



USGA/AGA Community

November 22, 2021

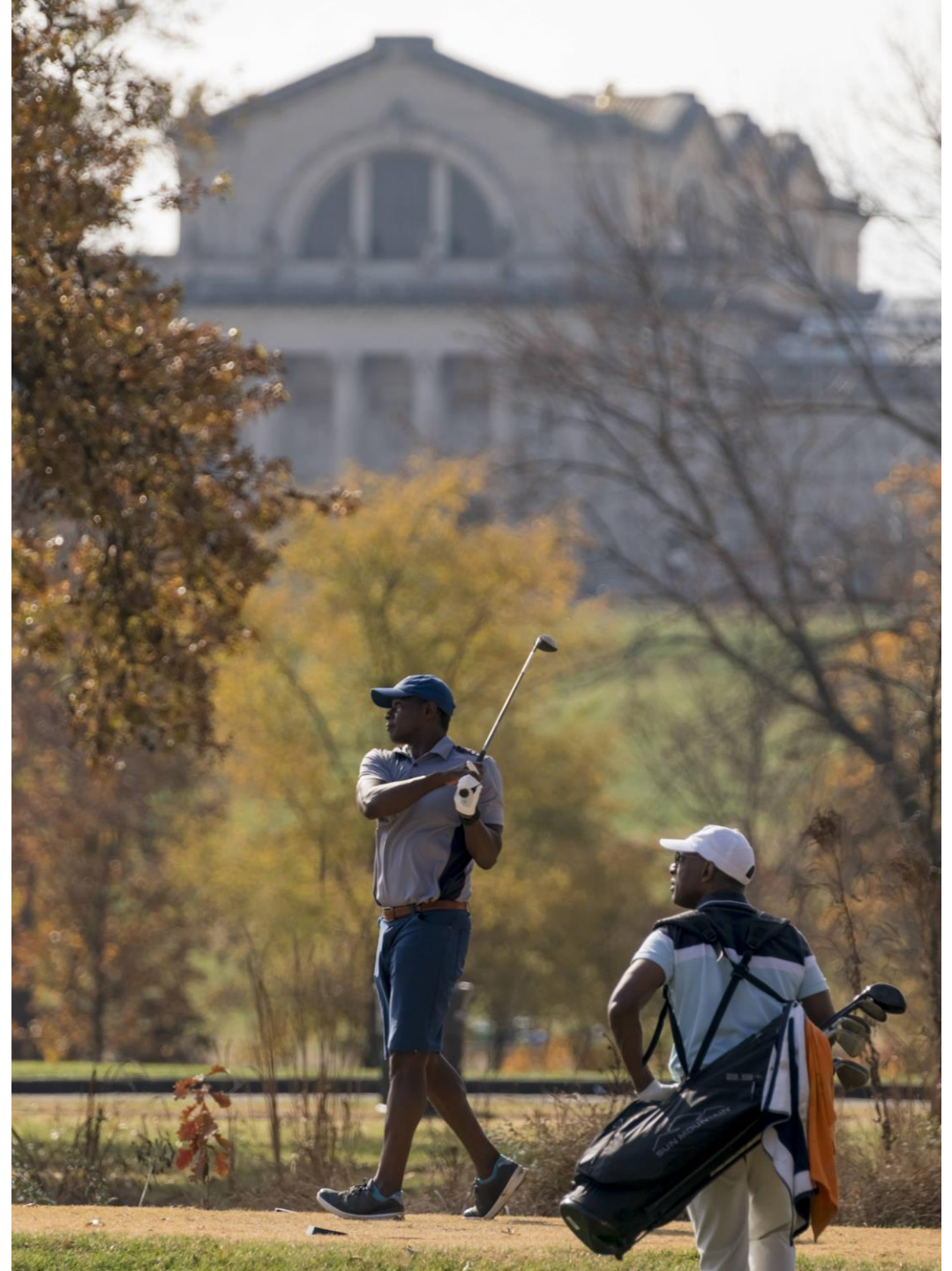
USGA

BACKGROUND

Today, a golfer has access to a Handicap Index® through traditional channels. For example, they might go through a nearby golf course, have it included in their membership at a private country club, or join a club “without real-estate”.

However, the USGA® with its national brand/reach is not involved and there is not a streamlined approach for golfers across the United States.

There is an opportunity and an obligation for improvement.



An aerial photograph of a golf course, showing lush green fairways, sand traps, and a winding water feature. The lighting is bright, suggesting a sunny day.

The USGA, in partnership with our Allied Golf Associations, is making it easier to get a Handicap Index by providing direct access through its channels. Starting in January, golfers will be able to join their USGA/AGA Community through a simple zip code and state search on USGA.org and receive AGA membership benefits. The streamlined option is targeted to golfers who are not currently interacting with their local AGA and allows the USGA to actively promote greater enjoyment of the game.

POSITION

BENEFITS



DIRECT SIGNUP

This provides golfers a common and direct path to obtain a Handicap Index through USGA channels.

- Offers a solution for golfers who want a Handicap Index, but don't know where to start.
- Introduces a consistent experience for golfers who are searching the internet for a way to sign up.
- Alleviates the confusion that many golfers associate with getting a Handicap Index.
- Allows the USGA to use its brand attribution and various channels to funnel golfers to the signup page, i.e., serve as a facilitator.
- Provides a membership to the appropriate AGA, which is priced reasonably and in line with other available methods of joining.





BROADER REACH

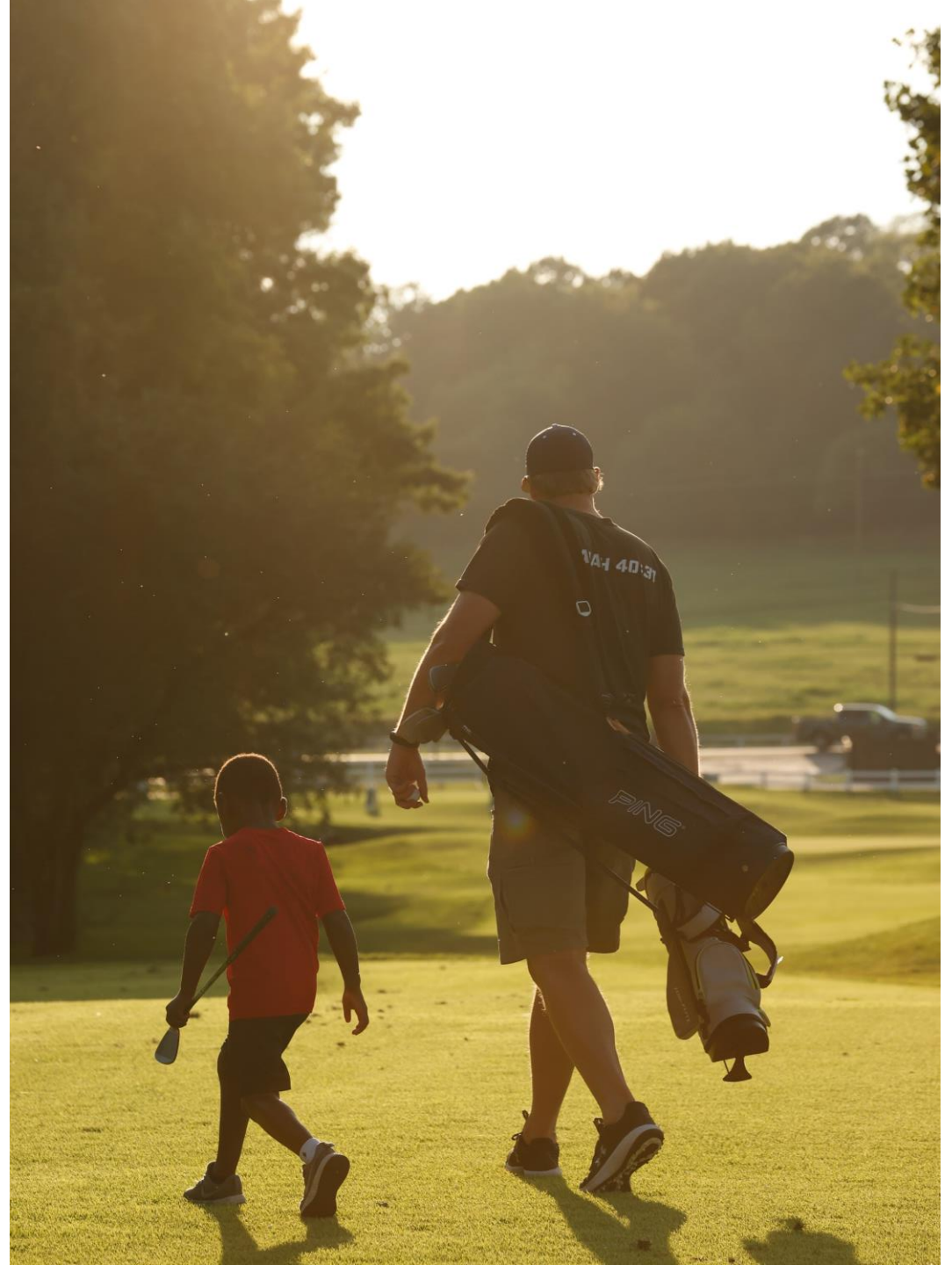
This enables the USGA to more effectively use its national platform to launch campaigns aimed at obtaining a Handicap Index.

We will use championship broadcasts, social media campaigns, third-party engagements and other marketing activations to actively promote the USGA/AGA Community to the target audience. These golfers are playing the game and following golf content but may not have a relationship with their AGA or a club.

AGA INTRODUCTION

This will provide an alternative means of introducing golfers to their local AGA's services and benefits beyond a Handicap Index such as competitions, member play days and Rules education.

- Offers an opportunity for awareness of AGA membership benefits and services as well as the potential for deeper engagement.
- Provides the AGA the means to communicate with the golfer and assist in the journey of transitioning to a local member club in the future.

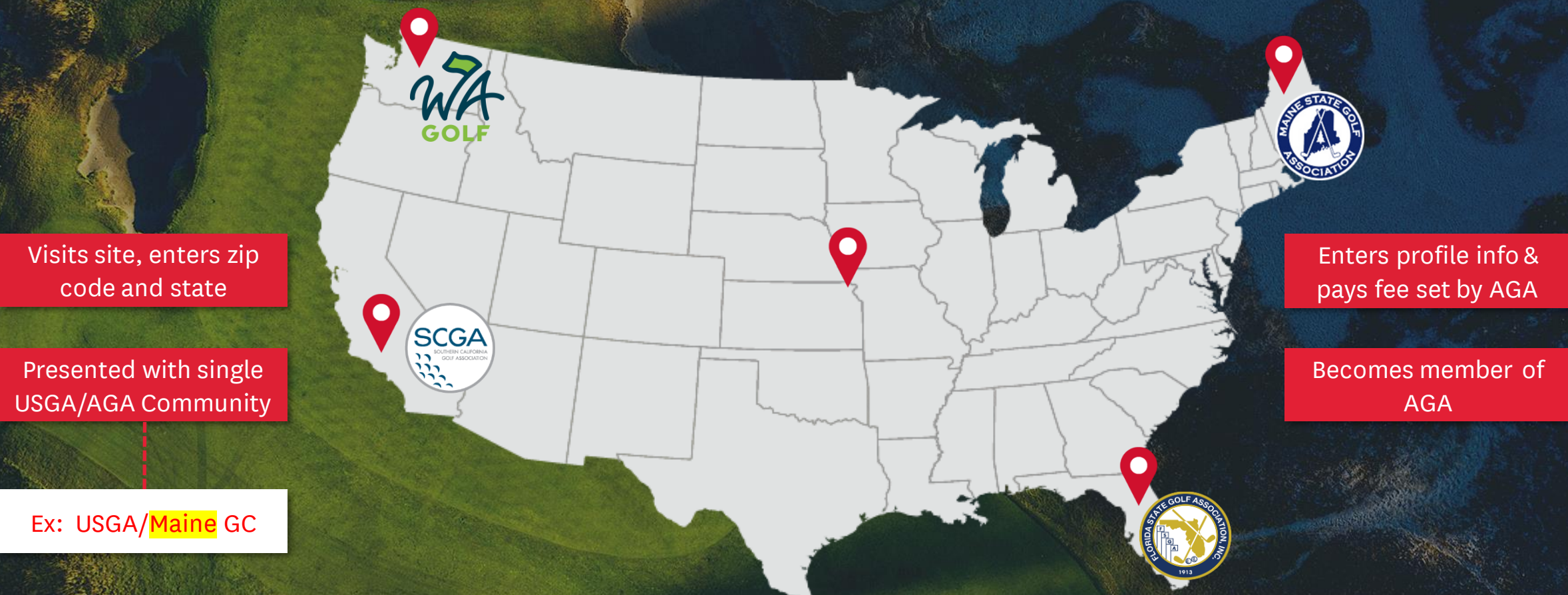


FUNCTION



HOW IT WILL WORK

Golfer sees promotion to get a Handicap Index directly at USGA.org.



Visits site, enters zip code and state

Presented with single USGA/AGA Community

Ex: USGA/Maine GC

Enters profile info & pays fee set by AGA

Becomes member of AGA

HOW IT WILL WORK – GOLFER JOINS

- Receives Handicap ID and becomes a member of an authorized golf club of the AGA.
- Receives welcome message and general education about handicapping from the USGA.
- Able to immediately start posting scores towards Handicap Index, which updates daily as soon as 54 holes are posted (comprised of 9- and/or 18-hole scores).
- Eligible for additional benefits of AGA membership, including Championships, Member Play Days, Email Newsletters, Magazines, Rules Education, Special Offers on Products/Services, and Member Golf Trips thereby deepening engagement.



CLOSING



DESIRED OUTCOMES

GROWTH



By using a national platform and the USGA's brand attribution, we can progress towards our shared goal – which is to increase the number of golfers with a Handicap Index. We can and must have greater impact.

ENGAGEMENT



Once a golfer joins the USGA/AGA Community, collectively there is greater opportunity for further engagement. This could be to make the golfer aware of playing opportunities, products, and services available through membership, or to encourage transitioning to a traditional membership type in the future.

CONFIDENCE



AGAs have handicap administration responsibilities to ensure that members of the USGA/AGA Community have a Handicap Index which represents their demonstrated ability. The AGA can also help create playing opportunities and facilitate peer review amongst club members. To complement these efforts, it is a priority of the USGA to develop tools to assist with Handicap Review.

THE BREAKDOWN

The following table is provided to clarify what is and is not included in the USGA/AGA Community plan.

	IT IS	IT IS NOT
OBJECTIVE	Meant to grow the number of golfers with a Handicap Index in the U.S.	Intended to compete with existing authorized golf clubs.
TARGET AUDIENCE	Intended for golfers who do not have a Handicap Index and do not currently belong to a golf club.	Intended for golfers who have a Handicap Index. That said, golfers with an existing Handicap ID will not be turned away.
TYPE OF MEMBERSHIP	A membership with the respective AGA, which includes a Handicap Index.	A membership with the USGA or a joint USGA/AGA membership.
GOLFER JOURNEY	An additional way for golfers to get a Handicap Index which is consistent across the U.S.	A replacement for the methods available through golf clubs and AGAs.
CLUB AFFILIATION	Positioned as a channel for golfers who wish to transition to a golf club that best fits their preferences.	Required for golfers to move out of the USGA/AGA Community after a set duration as this club is meant to be welcoming.

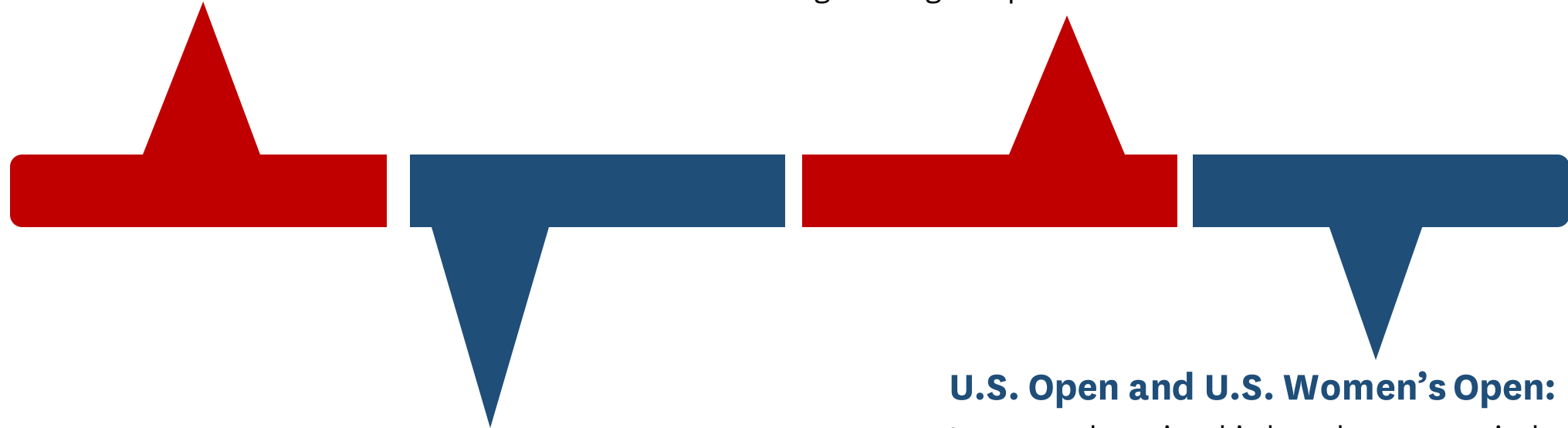
TIMELINE

Soft Launch and Engagement: Jan

The signup page on USGA.org is made live. USGA continues its engagement activities at the PGA Show.

Golf Season Opens: Mar/Apr

All AGAs will be active for handicap purposes, setting the stage for promotional efforts.



USGA Annual Meeting: Feb

Provide a demonstration and share a report of activity since the initial launch.

U.S. Open and U.S. Women's Open: June

Leverage championship broadcasts to actively promote the USGA/AGA Community to the target audience.

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USGA®

For all golf is and all it can be.