every area of operation from start to finish during the tournament experience.

## WEBSITE PROMOTION

Of course our partners are well-represented on our tournament web pages, the one-stop-shop for registration, information & results.



# MARKETING BENEFITS

FOR OUR PARTNERS

## SOCIAL MEDIA & EMAILS

There's no better place to promote your brand than on social media. We'll work with you to be creative in delivering your message to our members & followers using the latest trends. Email communications to our 1,200 + Members & Associates is available as well.

## SPONSORS PAGE

Exposure on our "Sponsors" page, the landing spot on our website for our members & associates to find existing partners. Complete with logo, link to website, and representatives' contact information.

## 'NEWS & NOTES' NEWSLETTER

'News & Notes' is our weekly MAPGA newsletter that goes out to our 1,200+ Members & Associates and media outlets recapping recent Section news, events, tournaments, and partner highlights. [Examples of past newsletters can be found here.](#)

## MAPGA DIRECTORY

Included with many of our partnerships is complete access and inclusion into our membership directory. Here our partners as well as our members & associates can find a directory of all MAPGA facilities, members, partners & sales reps. It gives easy access to contact information all around. (Located on MAPGA.com through a secure login)

## STATISTICS

10,000

Monthly Average  
Website Views

15,500

Monthly Average  
Website Views During  
Tournament Season\*

2,200

Monthly Average  
Tournament  
Page Views

5,500

Monthly Average  
Tournament Page  
Views During  
Tournament Season\*

58%

E-Blast Open Rate

4.5%

E-Blast CTR

\*Jan - March 2022



3,500 +  
followers



2,500 +  
followers



1200 + followers



3000+  
views per week



## OUR GOALS

The Middle Atlantic PGA has established numerous corporate partnerships as part of the commitment to serving its Members and growing the game of golf. Our continual focus is on promoting our partners' products and services by developing trusting and supportive relationships between their representatives and our PGA Professionals. These valued partnerships focus on increasing our partners' footprint in the Carolinas and ultimately growing their business.

## CONTACT US



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**MEET THE REST OF THE TEAM!**