

May 2010



Dear American Express Women's Golf Month Host Facility:

On behalf of the industry partners directing the American Express Women's Golf Month, thank you for delivering this 2010 Play Golf America player development program.

American Express Women's Golf Month seeks to provide people, especially women, the opportunity to learn, re-learn or play golf in a fun and friendly environment. American Express Women's Golf Month celebrates its sixth anniversary this year and has reached more than 135,000 participants over the past five years. (Please note, men are welcome to attend.)

You are encouraged to promote your existing women's programs offered at your facility by posting them on PlayGolfAmerica.com and consider adding new programs. New for 2010, you may also consider hosting or volunteering at local Play Golf America Days in June or offer Get Golf Ready for women. While American Express Women's Golf Month is featured during the month of June, you are encouraged to host events for women throughout the year as it works with your schedule.

** Please remind all golfers to enter the American Express Women's Golf Month Sweepstakes on PlayGolfAmerica.com for a chance to win a set of Nancy Lopez golf clubs, American Express Gift Cards and other prizes.*

The 2010 American Express Women's Golf Month, is a grass roots player development program spearheaded by the EWGA, LPGA, NGCOA, The PGA of America and GCSAA to make learning and playing golf fun in a woman-friendly environment.

Please use the enclosed promotional materials to create awareness and encourage attendance. In addition, the Host Facility Resource Guide, ([available at PlayGolfAmerica.com/index.cfm?action=wgwa](http://available.at/PlayGolfAmerica.com/index.cfm?action=wgwa)) explains in detail what is expected of host facilities and provides a number of ideas to make your activities successful. Once your guests arrive, make it a welcoming and fun environment – one that will naturally create repeat customers.

Some keys to success are:

- Making sure all of your staff is aware of your American Express Women's Golf Month programs.
 - Confirming your schedule of events on PlayGolfAmerica.com are accurate and up-to-date.
 - Completing the Post Event Survey which will be e-mailed in July and returning any registration forms.
- All Professionals who host events and share results on the Post Event Survey will earn 2 MSR/CU credits.

Again, the 2010 American Express Women's Golf Month Committee thanks you for your participation and we hope this will be the best year yet!

Best regards,

2010 American Express Women's Golf Month Committee

Trish Davis
Executive Women's Golf Association

Anne Lyndrup
National Golf Course Owners Association

Julie Sigourney
Golf Course Superintendents Association of America

Nancy Henderson, LPGA, PGA
Ladies Professional Golfers Association

Le Ann Finger, PGA, LPGA
The Professional Golfers' Association of America

DATE: May 2010
TO: American Express Women's Golf Month Coordinators
FROM: American Express Women's Golf Month National Committee
RE: Marketing Kit Contents



Thank you for your commitment to host women's programs that qualify for American Express Women's Golf Month. Enclosed you will find a variety of marketing materials to assist you in hosting women's golf activities at your property. Success is contingent upon your local promotional efforts. Remember, the goal for participation is approximately 30 attendees at each host facility. (Please note men are welcome to attend.)

PACKAGE CONTAINS:

- **Promotional Posters & Flyers:** Additional downloadable versions are available online at PlayGolfAmerica.com/index.cfm?action=wgwa. Click under "Quick Links."
- **EWGA Promotion:** An EWGA Membership Flyer and information sheet to copy and hand out to American Express Women's Golf Month participants at your facility. By encouraging these women to join the EWGA, you become eligible to win prizes through the "Pro-Get-A-Member" incentive program. For every new EWGA member you recruit, you will be entered into a drawing to win American Express Gift Cards. Please be sure to fill in your name and club name in the EWGA Member-Get-A-Member Campaign section of the application form to receive proper credit for the new member. Visit the EWGA website at ewga.com or contact mail@ewga.com with questions or to learn more about the Executive Women's Golf Association.
- **Template and Public Relations Tips:** Utilize this sheet to download templates from PlayGolfAmerica.com/wgwa to help promote you and your facility.
- **Tips for involving your superintendent.**

Official Registration Form Downloadable versions are available online at PlayGolfAmerica.com/index.cfm?action=wgwa.

PGA/LPGA certification credits are contingent on completing the online Post Event Summary Form and completing the Registration forms by Friday, July 11, 2010.

A comprehensive Resource Guide, press material templates and other marketing tools are available online at:
PlayGolfAmerica.com/wgwa under "Quick Links."

Thank you for your tremendous support of American Express Women's Golf Month. Should you have any questions on the marketing materials enclosed, please contact Le Ann Finger at 800-477-6465, ext. 7628 or e-mail at LFinger@pgahq.com.
