

# Sponsors and Members Frequently Asked Questions (FAQ):

## Membership Profile

The HICKORY PLAYERS GOLF ASSOCIATION welcomes all golfers ranging from tournament players to club pros, assistant pros, teaching pros, course superintendents, seniors and those golfers who want to experience the pleasures of playing the game as did Walter Hagen and Bobby Jones. It is predominantly a male membership, but we do have female members and there are more women enjoying hickory play every year.

Our membership services the American golfing community and accordingly provides us with direct access to over 3 million people who regularly take to the fairways. The Hickory Players Golf Association is designed to successfully launch and run golf events and promotions to this population.

Our membership profile can be broken down into the following groups:

### Age

25 years and under	8.08%
26-40 years	15.44%
41 - 55 years	22.27%
55 years and over	54.19%

### Geographics

NE	44.18%
Central	20.50%
SE	23.27%
Mountain	5.40%
West	4.45 %
Southwest	1.40%
Overseas	1.00%

### Question: How many golfers are 50 and older?

*Answer: According to statistics from the National Golf Foundation, 6.3 million of the 24.3 million golfers in the country are over the age of 50. About 3 million seniors call themselves "avid" players.*

### Question: How many golf courses in the United States?

*Answer: As of December 31, 2006, there were 15,990 facilities, 11,608 of which were open to the public. A facility is a complex containing at least one golf course.*

### Question: How much do golfers spend?

*Answer: Golfers spent \$24.3 billion in 2002 on equipment and fees. They spent \$19.7 billion on public and private green fees and dues in 2002, which accounted for 81 percent of all spending. They spent \$4.7 billion on equipment (clubs, balls, bags, gloves, shoes). Avid golfers (25+ rounds annually) make up the smallest player segment (23 percent), but accounted for 63 percent of all golf-related spending in 2002.*

**Question: What is the average Income of a HPGA Member?**

*Answer:* the average senior golfer has a household income of \$96,000; almost all own their own home and spend an average of \$2,000 per year on equipment and greens fees. An HPGA Member average income is substantially higher by reason of their love for collecting clubs considered to be antiques, books, and memorabilia.

**Question: What type of tournaments is the HPGA planning to sanction?**

*Answer:* Medalist play, gross and net, and 2-3-4 person scramble. The types of tournaments are dependent on the number of days the tournament is held, age of the players, and the purses offered. Younger players and age 50 to 65 favor Medalist play, corporate sponsors and charities may favor a scramble format.

**Question: Are you offering Amateur and Professional Events?**

*Answer:* Yes. To comply with USGA rules of being an Amateur, the maximum a player can earn and maintain their amateur status is \$750 per event. Payment is in kind, meaning no direct monies are paid out directly to the winner. Using a fulfillment center, points are issued and redeemed for travel and merchandise. Professionals are paid by direct deposit from the HPGA sponsoring bank.

**Question: What is the buy in to become a sponsor?**

*Answer:* There are several levels of sponsorship depending on the sponsor participation and desire to have a national, regional, or local audience for its company's products and services to the target market in which HPGA draws. Sponsorship can range from Television match play with selected Professionals playing Hickory shafts to local amateur purse participation. Please contact the executive director for details and explanations of the options available.

**Question: Who is your fulfillment vendor for Travel and Merchandise?**

*Answer:* College Team Travel is the travel partner working with Travelflo Inc. who serves as the travel agent administrator for the HPGA. Travelflo also manages the fulfillment center and redemption accounting. See <http://www.travelflo.com/>

**Question: As an Amateur, how do I collect my prize?**

*Answer:* Part of your membership fee is used to enroll you into the HPGA Rewards Program managed by its partners College Team travel and Travelflo. Each member will be assigned an Identification number and password. This information is emailed to the member after the registration process has been completed by the HPGA. Travelflo is responsible for maintaining member accounting, fulfillment, and balances. Each award point is equal to 1 dollar. For example, win a tournament that has a first place finish of \$750, then 750 award points will be credited to your player account. The redemption of those points can be used through College Team Travel, who will offer travel and services with no black out dates. Airline tickets, hotel, auto rental for business and personal purposes are valid for redemption. Travelflo will offer 3000 merchandise items that can be viewed through the internet for redemption. Live customer service representatives can assist you if you chose not to use the internet.

**Question:** As a Professional, how are my winnings paid?

*Answer:* Part of your membership fee is used to enroll the player with our sponsor financial institution. Your winnings will be transferred to the account that has been set up on your behalf. The member can then determine how to access the funds and by which method. The professional player will need to supply additional information to comply with Federal Banking laws. All winnings will be reported by 1099. Please refer to the privacy statement additional information.

**Question:** What is the difference in HPGA membership classifications?

*Answer:* The base membership includes all the services listed in the previous sections. Higher priced levels of membership participation include logo items, selected non health benefits, and points that could be deposited to your Award account.

**Question:** How does a charity or company become a sponsor?

*Answer:* Please contact the executive director. He will assign a person to work with the charity or sponsor to design a tournament format best suited to sponsors needs.

**Question:** Do you have a Website?

*Answer:* The web site is under construction and will be available first quarter 2008. You can access it by the URL link [www.HickoryPGA.org](http://www.HickoryPGA.org).

