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SUMMER 2015

AN INAUGURAL SEASON RETROSPECTIVE



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PGA
JUNIOR GOLF CAMPS



BY THE NUMBERS



- 22 Youth-Friendly Nationwide Camp Locations
- 750+ Enthusiastic Youth Golfers
- 900 Instruction-Packed Camp Days
- 1,850 9-Hole Rounds Played
- **One Incredible Summer**

By all accounts, the inaugural summer of the PGA Junior Golf Camps can be deemed an overwhelming success.

The program's tangible 'by the numbers' successes underscores the truly impressive results achieved by this year-one camp operation. Arguably, the PGA Junior Golf Camps has claimed its mark within the sports camp world and industry leaders – have taken notice.

From a 'non-tangible' perspective the PGA Junior Golf Camps were equally successful. When considering the relatively seamless 'registration to first tee' operational processes, PGA Members give the camps high marks in terms of the ease in which camp logistics were handled.

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This was by far one of my most lucrative — and turnkey summers in junior golf. The PGA Junior Golf Camps handled everything from comprehensive instructional curriculum materials to camper registration and all customer inquiries. They coordinated a national marketing campaign and provided us with professional materials, e-blasts and website, all with the PGA brand. This “end to end” feature allowed me to concentrate on what I do best – **teach and develop junior golfers.**

Craig Riddle, PGA
PGA Junior Golf Camps
Bear's Best Atlanta

PGA[™]
JUNIOR GOLF CAMPS



PGA JUNIOR GOLF CAMP SEASON HIGHLIGHTS

- ✓ Named a “Top 10” Summer Camp by USA Today.
- ✓ Enrollment in excess of over 750 juniors.
- ✓ Girls represented over 20% of total camp population.
- ✓ 98% customer satisfaction rating awarded by parents.
- ✓ Several camp locations featured in national and local publications including USA Today, The Tennessean, and the Napa Valley Register.
- ✓ Camp Directors included PGA Youth Player Development Award, PGA Player Development Award, and Section Teacher of the Year Award winners.
- ✓ Eight camp locations taught over 50 junior campers and three camp locations -- taught over 100 juniors within a 6-week period.



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My kids were dreading going to an all day camp, in the heat. They are beginner golfers and were not very interested in golf. I thought they would come home complaining and have to make them go back each day. I was totally wrong. **They loved it, wanted to go back and now seem very enthusiastic about golf - asking to play and go to the driving range.**

PGA Junior Golf Camp Parent
TPC Piper Glen

PGA[™]
JUNIOR GOLF CAMPS





LOOKING FORWARD...

With planning for the 2016 summer season well underway, the PGA Junior Golf Camps will expand its footprint and its reach – As the organization matures and evolves to meet its goal of becoming the leader in the youth golf development space.

Plans under development include:

- 77% increase in the number of day camp locations (summer 2016)

- Launch of new elite golfer overnight program
- Integration of new instructional technology platform (ideal for camper and parent engagement/retention)
- Launch of new specialty programs and clinics



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I truly believe the passionate PGA professionals are what distinguishes our camps in the industry and we look forward to continuing our partnership in 2016.

Marc Haddad
Founder
PGA Junior Golf Camps



Interested in learning more about the PGA Junior Golf Camps?
Contact Marc Haddad at 415.902.4769 or email mhaddad@pgajuniorgolfcamps.com