



GOLF LIFE ALBERTA



2023 MEDIA KIT



WHO WE ARE & WHAT WE DO

The company began strictly as an amateur golf tournament series called the Alberta Golf Tour. The events are approachable, fun, and relaxed; while offering high-caliber organization, execution, and competition. We know there is more to golf than rules and intimidating cut-throat competition; and while we compete fairly and within the rules of golf, our province-wide community of players and incredible venues is unmatched.

As players expressed their excitement over the hidden gems the AGT continued to showcase, we realized there was more of a need to market the amazing golf courses we have access to in this province, and from there, Golf Life Alberta (GolfLifeAB) was born.

GolfLifeAB is a local golf media company with a very loyal following, consisting of a podcast, high-engagement social content, blog, and digital magazine featuring the best courses, rules, and etiquette education, local companies, technology, equipment, travel features, deals, instruction, industry news, and more - all with Alberta ties.

Our Annual March Madness Brackets have been a hit since 2019, and in 2023 we will introduce the first Annual GolfLifeAB Awards program, making sure we have a highly engaged audience entering the season and entering snowbird season.

PURPOSE

GolfLifeAB promotes golf community and golf facilities across Alberta, as well as out-of-province facilities that Albertans are interested in. We believe by telling real and authentic stories of the courses and people, we can do our part to grow the game and our identity not only across the province, but nationally and globally.

VISION

GolfLifeAB's purpose is to provide timely and relevant information about the local golf scene, and to grow the game by increasing the opportunities for facilities and organizations to be seen by golfers most likely to engage with them.



LEAH BATHGATE-SNETHUN, OWNER/PRESIDENT

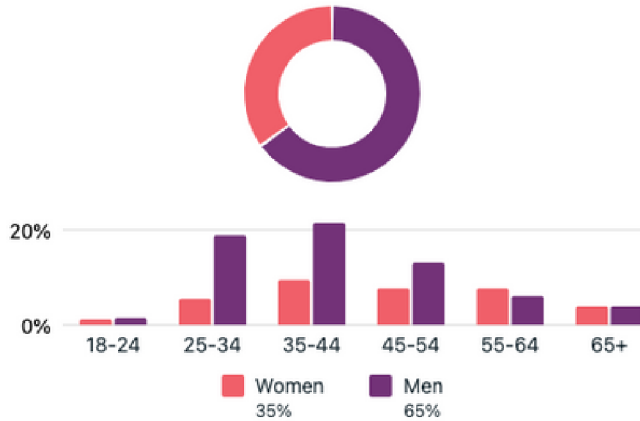
- Bachelor of Kinesiology, Major in Sport Mgmt
- 9 handicap index
- 15 years in AB Golf industry in various marketing/ membership roles at Clubs such as Priddis Greens & Country Hills
- 4 years as sales rep for Callaway and Original Penguin apparel
- Created competitive golf tournament series called Alberta Golf Tour in 2013
- Travel agent now focusing on local Canadian golf trips



Facebook Page followers ⓘ

2,007

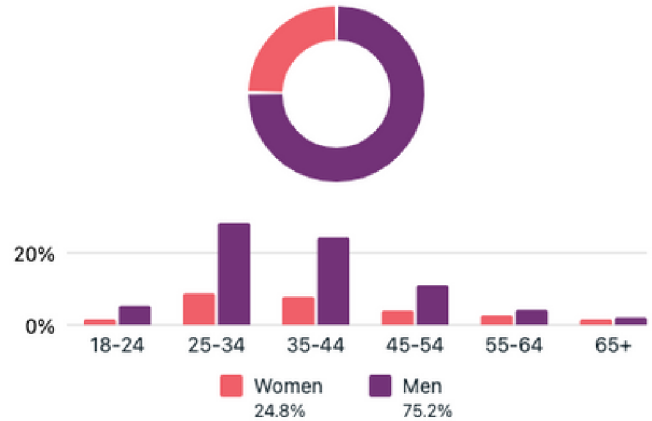
Age & gender ⓘ



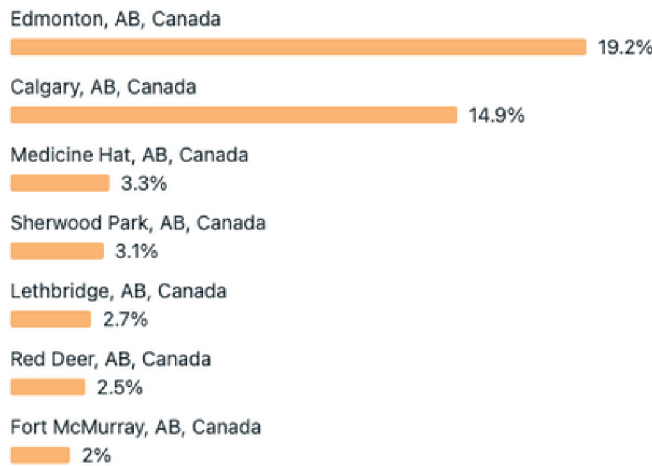
Instagram followers ⓘ

4,639

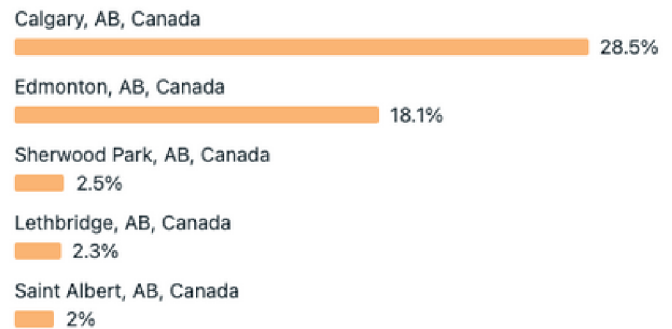
Age & gender ⓘ



Top cities



Top cities



We boast a great follower demographic with strong organic engagement. Instagram sees an average of 80,000 impressions per month, with over 250,000 organic impressions during high times.

Results

Facebook Page Reach ⓘ

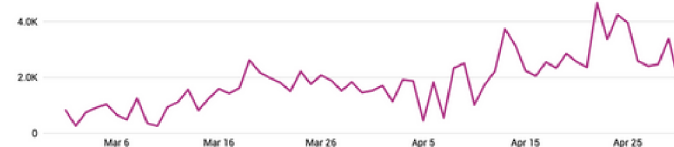
39,283 ↑ 3,18%

e.g. March Madness



Instagram Reach ⓘ

19,321 ↑ 309.9%



Results

Facebook Page Reach ⓘ

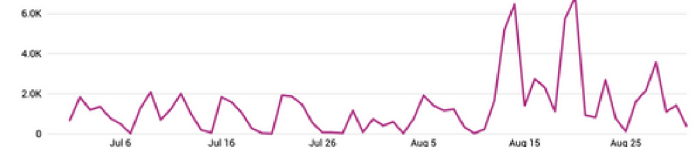
8,375 ↓ 13.8%

e.g. Regular content



Instagram Reach ⓘ

23,873 ↑ 5.7%



Why advertise with GolfLifeAB?

Competitive Marketplace

- The resurgence of outdoor golf participation across Canada.
- Premium experience-driven golf tournaments through the Alberta Golf Tour.
- Fostering a community of avid golfers.
- Adding value to your golf experience with fun games and season-long competition.

Execution

- Targeted social media marketing and sales.
- Year-round experiences and player engagement.
- Strong core competencies in event management, travel coordination, rules of golf, social media, marketing, and journalism.
- Key stakeholder relationships with host venues, player community, sponsors, as well as golf industry groups and associations.

Target Market and Exposure

- \$20B annual golf contribution (Canada)
- Alberta accounts for ~16.5% and nearly 1 million golfers and \$2.4B in total economic value.
- Target market for competitive golf is 40,000+ players (Alberta).
- GolfLifeAB's focused demographic and reach addresses 20,000+ unique players and 50,000+ golf rounds annually.
- Golfers aged 30 to 60 with professional or management focus careers and household annual income > \$150,000. (70/30 male/female split)
- Excited by competition, value friendships and new experiences, and are looking to test and improve their golf skills in tournament conditions.
- Challenged by schedule flexibility, cost of private club memberships, qualification criteria and overly competitive provincial championship events.

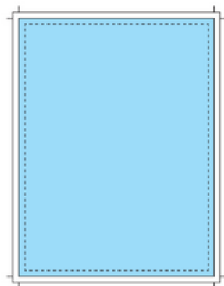
Marketing Solutions

One of our unique features is we believe in quality over quantity. Due to our local focus, we have an extremely engaged following on all channels, meaning more eyes and ears on your products, facility, or services.

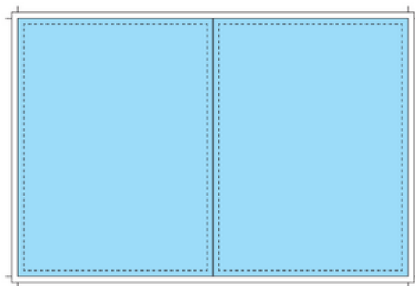
- Digital Magazine Advertising
- Social Media Featured Episodic Content (we want to help you showcase exactly what you want the audience to see at your golf course - let's play certain holes, do an on-course playing lesson, talk about the history or renovations of the course - whatever makes sense!)
- Social Media Collaborations
- Podcast Segment
- Website (Ad or Blog Post)
- Email Advertisement



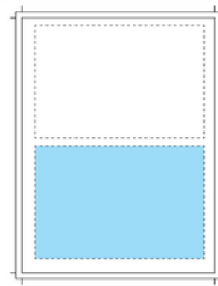
Digital Magazine Ad Sizes



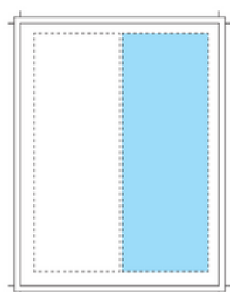
Full Page



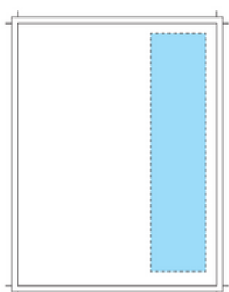
Double Page Spread



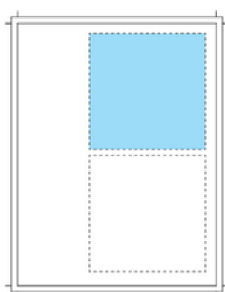
1/2 Page
(Horizontal)



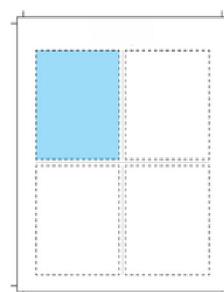
1/2 Page
(Vertical)



1/3 Page
(Vertical)



1/3 Page
(Square)



1/4 Page
Community Ad

Digital Magazine Advertising

Full Page	\$600
Double Page Spread	\$900
1/2 Page	\$450
1/3 Page	\$350
1/4 Page Community Ad	\$250

Other Marketing Solutions

Episodic Social Post	\$500
Evergreen Blog Post	\$325
Email Advertisement	\$250
24 Hour Social Story	\$100
Podcast Roll Ad	\$50/episode

Sponsorship Available

There is an opportunity to discuss custom sponsorship for promotions such as the March Madness Brackets, the GolfLifeAB Awards, and any other initiatives we come up with.

We encourage custom packages if you see any specific benefits that catch your eye, or you have other activation ideas. We would love to make this a collective effort, and ensure your brand gets the exposure and activation you are looking for. Email Leah Snethun at info@golflifeab.com