

# PBCGA 2026 Marketing Reach Fact Sheet



## Reaching Golf Enthusiasts Across South Florida

The Palm Beach County Golf Association (PBCGA) is a 501(c)(3) nonprofit golf organization dedicated to growing the game of golf in South Florida. This fact sheet provides key information about our marketing reach and engagement opportunities.

## Key Stats

- **700+** Patrons
- **450+** Dues-Paid Members
- **3,000+** Newsletter Subscribers
- **185+** Scholarship Recipients
- **\$500,000+** Awarded in Scholarships
- **20+** Tournaments Annually (March - November)
- Tournaments across **Broward, Palm Beach, Martin, St. Lucie, and Indian River** counties.

## Membership Demographics

Our membership base represents a diverse range of ages, with a strong concentration of young to middle-aged professionals and seasoned golfers:

<b>47%</b> Ages 21-49	<b>30%</b> Ages 50-59	<b>20%</b> Ages 60+	<b>3%</b> Juniors
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## Sponsors & Partners

We are proud to be associated with leading brands and organizations in the golf industry, including:

### Sponsors:

Tiger Woods, Jack Nicklaus, PGA of America, Charles Schwab, and First Tee

### Partner Organizations:

South Florida PGA, The First Tee, STITCH Golf Gear, Imperial Headwear, and PGA Tour Super Store

## Summary

The PBCGA offers a unique opportunity to reach a dedicated and engaged audience of golf enthusiasts in South Florida. With a diverse membership base, strong partnerships, and a commitment to growing the game, we provide a valuable platform for sponsors and partners looking to connect with the golf community.