



The World's Premier Golf Venues



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The PGA brand represents the World's premier golf course, practice and coaching facilities available in a country. As a world leader in golf, The PGA has a proud history of partnering with some of the world's greatest venues such as the PGA Nationals at The Belfry and Gleneagles.



PGA BRANDED PROPERTIES OPPORTUNITY

PGA ACADEMIES



BEST IN CLASS GOLF PRACTICE AND COACHING FACILITIES

- PGA Professional led venues
- Best in class facilities Accessible to all
- Utilising the best technologies

PGA COURSES



LEADING GOLF COURSES, CAPABLE OF HOSTING NATIONAL AND REGIONAL LEVEL CHAMPIONSHIP EVENTS

- High quality golf course designs
- Exceptional maintenance and set up
- Accessible to all
- Challenging to professional golfers

PGA NATIONALS



INTERNATIONAL LEADERS WITH BEST IN CLASS GOLF FACILITIES, CAPABLE OF HOSTING CHAMPIONSHIP STANDARD TOURNAMENTS

- PGA Professional led venues
- International standard golf facilities
- Accessible to all
- National exclusivity

Benefits



HEADLINE BRANDING RIGHTS

- Use under licence of the PGA brand options.
 - PGA National Brand
 - PGA Golf / National / Academy PGA
 - Golf / National / Course



PGA PROPERTY PARTNER STATUS

- Networking opportunities with other PGA Branded Properties and Official PGA Partners
- PGA Partner event invitations
- Use of UK PGA headquarters to host meetings
- Complementary PGA recruitment support



VIP PGA HOSPITALITY

- VIP invitations to The Ryder Cup
- VIP invitations to The PGA BMW Championship Table
- for 10 at The PGA Annual Lunch



Benefits



MARKETING RIGHTS - CONNECTING YOU WITH 8,500 PGA PROFESSIONALS

- PGA Monthly magazine
- PGA Connect – our weekly email newsletter
- Social Media coverage - 60,000 audience PGA
- homepage back-link (improving your SEO rankings)
- PGA Learn – our education platform



GOLF TRAVEL MARKET ATTENDANCE

Invitation to attend IGTM or IAGTO shows as part of our PGA Branded Property stand and delegation



59 CLUB SUPPORT

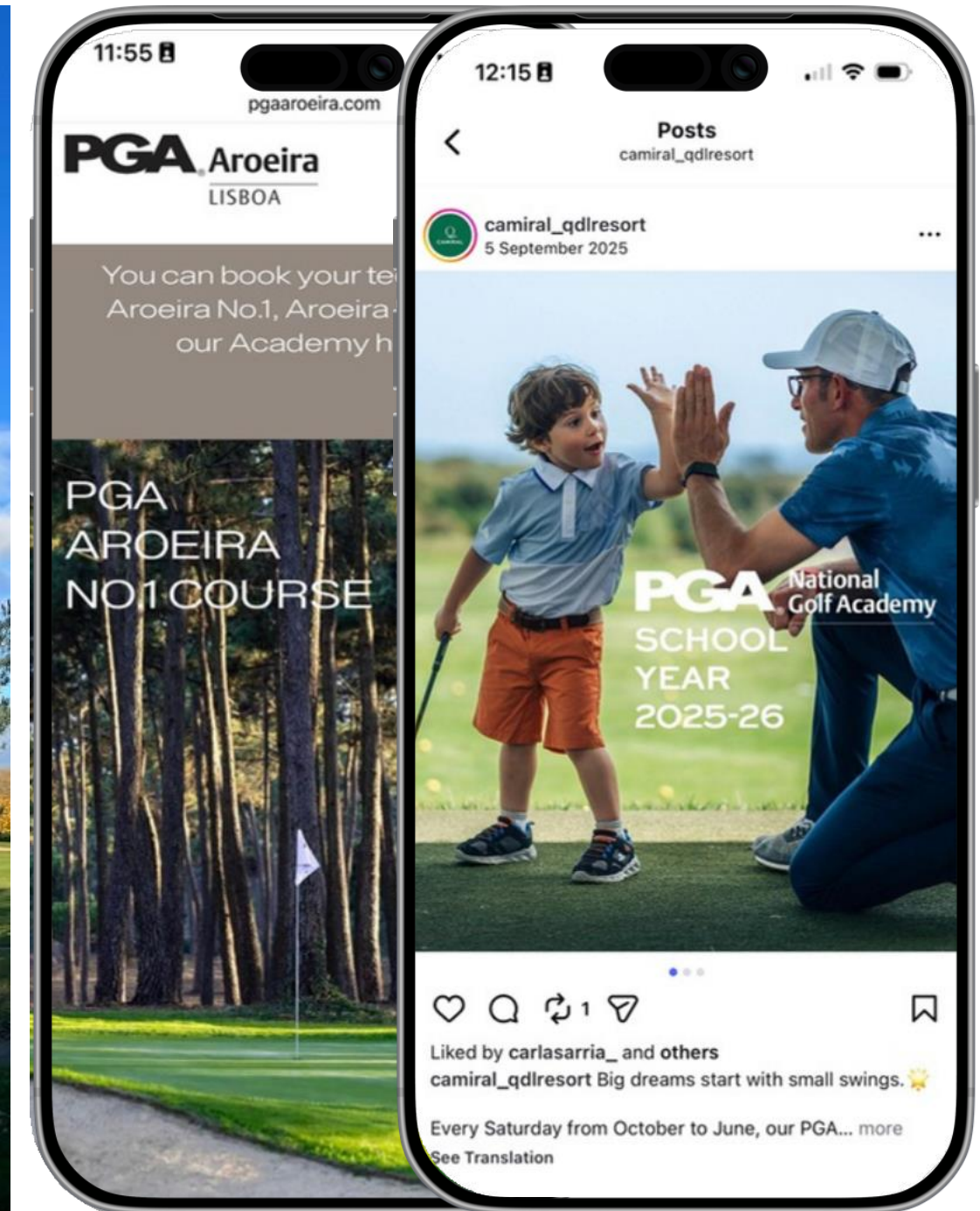
Customer experience testing and training support PGA

- Branded Properties receive four tests and reports per year as part of each Branded Property's agreement



Leveraging The PGA Brand

DELIVERING THE RIGHTS TO LEVERAGE THE PGA BRAND ON-SITE, THROUGH RETAIL, EQUIPMENT & DIGITAL MARKETING



Summary



RECOGNITION AND ALIGNMENT WITH OTHER BEST IN CLASS PGA
BRANDED PROPERTIES



RIGHTS TO USE THE MOST RECOGNISED BRAND IN GOLF



OFFICIAL PGA PROPERTY PARTNER
STATUS



ACCESS TO 8,000+ PGA
MEMBERS



59 CLUB CUSTOMER EXPERIENCE TESTING AND
TRAINING SUPPORT



VIP
HOSPITALITY





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It's an exciting time at Gleneagles. Now more than ever it's important for us to strengthen relationships, so we're delighted to renew our relationship with the PGA. We're proud to be Scotland's only PGA Academy and to be recognised as one of the pre-eminent facilities in the country for golf coaching and education.