

SCGA Associate Member Network

(AMN)



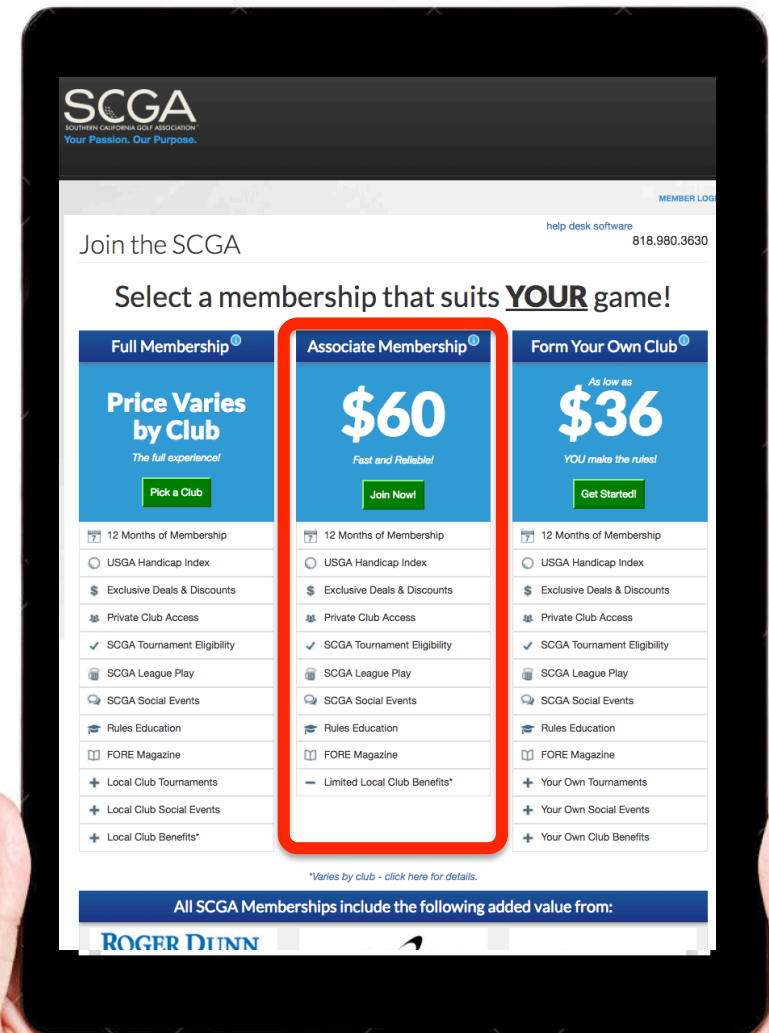
Overview



What is it?

- An **Associate Membership** is a membership offered by the SCGA exclusively through scga.org that provides a GHIN number and golf club affiliation to golfers for \$60*
- The **Associate Member Network** (AMN) consists of Type 1 SCGA Golf Clubs that choose to participate in the program by offering a “lower tier” Associate Membership (i.e. limited benefits) to their club

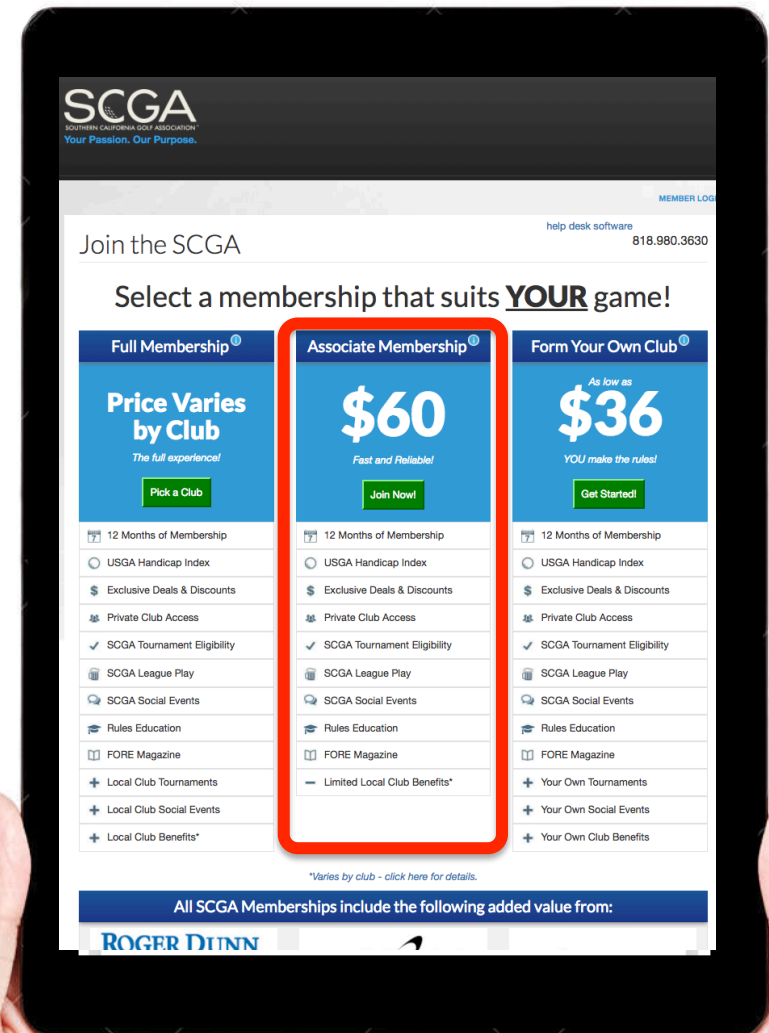
*(MSRP – price may be discounted via promotional coupon codes)





What is it?

- **Golfers are matched** with the participating golf club nearest their stated zip code.
- **Participating clubs** receive \$24 (and a new member) per signup



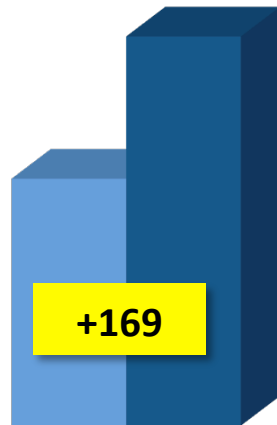
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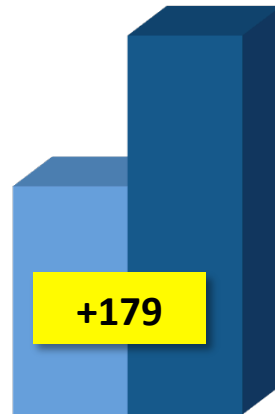
Why do I need it?

- Increase your membership
- Increase your revenue
- Introduce new golfers to your club and work to convert them to full members

■ 2016 ■ 2017



Admrial Baker



Lakewood



Rancho Park

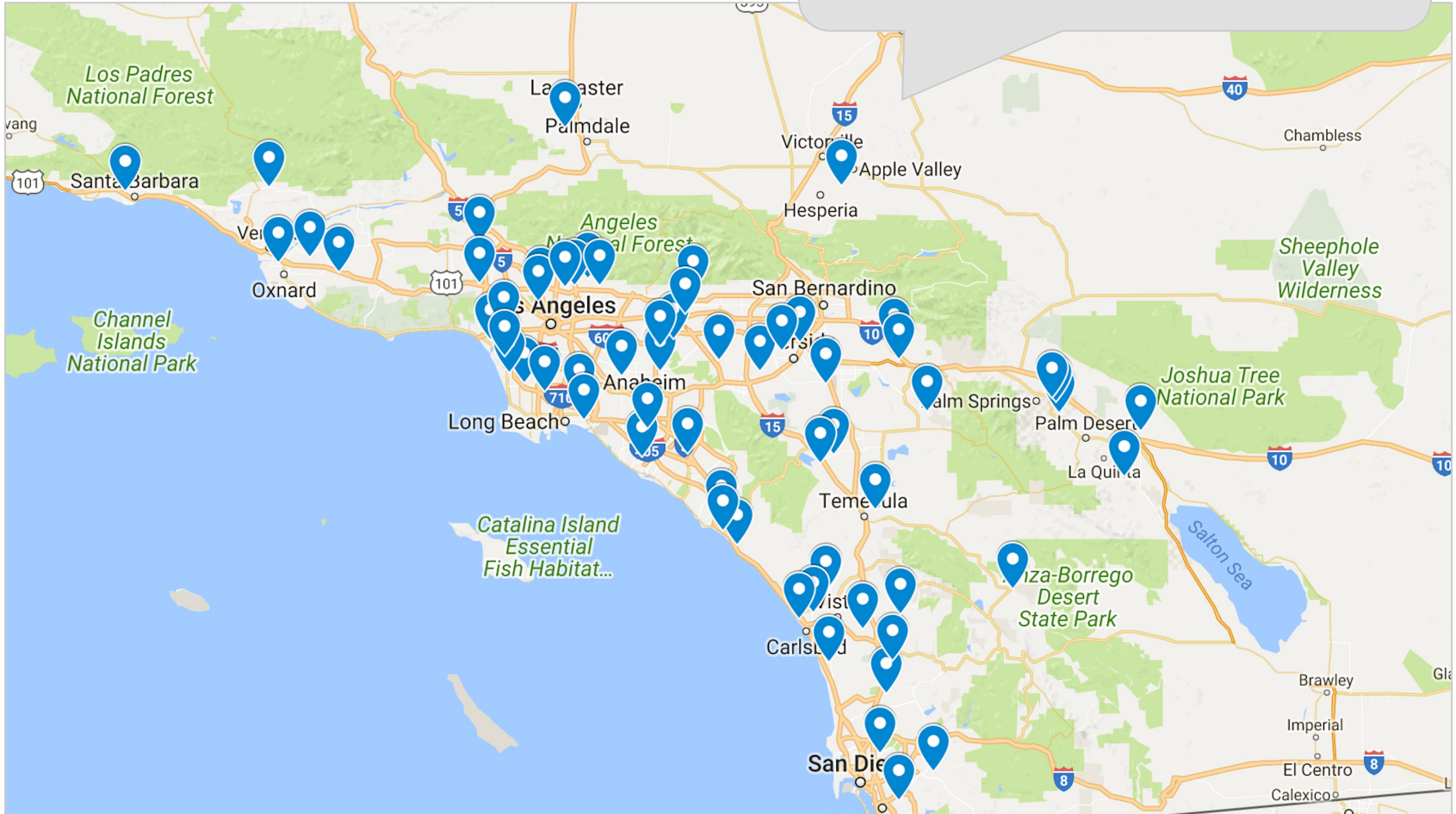


So Bay Pub Links*



Who Uses It?

 **73 SCGA Clubs**
participate in the AMN





Who Uses It?



"In 4 months, we added 95 new members [from the Associate Member Network], so we're really happy with the program."

Mike McMonegal
President, Lakewood Golf Club

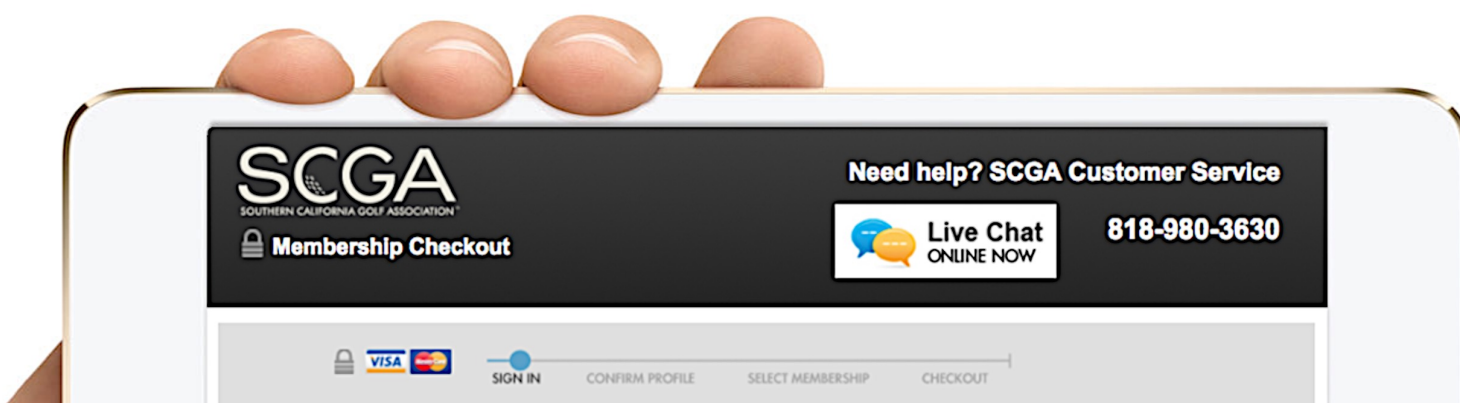


How do I get it?

CLICK HERE



SIGN UP FOR THE AMN



How it works



5 Easy Steps

Step #1 – The SCGA advertises to the golfing community

NEW: Membership good for 12 months from purchase date!

SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION

WHY JOIN?
TAKE THE TOUR BELOW!

Welcome Competitive Events Leagues Group Outings USGA Handicap Exclusive Deals **JOIN NOW**

SoCal Golfers:
Take \$10 Off an SCGA Associate Membership!
Coupon Code: SoCal

JOIN NOW

ONLY \$50

Discover a better golf experience.

- ✓ **USGA/GHIN** Handicap Index
- ✓ **100+** SCGA playing opportunities
- ✓ **50+** Private club golf outings (non-competitive)
- ✓ **25+** Fun and flighted SCGA tournaments

\$200 in Additional Value Included with Purchase!

ROGER DUNN GOLF SHIRTS
Home of the 90 Day Guarantee

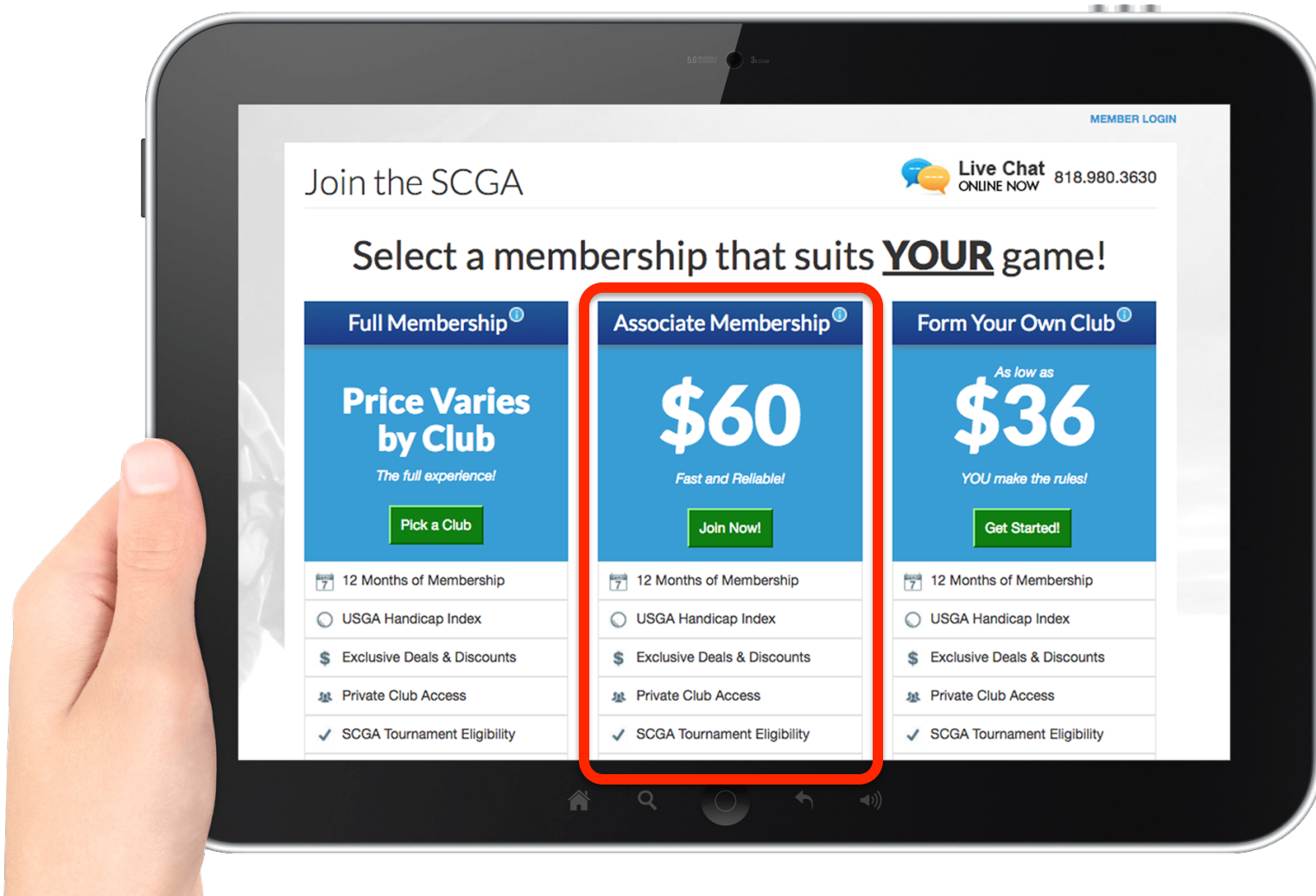
THE GOLF MART

underpar.com
green fees for less

\$15 Gift Card

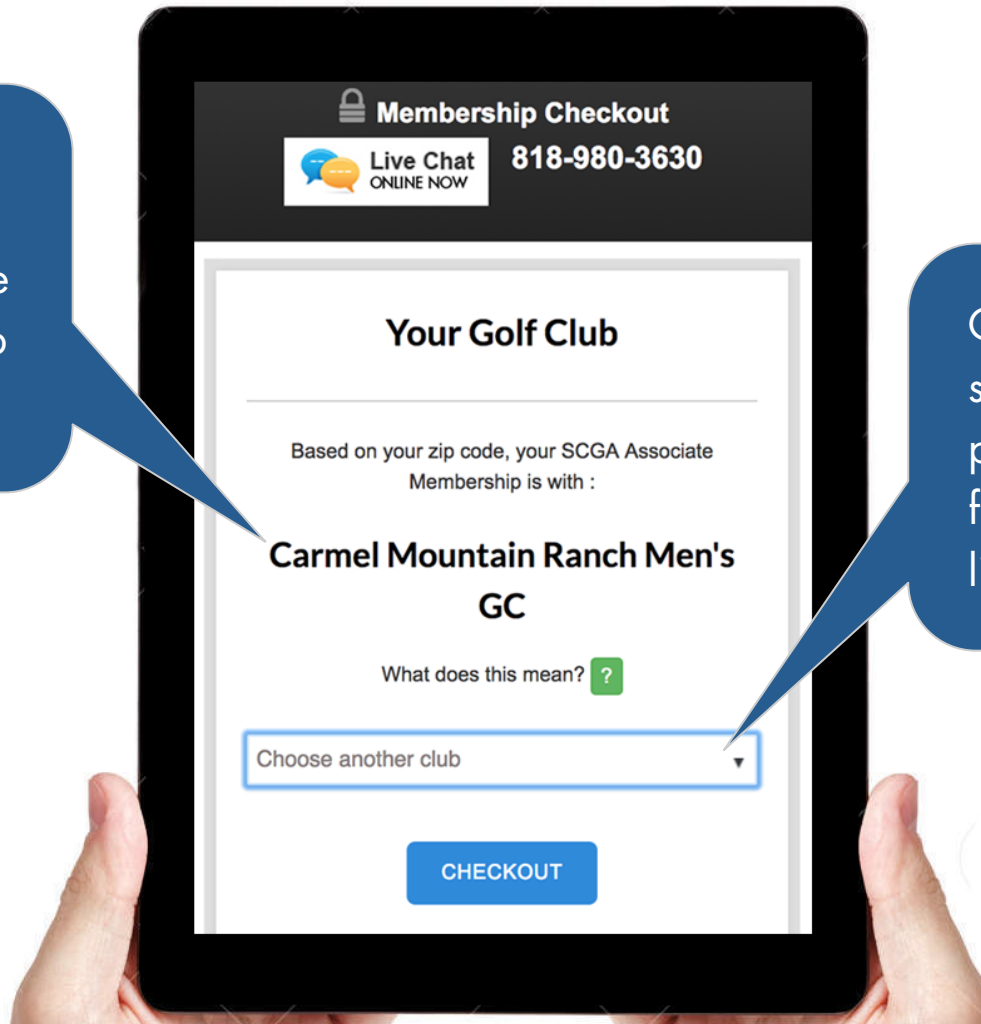
\$20 Gift Card

Step #2 – Golfer selects to purchase the Associate Membership



Step #3 – Golfer is assigned to a club nearest their zip code

Golfers are assigned to the facility-based (type 1) SCGA golf club nearest their zip



Golfers can also select a different participating club from the dropdown list

Step #4 – Golfer purchases membership and dues are distributed

- **AMN Clubs Receive:**

- \$24
- A new (associate) member





- **Golfer Receives:**

- Membership to assigned club
- USGA/GHIN Handicap Index (managed by club)
- **Limited** access to assigned club's tournaments (club's discretion)
- SCGA membership and benefits

Step #5 – The SCGA Club manages the member

- Associate members appear as **“paid”** members on your Golf Nations roster
- They are labeled as an **“SCGA Associate Member”** in the subscription column

| ▼ Name | ↕ GHIN # | ↕ Subscription | ↕ Status | ↕ Payment Stat |
|------------------------------------|----------|-----------------------|----------|--|
| Abad, Christian | 65121 | Regular Membership | Active | Paid  |
| Aguilar, Francisco | 2246122 | SCGA Associate Member | Active | Paid |
| Allen, Larry | 9696891 | SCGA Associate Member | Active | Paid |
| Almeida, Gene | 2290362 | SCGA Associate Member | Active | Paid |
| Alter, Sidney | 1945494 | Regular Membership | Active | Paid  |



Club Responsibilities for Assigned Associates

- **Handicap Index** oversight
- **Provide a welcoming environment**
(i.e. welcome email, club emails/newsletters)
- **Open at least 1** club tournament to Associates
- **Offer to upgrade** Associates to full membership throughout the year



2017 AMN Results – 73 Clubs



7,250+

AMN members

(Average of 98 members per participating AMNclub)



\$197,000

to participating clubs

(Average of \$1,800 per participating AMN club)

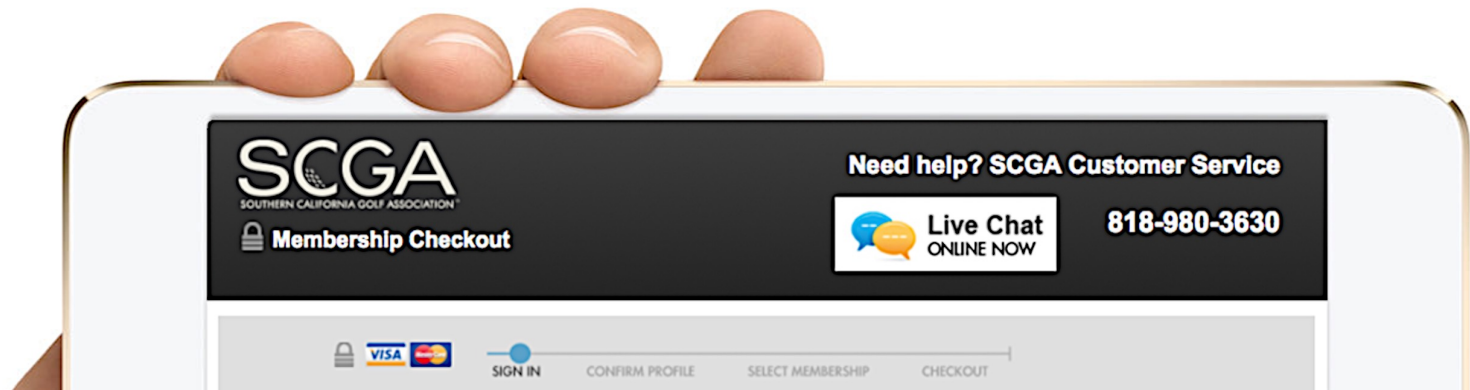


READY?

CLICK HERE



SIGNUP FOR THE AMN



YOUR PASSION. OUR PURPOSE.

