

71ST SENIOR PGA CHAMPIONSHIP

RETURN ON INVESTMENT



PGATM

It has been said that *"It now costs about four to five times as much to acquire a new client as it does to keep an existing client"*.

The PGA of America prides itself in offering first-class packages for companies who are looking to distinguish themselves in the marketplace. Along these lines, we are committed to providing venues for companies looking to pursue business endeavors that will enable them to demonstrate a measurable Return On Investment.

Historically we've learned from clients that have purchased packages year over year that one of the most effective ways that they have demonstrated measurable ROI, is by organizing programs around their hospitality package which enable them to establish new relationships and further establishing existing ones. Some examples of programs that have been implemented at previous Senior PGA Championships are listed below:

CLIENT RETENTION PROGRAMS

- Host your top clients at an event that is unique to the market and carve out a portion of the day to discuss your business strategy for the coming quarter.

BUSINESS DEVELOPMENT PROGRAMS

- Host your top business prospects at a Major Championship that is unique to the marketplace.

INTERNAL SALES INCENTIVE PROGRAMS

- Motivate and reward your team by making tickets available to them to entertain clients.

PHILANTHROPIC ENDEAVORS

- Make tickets available to charities that your organization is involved with that will enable them to raise funds.

ANNUAL BUSINESS MEETINGS

- Host a memorable business meeting in a private venue at a Major Championship that will leave a lasting impression with your key stakeholders.



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