

April 19, 2011



Sample NYSGA Players Club Membership Card

Dear NYSGA Club,

As a NYSGA Member Club, I want to notify you of two NYSGA initiatives. They are both great ways to increase promotion of your club, reach new golfers and create additional revenue sources.

- 1) *The Players Club* is a network of 37,000 NYSGA member golfers. This club gives golfers access to discounts on things such as hotels, restaurants and rental cars. Discounted golf course greens fees are another benefit. Golfers carry a card like the one above with their name and effective date to show their membership in the Players Club. Your club can advertise promotions directly to this target group of Upstate NY golfers for free through our Players Club website and our emails to golfers. To view what other clubs are offering, go to: www.nysga.org/playersclub and click on 'Discounts'.
- 2) *Kids On Course* is a NYSGA Foundation program that creates affordable access to golf for deserving youth by establishing \$1-\$5 greens and range fees at local golf facilities during off-peak hours. We subsidize golf courses who offer reduced rates to Kids On Course participants. For instance, if a club decides that Kids On Course golfers can purchase a bucket of balls for \$5, then those kids pay the club \$2 and the club bills the NYSGA \$3. If a club allows Kids On Course participants to play for \$10, kids pay the club half (\$5) and the NYSGA is billed for the other half (\$5).

These junior golfers, ages 10-17, go through an NYSGA administered online certification program about the Rules of Golf, Etiquette and Life Skills and then receive a membership bag tag to present to participating golf clubs. The discounted rates can only be redeemed once per day at a facility.

Our Foundation believes that golf teaches integrity, character and responsibility in a way that few other activities can match. With affordable access to golf, the game will continue to grow, but more importantly, youth will have the opportunity to experience the life skills that the game teaches on a regular basis.

Fill out the form on the back of this letter and send it back to our office if you wish for your club to participate in one or both of these programs. Contact me with any questions or to discuss these programs in greater detail. I think they can help encourage golfers to come play at your facility.

Sincerely,

Scott Gerbereux
NYSGA Membership & Foundation Director
Email: scott@nysga.org | Office: 315-471-6979



Please complete this form and either fax to 315-471-1372 or mail to:

NYSGA, P.O. Box 15333, Syracuse, NY 13215

Players Club

Club Name: _____

Offer (can be for discounts such as: money off greens fees, buy one-get one, merchandise or food & beverage when golfers show their Players Club card. You may restrict the days & times of the offer. This will be promoted on our Players Club website and in emails to golfers):

Restriction times/days (if any): _____

Club phone number and website: _____

Kids On Course

Club Name: _____

Range Balls Offer (must be \$5 or less): _____

Restriction times/days on range balls offer: _____

Greens fee offer (must be \$10 or less): _____

Restriction times/days on greens fee offer: _____

Club phone number and website: _____

Thank you for your support!