

**PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA**

**OTHER BOARD POLICIES**

**2004**

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## **PROMOTIONAL MATERIALS CONCERNING PGA PROFESSIONALS TO EMPLOYERS**

*Allowance for the PGA to mail promotional materials to employers concerning PGA Professionals in order to assist them in their understanding of the value of a PGA Professional. Promotional materials would be inclusive of, but not necessarily limited to: information about career counseling, information about CareerLinks, information about support programs concerning the PGA Professional and statistical information on the industry.*

**GUIDELINES FOR NEW SECTIONS, PGA SECTION ACTIVITY AND  
USE OF SECTION NAME AND LOGO REGULATION**

**Guidelines for New Sections:**

- (a) The Section must have operated as a chapter of a Section for a minimum of two (2) years.
- (b) The Section must file a letter of intent to become a separate Section with the parent Section and the National Body of the PGA. Each of the two (2) groups involved must approve the letter of intent. A yearly report must be filed with the Section and the National Office covering past activities, treasury and all business concerning the growth of the Chapter.
- (c) At the end of two (2) years, the approved Chapter must file a formal brief requesting status as a separate Section for consideration through normal channels as all other business is conducted.
- (d) The new Section would be placed at the bottom of the list insofar as the nomination of a District Director is concerned. (If new names are adopted by both segments of the old Section, they must agree which new Section shall have precedence.)

**PGA Section Activity Guidelines:**

*Sections would be permitted to conduct activities, which meet the following guidelines:*

- (a) They further the mission of the PGA and support the strategic objectives of the Association; they promote the game of golf; educated/train Members, etc.;
- (b) They are conducted primarily within the geographic boundaries of the Section;
- (c) They primarily benefit and involve Members, golfers, manufacturers and/or employers located within the geographic boundaries of the Section; and
- (d) The program is entirely owned by the Section. However, Sections would be permitted to endorse or sanction golf tournaments, golf cards and handicapping services owned by third parties provided that the other criteria set forth above are met and that written approval is obtained from the PGA.

*Any activities or programs which do not meet these guidelines completely may not be conducted by the Section without the expressed written approval of the PGA.*

*A Section is not required to administer an activity. If a Section finds that a third party is better qualified to administer a program, such as a golf card or a tournament, it may retain that company to do so. However, any agreement with a third party must be approved by the PGA in advance to ensure that the Section adequately controls the use of the logo and to ensure that there are not better resources available from the PGA or another Section.*

**Use of Section Name and Logo:**

*To promote the PGA and its Sections as one organization serving Members and golfers, it is important that everyone use the same logo in promoting their activities. Therefore, the PGA will require that each Section adopt the National logo as the Section logo with the name of the Section underneath the logo (as implemented previously on Section stationery). The PGA and the Sections will enter into an agreement which will provide the Section with the right to use the logo, subject to the following guidelines:*

- (a) The Section may use the Section name and logo in promoting all of its activities, assuming that they meet the guidelines set forth earlier.
- (b) The licensing of the PGA and/or Section names, initials and/or logos or any implied endorsement of a product or service conducted or owned by third parties will not be permitted without the expressed written permission of the PGA. Such approval should not generally be expected due to prior agreements between the PGA and the PGA TOUR.
- (c) The Section may purchase products which bear the Section logo provided that the products are not for resale, are distributed primarily within the boundaries of the Section, and are purchased from vendors approved by the PGA. This will be a simple process and merely ensures that the vendor utilizes the correct logo and agrees not to use the logo on any other items.
- (d) The Section may designate a golf facility as its "home," subject to the written permission of the PGA. Any involvement with a golf facility by a Section should include PGA involvement from the beginning. Due to the complexity involved in developing golf facilities, it is not possible to develop specific guidelines. Therefore, the Sections should work with the PGA throughout the project to ensure that all activities are approved.

*No other use of the Section name, initials or logo will be permitted without the expressed written permission of the PGA.*