



2024 Sponsor & Media Update

*A Preview of the PGA of BC's Strategic Plan, Member Programming,
and Industry Engagement*



2024-2026 Strategic Plan Preview



PGA of BC Organizational Ethos

MISSION

The PGA of BC is devoted to empowering golf professionals in British Columbia by actively promoting joy, engagement, and advancement in the sport. We provide exceptional resources and unwavering support, ensuring our members thrive in the ever-evolving golf industry.

VISION

Our vision is for a future where every golf professional achieves outstanding success; our association and its members are recognized as the standard for excellence in the world of golf.

VALUES

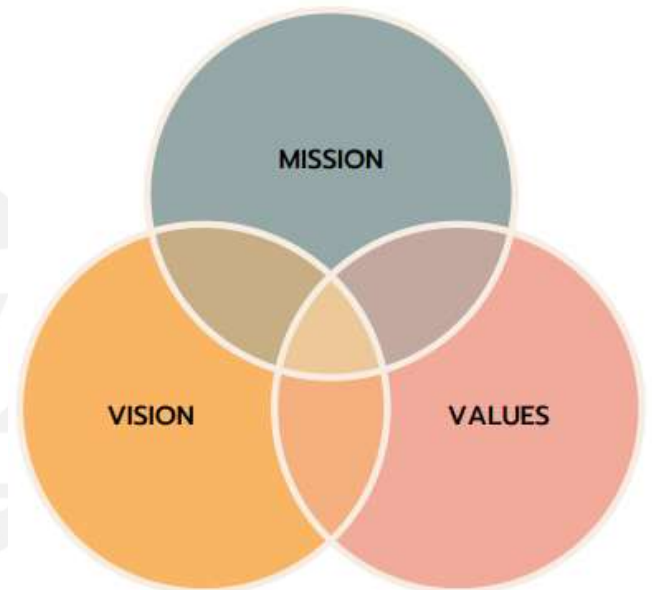
Respect & Stewardship

Passion & Innovation

Transparency & Accountability

Diversity & Inclusivity

Enthusiasm & Fun





2024-2026 Strategic Plan Preview



"How is the PGA of BC going to best execute the Vision, Mission, and Values statements of the association going forward?"

By Increasing the Association's value

to our Members,
by providing events, programming, and opportunities that align with our goals

to our Sponsors and Partners,
by enhancing our content creation and promotional capabilities, as well as fostering business relationships with our members

to the Public and Golf Industry,
by increasing public engagement and brand awareness





Kal Tire Cup

#PGABCplays

Order of Merit / Tournaments Points Race

The PGA of BC's **Kal Tire Cup** has been updated to better recognize golf professionals for not only their performance but also their participation across a wider range of competitions throughout British Columbia and Canada. Key changes include:

- Points are now awarded for both results in the PGA of BC Stroke Play Championships and participation in these and other events, emphasizing the importance of active engagement in tournament golf.
- The selection of specific Regional Tour events for Order of Merit points has been removed. Points are now based on a professional's finish in their Regional Tours' overall Order of Merit standings.
- A broader range of competitions, including national championships, the RBC scramble, and other professional tournaments, will now contribute to Order of Merit points, recognizing a wider scope of professional involvement.

This revised approach aims to more fully represent a professional's engagement and performance throughout the tournament season, encouraging broader participation and competitive acknowledgement in golf across the province.

Player of the Year Awards

While the PGA of BC's Player of the Year award may often go to its Kal Tire Cup Champion, Male and Female Player of the Year recognition also encompasses tournament results outside of the PGA of BC's schedule (ie. National events, PGA-affiliated-tour events, etc.) which may also be considered.

| Event Date | PGA of BC Tournament | Host Facility |
|-----------------|---|------------------------------|
| April 29 | <i>Sponsor Media Invitational Pro-Am</i> | Riverway Golf Course |
| May 21 | <i>Tournament of Champions</i> | Highland Pacific Golf |
| June 3-4 | <i>Assistants' Championship</i> | Nk'Mip Canyon Golf Course |
| June 9-12 | <i>PGA Championship of Canada</i>  | Mickelson National |
| June 24-25 | <i>Seniors' & Women's Championship</i> | Nicklaus North Golf Course |
| July 2-5 | <i>PGA Women's Championship of Canada</i>  | TPC Toronto |
| July 3-4 | <i>Pro-Assistant Championship</i> | Copper Point Golf Course |
| July 11 | <i>Pro-Junior Series</i> | Cranbrook Golf Course |
| July 22 | <i>Pro-Junior Series</i> | Cultus Lake Golf Course |
| July 24 | <i>Pro-Junior Series</i> | Shadow Ridge Golf Club |
| July 29 | <i>Pro-Junior Series</i> | Fairwinds Golf Club |
| July 29 - Aug 1 | <i>National Seniors' Championship</i>  | Parcours du Vieux Village |
| August 19-20 | <i>PGA of BC Championship</i> | Morgan Creek Golf Course |
| Sept 11-14 | <i>Assistants' Championship of Canada</i>  | The Redwoods Golf Course |
| Sept 30 - Oct 1 | <i>Club Professional Championship</i> | Nanaimo Golf Club |
| November | <i>National Head Professional Champ.</i>  | Mission Resort, Florida, USA |



Kal Tire Cup

#PGABCplays

2024 Tournament Points Race / Order of Merit

| Description | Pts Awarded | Annual Max | Notes & Examples |
|---|-------------|---------------|--|
| PGA of BC Events – Participation | | 24 | |
| Provincial 2-Day Championships | 4 | 12 | Pro-Assist, Assistants, Seniors, Women's, Club Pro, and Championship |
| Provincial 1-Day Championships | 2 | 4 | Tournament of Champions & Pro-Junior |
| Regional Tour Events | 2 | 12 | Participation in any Regional Tour event |
| PGA of BC Events – Results | | 2 Best | <i>Uses top 2 points allocations from the 4 provincial championships</i> |
| PGA of BC Championship | varies | 50 | Winner – 50 pts, 5 th place – 27 pts, 10 th place – 17 pts, etc. |
| PGA of BC Assistants/Club Pro Championship | varies | 35 | Winner – 35 pts, 5 th place – 16 pts, 10 th place – 6 pts, etc. |
| Seniors' Championship | varies | 25 | Winner – 25 pts, 5 th place – 10 pts, 10 th place – 2 pts, etc. |
| Women's Championship | varies | 25 | Winner – 25 pts, 5 th place – 10 pts, 10 th place – 2 pts, etc. |
| Regional Tour Order of Merit Finish | varies | 20 | Regional Tour points are in addition to the provincial championships total |
| PGA of Canada Events – Participation | | | |
| National Championships | 2 | 6 | Assistants, Seniors, Womens, Head Pro, and PGA of Canada Championships |
| PGA Scramble - Regional Final | 2 | 2 | Participating in a RBC Scramble Regional Final and/or National Final |
| Other Participation | | | |
| Outside Golf Tournament - per day | 1 | 6 | Pro-Ams, Opens, VGT Summer events, other sanctioned Tour Events, etc. |



Sunice & Bobby Jones Medal #PGABClearns

Professional Development Program (PDP) Points Race

The PGA of BC's **Sunice & Bobby Jones Medal** is presented to the association's annual leading points getter from its **Professional Development Program**. Initiated in 2013, the PDP has been a cornerstone in acknowledging members who prioritize professional growth and contributions within the golf industry. Originally, the PDP was an annual points race designed to honor members for their extensive involvement and achievements across several domains—education, participation in tournaments and other events, contributions to the industry, and personal development. This approach aimed at identifying and celebrating the association's members who prioritize career and professional development, recognized at key Association events like the Annual General Meeting and Spring Education Seminar.

Starting in 2024, the PDP has undergone significant changes, with a new, narrowed focus primarily on education as well as golf-industry volunteerism. These modifications to the PDP signify an evolved perspective on professional development within the PGA of BC, stressing the importance of education and involvement in the PGA of BC as a key component of industry leadership and excellence.

Professional Development Award

While the PGA of BC's Davie Black Professional Development Award may often go to its Sunice & Bobby Jones Medalist, the PDP recognition also encompasses education and development efforts outside of the PGA of BC's schedule which may also be considered.

| Date | Event Type | Facility |
|--------------|--|-----------------------------------|
| April 15 | <i>Virtual Education Series - Par 6 Golf</i> "Problems with your Club's Social Media" | Virtual / Province Wide |
| April 22 | <i>Roundtable Education Series</i> "Leadership" | Creston Golf Club |
| April 28 | <i>Roundtable Education Series</i> "Partnerships" | Riverway Golf Course - Mulligan's |
| May 6 | <i>Interactive Education Series – Patrick Lago</i> "De-mystifying Early Extension" | Lago Golf Academy |
| May 9 | <i>Virtual Education Series – Aaron Volpatti</i> "The Power of Visualization; in golf, and in life" | Virtual / Province Wide |
| May 20 | <i>Roundtable Education Series</i> "Fostering Community" | Highland Pacific Restaurant |
| May 27 | <i>Interactive Education Series</i> "Driving Range Strategies featuring TopTracer" | Predator Ridge Golf Resort |
| June 21 | <i>Virtual Education Series - Raymond Chang</i> "Golf Fitness Assessments & Prescriptions" | Virtual / Province Wide |
| June 23 | <i>Roundtable Education Series</i> "Women's Golf: An Intergenerational Perspective" | Nicklaus North Golf Course |
| August 12 | <i>Roundtable Education Series</i> "Overcoming Adversity" | The Rise GC |
| September 17 | <i>Virtual Education Series – Lesley Hawkins</i> "Retail Trends in the Golf Industry" | Virtual / Province Wide |



Sunice & Bobby Jones Medal

#PGABClearns

2024 Professional Development Program (PDP) Points Race

| Description | Pts Awarded | Annual Max | Notes & Examples |
|---|-------------|------------|--|
| Membership | | | |
| Membership in Business or Industry Associations | 2 | 10 | Holding membership in a golf industry association: CMAC, NGCOA, LPGA, Chamber of Commerce, etc |
| Trade Shows | | | |
| PGA of BC Trade Show attendance (per day) | 4 | 8 | Attending the PGA of BC's own Fall Trade Show |
| Other Industry Trade Show attendance | 2 | 6 | Attending a major trade show, put on by: CGCSA, CMAC, NGCOA, PGA of America, etc. |
| Career Advisory Program | | | |
| Participation as Mentor | 2 | 4 | Enrolling in the CAP as a mentor (maximum 2 protégés) |
| Participation as Protégé | 2 | 2 | Enrolling in the CAP as a protégé |
| PGA of BC Education | | | |
| Seminar (per full day/4 sessions) attendance | 8 | 16 | Attending the PGA of BC's Education Seminar |
| Interactive Series attendance | 4 | 8 | Attending a regional Interactive Education Series event |
| Roundtable Series attendance | 4 | 8 | Attending a regional Roundtable Education Series event |
| Virtual Series attendance | 2 | 10 | Attending a PGA of BC Virtual Education Series event |
| Presentation Speaker/Host/Moderator | 4 | 8 | Acting as a presenter and/or moderator for a PGA of BC event |
| Archived Education Video viewing | 1 | 6 | Watching archived PGA of BC educational content |
| Other Industry Education | | | |
| Educational Course (per full day, 6+ hours) | 4 | 12 | |
| PGA of Canada (CDC, CNC, Tee Talks, NCCP) | 10 | 20 | This category does not include Class-A-mandatory education |
| Webinar/Virtual Course | 1 | 5 | Attending a non-PGA of BC virtual education session |
| Presentation Speaker/Host/Moderator | 4 | 8 | Acting as a presenter and/or moderator for a non-PGA of BC event |
| Retail Product Knowledge sessions (per 2 hours) | 1 | 4 | OEM-offered education (ie. Ping club fitting PK, SunIce fashion show, etc.) |
| PGA of BC Volunteerism | | | |
| Trade Show volunteerism (per hour) | 1 | 12 | Volunteering through the PGA of BC Office |
| Education Event volunteerism (per hour) | 1 | 6 | Volunteering through the PGA of BC Office |
| Tournament volunteerism (per hour) | 1 | 8 | Volunteering through the PGA of BC Office |
| Regional Tour Committee member | 6 | 6 | Volunteering through the Regional Tour |
| Regional Tour volunteerism (per 2 hours) | 1 | 4 | Volunteering through the Regional Tour |
| Director | 10 | 10 | Serving on the PGA of BC Board of Directors |
| Committee Member | 3 | 3 | Sitting on a standing or ad-hoc committee of the association |
| Other | | | |
| Completing Association Feedback Survey | 1 | 3 | Member Feedback Surveys follow most events, year end, and other times throughout the season |
| Other Golf Industry Volunteerism (per 2 hours) | 1 | 8 | Volunteering at other golf events around BC; Maple Leaf Junior Tour, She Plays Golf, etc. |



Replay Golf Supplies Trophy #PGABCcares

Community Engagement Program (CEP) Points Race

Launching in 2024, the PGA of BC's **Community Engagement Program** aims to recognize golf professionals across British Columbia who prioritize community involvement, public volunteerism, and other charitable efforts. This initiative rewards active involvement in key community events like the ALS Golfathon, Junior Golf Week, and Women's Golf Week, with points awarded for promoting, participating in, and fundraising for these and other community initiatives.

The program also values broader community involvement, such as volunteer work, engagement in other sports, and various fundraising activities, recognizing the diverse contributions of golf professionals beyond the course.

Crucially, the program places a strong emphasis on the use of social media as a powerful tool for professionals to positively promote the PGA of BC, including educational events and tournaments. This strategy aims to increase the association's visibility and accessibility, making it more public-facing and enhancing reputation and brand growth.

| Event Dates | Initiative | Host Facility |
|---|---|-------------------------|
| May 29 th - June 4 th | Women's Golf Week <i>Promoting programs and access for women in golf</i>   | Various / Province-Wide |
| Month of June | Golfathon for ALS <i>Lending our muscles to those who have lost theirs to this deadly disease</i>  | Various / Province-Wide |
| July 15 th - 22 nd | Junior Golf Week <i>Introducing the next generation to the game of golf</i>  | Various / Province-Wide |
| October 29 th | PGA of BC Awards <i>Recognizing PGA of BC Members for their excellence</i>  | TBC |

Community Leadership Bursary

Separate from the CEP, but related in its theme, is the PGA of BC's Community Leadership Bursary. While this award may sometimes go to the Points Race Champion, the Community Leadership Bursary targets individuals who have created programs and initiatives to which the bursary's funds could be reinvested into.



Replay Golf Supplies Trophy

#PGABCcares

2024 Community Engagement Program (CEP) Points Race

| Description | Pts Awarded | Annual Max | Notes & Examples |
|---|-------------|------------|---|
| Community Golf Initiatives | | | |
| Junior Golf Week participation (per camp) | 2 | 6 | Hosting a junior golf week camp |
| Women's Golf Week participation (per event) | 2 | 6 | Hosting a women's golf week event |
| Golfathon for ALS participation | 2 | 6 | 2 pts per 27 holes played |
| Social Media Promotion of Initiative | 1 | 6 | Posting, Sharing, and/or Engaging w PGA of BC social media |
| Fundraising for PGA of BC Programs and/or Initiatives | 3 | 3 | PGA of BC Program and/or initiative-specific fundraising |
| Awards | | | |
| Nominating a Member | 1 | 2 | Completing the PGA of BC Awards nomination process |
| Receiving a Nomination | 1 | 2 | Being nominated for a PGA of BC Award |
| Regional Award Recipient | 2 | 10* | Winning a regional award |
| Provincial Award Recipient | +2 | 10* | Winning a provincial award, additional points |
| National Award Recipient | +4 | 10* | Winning a national award, additional points |
| Attending PGA of BC Awards | 2 | 2 | Posting, Sharing, and/or Engaging w PGA of BC social media |
| Social Media Promotion of Awards | 1 | 4 | Posting, Sharing, and/or Engaging w PGA of BC social media |
| Public Media | | | |
| Positive Social Media Exposure | 1 | 6 | Per self-created post, hashtags and mentions required, as per social media best practices |
| Positive Traditional Media Exposure | 2 | 6 | Per publication: magazines, television, articles published, etc. |
| Non-Golf Industry Volunteerism | | | |
| Other Fundraising Assistance | 1 | 4 | Other fundraising efforts, not including the ALS Golfathon |
| Charitable Work | 1 | 4 | Soup kitchens, Red Cross, etc. |
| Community Sport Assistance | 1 | 4 | Volunteer coaching for kids' sports, |



2024-2026 Strategic Plan Preview



Enhance Content Creation & Promotional Capabilities:

- Develop multiple channels through which to funnel PGA of BC and members' content
- Utilize our professionals' activities to generate and populate those content channels
- Act as a promotional arm for our professionals, expanding their reach






Increase Public Engagement & Brand Awareness:

- Collaborate with our professionals' existing contacts to expand networks for all
- Recognizing the contributions of PGA members in their local communities
- Opening up *select* access to tournaments, seminars, and other events to the golfing public



Social Media Platforms



| | | | Jan 1, 2023 'Followers' | Jan 1, 2024 'Followers' | +/- | Jan 1, 2025 Goal |
|-----------|---|------------|----------------------------|----------------------------|--------|---------------------|
| Facebook |  | @PGABC | 2101 | 2260 | +8%* | 2500 |
| Instagram |  | @PGAofBC | 2462 | 3150 | +28%** | 5000 |
| Twitter |  | @PGAofBC | 4521 | 4505 | -.5% | 4500 |
| LinkedIn |  | @PGA of BC | 335 | 555 | +66% | 1000 |
| YouTube |  | @PGAofBC | 18 | 23 | 😊 | 500 |

*2023 Facebook Total Reach: 108.7K unique account views, **up 198.2%** from 2022

2023 Instagram Total Reach: 29K unique account views, **up 125.1% from 2022

1 MENTION:

- @PGAofBC account
- any sponsor account(s)
- the host facility
- any other collaborators (golf professionals, volunteers, etc.)



A Perfect Post

- 1) A mention of the host facility of the event
- 2) A mention of the PGA of BC
- 3) A mention of the sponsor, in this case the adidas GOLF Sales Representative
- 4) A mention of collaborators and other PGA of BC Golf Professionals



Social Media – Member Practices



2 TAG the appropriate Points Race:

Tournaments - **#PGABCplays**

Education - **#PGABClearns**

Community - **#PGABCcares**

3 TAG the specific event or initiative taking place:

#PGABCawards

#PGABCseminar

#PGABCtradeshow

#GolfathonforALS

#WomensGolfDay

#CanucksForKids

4 Include the **#PGABCpatron** and/or **#PGABCthanks** tags when mentioning a sponsor, host facility, or volunteer, as well as mentioning their account handle(s)

5 ENGAGE:

- comment, re-post, or share to story:
 - any @PGAofBC posts
 - other professionals' posts
 - sponsor posts
 - host facility posts
- don't just "like" a post, but also don't forget to hit the icon!



PGA of BC Post

PGA of BC Professional Comments Positively Promoting the Content

100+ Likes by PGA of BC Golf Professionals



Social Media – Tournament Tags



Sponsor Media Appreciation Invitational

#PGABCspomed

Tournament of Champions

#PGABCtoc

Assistant's Championship

#PGABCassts

Senior's Championship

#PGABCseniors

Women's Championship

#PGABCwomens

Pro-Assistant Championship

#PGABCproasst

Pro-Junior Championship Series

#PGABCprojr

PGA of BC Championship

#PGABCchamp

Club Pro Championship

#PGABCcpc

Simulator Series

#PGABCsimseries



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