

**Golf Coaches
Association of America**

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**GCAA Corporate Partner Program
Title Sponsor Opportunities**

The Golf Coaches Association of America (GCAA), through its Corporate Partner Program, offers numerous sponsorship opportunities. In order to continue our current awards program and meet the needs of our growing membership, it is important that we continue to identify sponsors for our most recognizable programs and events. Below, please find a current list of our sponsorship opportunities:

- Team Academic Awards
- Phil Mickelson Freshman of the Year Award
- Community Service Award
- GCAA Hall of Fame Award
- GCAA Lifetime Achievement Award
- GCAA National Coaches Convention

Further information regarding each of these programs is available by contacting Gregg Grost, CEO, at (405) 329-4222 or by email at gregg@collegiategolf.com, or Ryan Klatt, Director of Operations at (405) 329-4222 or by email at ryan@collegiategolf.com.



GCAA Corporate Partner Program GCAA Current and Past Competitions

The GCAA annually administers or assists with collegiate competitions, including the Palmer Cup and Patriot All-America. In addition, the GCAA administers the team that represents the United States in the Toyota Junior Golf World Cup and has in the past administered teams that represented the US in the Match Play Championship, USA China Friendship Cup and the USA vs. Japan Collegiate Golf Championship.

Arnold Palmer Cup

The Arnold Palmer Cup annually showcases the top collegiate men's and women's players from the United States in a Ryder Cup-style competition against their counterparts from around the world. Beginning in 1997, the Arnold Palmer Cup has rapidly gained respect as one of the premier amateur golf events in the world each year. Each competition has been held at a world-class venue, including the Old Course at St. Andrews, Bay Hill, Baltusrol, Ballybunion, Caves Valley, Cherry Hills Country Club and the Royal County Down Golf Club. The United States holds a 12-9-1 advantage in the all-time series after securing the cup in 2018 at Evian Resort Golf Club. The 2019 event was held at The Alotian Club.

The Patriot All-America

The Patriot is an annual tournament that features All-Americans from the previous season and is held at the Wigwam Golf Resort in Litchfield Park, AZ. The 54-hole amateur event, which is the first of its kind to combine the talents of 84 nationally recognized players in a holiday bowl-like experience is the combined effort of the Arizona Golf Association, the GCAA, and the Wigwam Golf Resort, in conjunction with the tournament's beneficiary, the Folds of Honor Foundation.

Toyota Junior Golf World Cup

The Toyota Junior Golf World Cup is played annually in Japan and brings together the best junior golfers in the world. Teams from countries from around the world must qualify (U.S. has a lifetime exemption) to compete in the tournament. The GCAA administers Team USA, which has won nine titles, more than twice as many as any other country.



GCAA Corporate Partner Program GCAA Recognition and Educational Events

The GCAA, through its CEO and national office staff, is responsible for coordinating several recognition and educational events each year.

GCAA National Coaches Convention

The GCAA National Coaches Convention brings together member coaches and corporate partners from coast-to-coast. The convention was first held in 1988, with the goal of professional enhancement and educational opportunities to GCAA members. NCAA and USGA representatives attend each year to address current topics pertinent to collegiate and amateur golf.

GCAA Rules Workshop

Held annually prior to the GCAA National Convention, the workshop is conducted by recognized rules officials for both the USGA and PGA of America. The workshop includes a final rules exam.

GCAA Summer Town Hall Meeting

Held semi-annually each July prior to the USGA Junior Amateur Boys Championship, this meeting brings together coaches from across the country to discuss major issues facing men's college golf.



GCAA Corporate Partner Program GCAA Established Programs and Services

The GCAA national office, with assistance from committee members across the country, administers numerous programs and services throughout the year.

Corporate Partner Program

Established in December 2000, the GCAA Corporate Partner Program is an integral revenue source for the association. Currently, more than 65 national companies participate in this tiered sponsorship program. Sponsor benefits include recognition in GCAA publications, exhibit space at the GCAA National Coaches Convention as well as advertising opportunities in GCAA event programs and on collegiategolf.com.

Program Membership Club

The Program Membership campaign is designed to insure the long-term future of the GCAA. Formed in September 2001, this initiative will help form the cornerstone of the to-be-created Collegiate Golf Foundation. To date, more than 50 member coaches and their universities have stepped forward to help the GCAA shape the future of college golf. Donations are in excess of \$200,000.

Collegiategolf.com

This destination website for college golf was launched in April 2001. The site provides a medium for highlighting GCAA corporate partners, history and member schools. Additionally, news releases covering the GCAA's awards, events, competitions, charitable programs and coaches' polls are featured on collegiategolf.com. A new version of the website was launched in December 2010.

Bushnell/Golfweek Golf Coaches' Poll

The re-tooled coaches' poll debuted in September 2001. The poll is conducted every three weeks during the season, with polls now conducted for NJCAA DI and DII as well.



GCAA Corporate Partner Program GCAA Awards and Recognition

The GCAA is the primary award granting organization for men's collegiate golf. Since 1958, the association has honored thousands of student-athletes and coaches.

PING All-America and All-Region Teams

Following the conclusion of play at the NCAA Championships in Divisions I, II, and III, as well as NAIA and NJCAA Division I and II, the GCAA All-America committees meet and select student-athletes for college golf's most widely recognized award, the PING All-America teams. The GCAA has been recognizing All-Americans since 1958, a group that includes some of the greatest players in the history of the game.

Srixon/Cleveland Golf All-America Scholar

This award is presented to student-athletes in Division I, II, III, and NAIA who demonstrate excellence both on the course and in the classroom. This is considered to be one of the most prestigious honors a college golfer can receive.

Byron Nelson Award presented by Srixon/Cleveland Golf

First awarded in 2002, the Byron Nelson Award is presented to the scholar-athlete of the year. Winners of this award shall demonstrate high levels of excellence in academics, athletics, and citizenship. Ryan Lumsden of Northwestern won the award in 2019.

Arnold Palmer National Medalist

Presented annually to the NCAA medalist in NCAA Divisions I, II and III, NAIA, and NJCAA Divisions I and II the Arnold Palmer Award was named in honor of the 1949 and 1950 NCAA medalist. The Arnold Palmer Award was first presented in 1992. Former winners of this award include Phil Mickelson (1992, Arizona State), Justin Leonard (1994, Texas), Tiger Woods (Stanford, 1996), Luke Donald (Northwestern, 1999), Scott Langley (2010, Illinois), and Bryson DeChambeau (2015, SMU).

Jack Nicklaus Award presented by Barbasol

The Jack Nicklaus Award is presented annually to the player of the year in NCAA Divisions I, II and III, NAIA and NJCAA. Named in honor of 1961 NCAA champion Jack Nicklaus, the recipient must excel consistently in regular season and postseason competition. Selection is made by the GCAA Jack Nicklaus Awards committee. The award debuted in 1989. Recipients include three-time winner Phil Mickelson (Arizona State, 1990-92), David Duval (Georgia Tech, 1993), Tiger Woods (Stanford, 1996), Luke Donald (Northwestern, 1999), Hunter Mahan (Oklahoma State, 2003), Kevin Chappell (UCLA, 2008), and Justin Thomas (Alabama, 2012).



GCAA Corporate Partner Program GCAA Awards and Recognition

Ben Hogan Award presented by Konica Minolta

The Ben Hogan Award recipient is selected by taking into account a player's complete record in all collegiate and amateur events over a 12-month period. The three finalists are invited to the awards ceremony in Fort Worth, Texas, at Colonial Country Club. The 2019 recipient was Viktor Hovland of Oklahoma State.

Team Effort Regional Team and Individual Champions Awards

Presented to the team and individual champions from national regional championships in Division I and II annually.

Phil Mickelson Freshman of the Year Award

Named in honor of the three-time NCAA medalist, including his freshman year at Arizona State, the Phil Mickelson Award is present each year to the most outstanding freshman golfer in NCAA Divisions I, II, III, NAIA, and NJCAA Divisions I and II. Previous winners include Anthony Kim (Oklahoma, 2004), Camilo Villegas (Florida, 2001), Rickie Fowler (Oklahoma State, 2008) and Justin Thomas (Alabama, 2012).

David Toms Award for Overcoming Adversity presented by the AJGA

Named in honor of David Toms, former Louisiana State University two-time first-team All-America and current PGA Tour player. The David Toms Award is presented to the outstanding junior or senior student athlete who overcomes adversity through dedication, perseverance and determination. Nolan Zikas of Concordia (NE) was named the David Toms Award winner in 2018-19.

Dave Williams Coach of the Year Award presented by Golf Pride Grips

Named in honor of the longtime University of Houston coach who led the Cougars to 16 national championships during his tenure, the award is presented annually to the coach of the year in NCAA Divisions I, II, III, NAIA and NJCAA Division I and II. Being named an Golf Pride Grips Region coach of the year or winning that season's national championship is a prerequisite to win the award.



**GCAA Corporate Partner Program
GCAA Awards and Recognition**

**Jan Strickland Outstanding Assistant Coach Award
Presented by TaylorMade**

The Jan Strickland Outstanding Assistant Coach Award presented by TaylorMade is presented to the Division I, II, III, NAIA or NJCAA assistant coach that, among other things, has excelled in working with their student-athletes both on the course and in the classroom. Armen Kirakossian from Arizona State was named the winner in 2019.

Labron Harris Sr. Award presented by the PGA of America

The Labron Harris Sr. Award is presented to the outstanding college coach who is also a Class A member of the PGA of America that has made the greatest contribution to the game of golf the previous year. The award is named in recognition of GCAA Hall of Fame Member and longtime Oklahoma State University Head Coach Labron Harris Sr. Jerry Haas of Wake Forest was the most recent honoree.

GCAA Team Academic Awards

The most recent GCAA award were the Team Academic Awards. The first honorees were named in 2009. An Academic National Champion is named in NCAA Divisions I, II, III, NAIA and NJCAA Divisions I and II to the team with the highest combined team GPA. Teams with a combined GPA of 3.0 or higher are also honored as All Academic Teams, while those teams with a GPA of 3.5 or higher receive the President's Special Recognition. The 2018 Academic National Champions were:

Division I – St. Francis Brooklyn

Division II – Bellarmine

Division III – Swarthmore

NAIA – Bethel (KS)

NJCAA DI – Dodge City

NJCAA DII – South Mountain



GCAA Corporate Partner Program GCAA Awards and Recognition

GCAA Hall of Fame

The GCAA Hall of Fame recognizes the outstanding coaches and contributors to the college game throughout the history of men's collegiate golf. Nomination criteria include outstanding coaching record, service to the GCAA and college golf, and significant contributions to the game. Inductees are first nominated by their peers and subsequently voted into the Hall by current Hall of Fame members.

Honor Award

The GCAA Honor Award is presented annually to a Hall of Fame member for outstanding lifetime contributions to the game of golf.

Lifetime Achievement Award

The Lifetime Achievement Award was created by the GCAA to honor special individuals who have made outstanding contributions to collegiate golf and its student-athletes. Karsten Solheim was the first recipient of the award in January 2002, while Byron Nelson received the honor in 2005, Arnold Palmer in 2008, Jack Nicklaus in 2009, Friends of Golf in 2010, Jim Awtrey in 2015, and most recently Jim Nantz in 2016. Recipients of the Lifetime Achievement Award are also inducted into the GCAA Hall of Fame as an honorary member.

GCAA Service Award

Presented annually to member coaches whose careers reach 10, 15, 20 or 25 years of head coaching service.



GCAA Corporate Partner Program
Platinum Partner

Platinum Partner will receive:

- Exclusivity regarding use of its brand name or corporate identity in conjunction with the appropriate GCAA program or event.
- Use of title “GCAA Corporate Partner” and official GCAA logo for promotional purposes.
- Sponsored Programs or Events will be highlighted in the GCAA Newsletter, *College Golf Connection*.
- Advertising banner on the official website of the GCAA, collegiategolf.com, providing visitors with a link to the sponsor’s website.
- Complimentary platinum level exhibit space during the GCAA National Convention.
- Invitation to membership appreciation events and honor/awards banquets.
- GCAA membership directory for all Division I, II and III, NAIA, and NJCAA coaches and programs.
- Advertising opportunity via e-mail correspondence with GCAA members via the GCAA national office.

Minimum of \$16,000 investment value per year. Minimum length of three year initial commitment.



GCAA Corporate Partner Program
Gold Partner

Gold Partner will receive:

- Use of title “GCAA Corporate Partner” and official GCAA logo for promotional purposes.
- Advertising banner on the official website of the GCAA, collegiategolf.com, providing visitors with a link to the sponsor’s website.
- GCAA membership directory for all Division I, II and III, NAIA, and NJCAA coaches and programs.
- Complimentary gold level exhibit space during the GCAA National Convention.
- Invitation to membership appreciation events and honors/awards banquets.
- Opportunity for title sponsorship of a unique GCAA program.
- Advertising opportunity via e-mail correspondence with GCAA members via the GCAA national office.

Investment value of \$7,500 per year with a minimum length of two years.



GCAA Corporate Partner Program
Silver Partner

Silver Partner will receive:

- Use of title “GCAA Corporate Partner” and official GCAA logo for promotional purposes.
- Advertising banner on the official website of the GCAA, collegiategolf.com, providing visitors with a link to the sponsor’s website.
- GCAA membership directory for all Division I, II and III, NAIA, and NJCAA coaches and programs.
- Complimentary silver level exhibit space during the GCAA National Convention.
- Invitation to membership appreciation events and honors/awards banquets.
- Opportunity for title sponsorship of a unique GCAA program.
- Advertising opportunity via e-mail correspondence with GCAA members via the GCAA national office.

Investment value of \$5,500 per year for one year.



GCAA Corporate Partner Program
Bronze Partner

Bronze Partner will receive:

- GCAA membership directory for all Division I, II and III, NAIA, and NJCAA coaches and programs.
- Complimentary bronze level exhibit space during the GCAA National Convention.
- Listing in membership sponsor area of the official GCAA website, collegiategolf.com, with hyperlink to your company site.
- Advertising opportunity via e-mail correspondence with GCAA members via the GCAA national office.

Investment value of \$3,000 per year for one year.



GCAA Corporate Partner Program
Membership Partner

Membership Partner will receive:

- Complimentary exhibit space during the GCAA National Convention and contact information for attendees to the convention.
- Listing in membership sponsor area of the official GCAA website, collegiategolf.com, with hyperlink to sponsor website.
- Advertising opportunity via e-mail correspondence with GCAA members via the GCAA national office.

Investment value of \$1,5000 per year for one year.