

**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
- Byron Nelson Award
- GCAA National Coaches Convention
- GCAA Lifetime Achievement Award
- GCAA Program Membership Club
- GCAA Service Award

Further information regarding each of these programs is available by contacting either Brandon Earnest, Director of Events and Special Projects, at (405) 329-4222, brandon@collegiategolf.com or Sherri Rogers, Director of Administration, at (405) 329-4222, sherri@collegiategolf.com.



GCAA Corporate Partner Program GCAA Current Competitions

The GCAA annually administers or assists with numerous collegiate competitions, including the Arnold Palmer Cup and Patriot All-America.

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, Whistling Straights, Caves Valley, Cherry Hills Country Club, Royal Portrush, Royal County Down Golf Club, Rich Harvest Farms, and Evian Resort Golf Club. The United States holds a 14-12-1 advantage in the all-time series.

Patriot All-America Invitational

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

Thunderbolt

A Patriot All-America Invitational tournament featuring All-Americans and other top golfers from the previous season, this inaugural 54-hole amateur stroke-play Championship will be held December 27th - 31st, 2024 at Sterling Grove Golf & Country Club in Surprise, Arizona.

Folds of Honor Collegiate

The Folds of Honor Collegiate will be played beginning in September 2024 at American Dunes Golf Club in Grand Haven, Michigan. The GCAA, partnering with Michigan State University and in conjunction with the tournament's beneficiary, the Folds of Honor Foundation, will conduct the national event over 54 holes. Invitations to the event are based on results of the final Bushnell/Golfweek Coaches Polls from the previous season.

Folds of Honor Challenge

The Folds of Honor Challenge will be played beginning in September 2024 at The Meadows Golf Club in Allendale, Michigan. The GCAA, partnering with Grand Valley State University and in conjunction with the tournament's beneficiary, the Folds of Honor Foundation, will conduct the national event over 54 holes that will serve as a qualifying event for the 2023 Folds of Honor Collegiate. The field will include top NCAA Division II and III, NAIA, and NJCAA teams based on the final regular-season Bushnell Golf/Golfweek Coaches Polls from Spring 2022. Additionally, an HBCU program will be invited annually.



**GCAA Corporate Partner Program
GCAA Recognition and Educational Events**

GCAA National Coaches Convention

The GCAA National Coaches Convention brings together member coaches and corporate partners from coast to coast and around the world. The convention was first held in 1988 with the goal of professional enhancement and educational opportunities for GCAA members. NCAA, USGA, PGA of America, and PGA Tour representatives attend each year to address current topics pertinent to collegiate and amateur golf. The GCAA and its sister association, The Women's Golf Coaches Association (WGCA), combine sessions throughout the convention schedule. This year's National Convention will be held December 10th - 12th, 2024.



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 90 national and international companies participate in this tiered sponsorship program. Sponsor benefits include recognition in GCAA publications and exhibit space at the GCAA National Coaches Convention as well as advertising opportunities in GCAA event programs and on the association's [website](#).

Program Membership Club

Beginning in 2018, the GCAA started offering a new Program Membership. The all-inclusive Program Membership provides coaches the convenience of bundling their membership, convention, and plaque fees into one invoice while supporting association initiatives at all levels including the GCAA Presidential Scholarship Program. This membership helps ensure the long-term future of the GCAA.

Collegiategolf.com

This destination website for men's 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 March 2020.

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 for NCAA Divisions I, II, and III; the NAIA; and NJCAA Divisions I and II.



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 National Championships in NCAA Divisions I, II, and III, as well as NAIA and NJCAA Divisions 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.

All-America Scholar presented by Cobalt

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

Byron Nelson Award

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.

Arnold & Winnie Palmer Foundation 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), Bryson DeChambeau (2015, SMU), and Matthew Wolff (2019, Oklahoma State).

Jack Nicklaus Award presented by Workday

The Jack Nicklaus Award is presented annually to the player of the year in NCAA Divisions I, II and III, NAIA, and NJCAA Divisions I and II. 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, and 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), Patrick Cantlay (UCLA, 2011), Justin Thomas (Alabama, 2012), John Rahm (Arizona State, 2016), Matthew Wolff (Oklahoma State, 2019), Sahith Theegala (Pepperdine, 2020), and Ludvig Åberg (Texas Tech 2023).



GCAA Corporate Partner Program GCAA Awards and Recognition

Ben Hogan Award presented by PNC Bank

The Ben Hogan Award recipient is selected by considering a player's complete record in all collegiate and amateur events over a 12-month period. The GCAA partners with the Friends of Golf (FOG) and Colonial Country Club/Ben Hogan Award Foundation on this award, where the three finalists each year are invited to the awards ceremony in Fort Worth, Texas, at Colonial Country Club.

Team Effort Regional Team and Individual Champions Awards

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

Phil Mickelson Outstanding Freshman Award presented by StrackaLine

Named in honor of the three-time NCAA medalist, including his freshman year at Arizona State, the Phil Mickelson Outstanding Freshman Award is presented each year to the most outstanding freshman golfer in NCAA Divisions I, II, III, NAIA, and NJCAA Divisions I and II. Previous winners include Camilo Villegas (Florida, 2001), Anthony Kim (Oklahoma, 2004), Rickie Fowler (Oklahoma State, 2008), Justin Thomas (Alabama, 2012), Matthew Wolff (Oklahoma State, 2018), and Gordon Sargent (Vanderbilt, 2022).

Black College Golf Coaches Association Awards

The Black College Golf Coaches Association (BCGCA) and GCAA partner to honor black college golfers from all backgrounds and across all divisions of college golf. Honors include the Adrian Stills Award (Black College Golfer of the Year), HBCU Golfer of the Year, BCGCA All-America Team, BCGCA and HBCU Outstanding Freshman of the Year, BCGCA All-Freshman Team, and BCGCA and HBCU Coaches of the Year.

David Toms Overcoming Adversity Award presented by the AJGA

Named in honor of David Toms, former Louisiana State University two-time first-team All-America. The David Toms Award is presented to the outstanding junior or senior student-athlete who overcomes adversity through dedication, perseverance, and determination.

Dave Williams National 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 Dave Williams Award is presented annually to the national coach of the year in NCAA Divisions I, II, III, NAIA and NJCAA Divisions I and II. Being named a 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 NCAA Division I, II, III, NAIA or NJCAA Division I or II assistant coach that, among other things, has excelled in working with their student-athletes both on the course and in the classroom.

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.

GCAA Team Academic Awards

The first Team Academic Award 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 with a GPA of 3.5 or higher receive the President's Special Recognition. In 2023, 271 schools were Team Academic Award recipients.



**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 in by current Hall of Fame members.

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, Jim Nantz in 2016, and most recently Jerry Rich in 2019. Recipients of the Lifetime Achievement Award are also inducted into the GCAA Hall of Fame as honorary members.

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 NCAA Division I, II and III, NAIA, and NJCAA coaches and programs.
- Opportunity for title sponsorship of a unique GCAA program and or golf event.
- Twelve (12) advertising opportunities via e-mail correspondence with GCAA members via the GCAA National Office.
 - Opportunity to trade three (3) emails in for one (1) webinar.
- Social Media Post Opportunities
- Push Notification Opportunities

Minimum of \$16,000 investment value per year. Minimum length of three years 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 NCAA Divisions 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.
- Ten (10) advertising opportunities via e-mail correspondence with GCAA members via the GCAA National Office.
 - Opportunity to trade three (3) emails in for one (1) webinar.
- Social Media Post Opportunity

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 NCAA Divisions I, II and III, NAIA, and NJCAA coaches and programs.
- Complimentary silver level exhibit space during the GCAA National Convention.
- Ten (10) advertising opportunities via e-mail correspondence with GCAA members via the GCAA National Office.
 - Opportunity to trade three (3) emails in for one (1) webinar.

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 NCAA Divisions 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 the sponsor's website.
- Ten (10) advertising opportunities 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's website.
- Ten (10) advertising opportunities via e-mail correspondence with GCAA members via the GCAA National Office.

Investment value of \$1,650 per year for one year.