

Presented by:



L I N C O L N



PGA REACH New England, the 501c(3) nonprofit foundation of the New England Section PGA, is excited to announce a new initiative designed to spotlight the female demographic of our sport.

New for 2021, Women's Golf Week (WGW), will occur annually the first week of June, overlapping the official Women's Golf Day global initiative. During that week, PGA REACH New England in a collaborative effort with our five regional State Golf Associations, will provide marketing, promotion, prepared social media images & content to existing or new programs created for female golfers.

The goal, *Increased Outreach to Women* to help grow the game of golf across New England through fun, instruction, social engagement and outdoor wellness!

As a Partner Facility, our Allied Association communication effort is designed to drive interest in support of your programs. There is no cost to join this awareness campaign, the only thing asked is to share as much content, success stories, pictures and video across all media platforms, tagging #womensgolfweek.

Encouraged Facility Requirements:

- Be able to staff this effort properly
- Have or create a social media presence
- Be willing to promote the program via PGA REACH New England provided marketing materials
- Have a supplemental program for the Women to 'graduate' to
 - This can consist of a discounted opportunity in a women's golf league, another clinic for women, or a growth of the game program.
- Be able to get at least (8) Women to participate in the program

Are you ready to register your Facility and Programs - If so, [FOLLOW THIS LINK TO REGISTER](#)



Additional Women's Golf Week Offerings:

In addition to instruction, competitive and social offerings, Partner Clubs of Women's Golf Week are encouraged to implement at least (1) other activity or engagement which targets the female demographic.

Additional offerings could include:

- o An F&B component
- o Seminar on the Rules
- o Golf Shop sales or promotions on female apparel
- o Mother - Daughter or Family activities
- o Coverage and promotion of Women's Golf Day (June 1st)
- o Coverage and promotion of Women's US Open (June 3-6th, The Olympic Club)
- o Newsletter or Blog submissions highlighting female patrons or members
- o Night or glow golf
- o Dedicate more than 50% of Golf Shop space to female consumers
- o Fireside chat with prominent women of the facility
- o Drive, Chip & Putt experience
- o Big Break competition
- o Open mic experience for females (Comedy, Music, etc.)



Founded in 2016, PGA REACH New England is the charitable 501c(3) foundation of the New England PGA Section.

PGA REACH New England has and will continually work to promote the game and improve the lives of thousands of children, military veterans and their families, as well as diverse populations through golf programs throughout New England each year. Although the NEPGA fosters competition, the New England PGA Charitable Foundation is designed to encourage fellowship, good sportsmanship, continued skill development, honesty, integrity and etiquette.