

2024



MiCHiGAN GOLF SHoW

EVENT OVERVIEW



RECORD

HIGH

ATTENDANCE!



WWW.MICHIGANGOLFSHOW.COM

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MESSAGE FROM MANAGEMENT

Thank you to our amazing partners!

2024 was an amazing year for the Michigan Golf Show, with record attendance and a fresh new look, we were thrilled to welcome everyone back and offer them a bigger and better show!

Our goal for this year was to maintain quality, industry focused exhibitors, and provide interactive activities for attendees to make the event an immersive and memorable experience for all ages! Featuring these highlights on our market wide TV and Radio campaign, along with a heavy push in digital and social media advertising, resulted in the best attendance the Michigan Golf Show has ever seen.

We are so thankful for all of our amazing exhibitors, sponsors, partners, and team members. Without you, this event would not be possible. We are so thrilled to be able to continue to build on this momentum and drive the Michigan Golf Show to further success!

See you next year!

Joyce, Jackie, Riley, McKenzie



PLEASE MAKE
NOTE OF
OUR NEW
ADDRESS

46100 GRAND RIVER AVE.
NOVI, MI 48374

EVENT OVERVIEW

43,000+
VISITORS



214
EXHIBITORS

\$16,393
COMMUNITY &
CHARITABLE GIVEBACK



MARKETING & ADVERTISING

DIGITAL & SOCIAL MEDIA



1.35M
IMPRESSIONS



374.7K
REACH



322
LIKES & GROWING
(FOLLOW US!)



70%
FOLLOWING INCREASE

TRADITIONAL MEDIA



4.3M

GROSS IMPRESSIONS

+300%

GROSS RATING POINT

THREE MONTHS
COVERAGE

NINE LIVE
SEGMENTS

EIGHT
PRE-RECORDED
FEATURES

300K+
IMPRESSIONS
FROM ADDED
VALUE PROMO
CONTENT



HIGHLIGHTS

PAR 3

PRESENTED BY



BENEFITING



The 2024 Michigan Golf Show marked the return of the Par 3, which was a hit! We raised \$8,650 for First Tee Northern MI. Out of the three finalists nobody sunk the hole-in-one for the \$25,000 cash prize, but graciously Garland gave the winner Rodney Martinez a one year membership for four people to their resort. All the semi-finalists received Michigan Golf Show swag!

Special thanks for building out the Par 3



PUTTING CHALLENGE

PRESENTED BY GARLAND LODGE & GOLF RESORT BENEFITING



The Putting Challenge at the Golf Show was an overwhelming success, raising an impressive \$3,500 in support of Wounded & Returning Warriors. The closest to the pin winner was rewarded with a coveted brand new putter from Detroit Putter Co., adding an extra layer of excitement to the event. With a lengthy queue of eager participants, the enthusiasm presented itself as everyone gathered for their chance to showcase their putting skills and contribute to a worthy cause.

DETROIT PUTTER CO.

Special thanks for donating a putter to our closest to the pin winner!



Special thanks for building out the Putting Challenge



CLOSEST TO THE PIN

PRESENTED BY



BENEFITING



FOLDS OF HONOR

The closest to the pin simulator proved to be a crowd favorite at the Golf Show, drawing in participants eager to test their precision and skill. With each swing, players aimed to land their shot closest to the pin, igniting friendly competition and excitement throughout the event. Not only was it a hit among attendees, but it also served as a successful fundraiser for Folds of Honor, raising \$2,543, making every swing count for more than just a score.

HIGHLIGHTS

19TH HOLE PRESENTED BY OTR™ ON THE ROCKS

The Golf Show's coolest hangout spot undoubtedly lies within the vibrant ambiance of the "19th hole". Adjacent to the Par 3 with the lively atmosphere of the event, this bar offers a refreshing oasis for golf enthusiasts to unwind and socialize. With its comfortable seating, food trucks, and an impressive array of specialty cocktails from On the Rocks, the 19th Hole transformed into a hub of excitement and camaraderie, adding an extra element of enjoyment to the Golf Show experience.



KIDS ZONE BENEFITING first tee northern michigan

The Kids Zone was a delightful haven for young golfers-in-training. With its colorful setup and engaging activities, it provided an interactive space where children learned about the game while having fun. From miniature putting greens to playful golf-themed games, this zone sparks enthusiasm and fosters a love for the sport in the next generation of players.



CENTER STAGE PRESENTED BY AV SQUARED AUDIO VISUAL THAT WORKS

The Center Stage hosted our first ever ladies fashion show, which was a highlight of the event, captivating audiences with its blend of style and sport. With models showcasing the latest ladies golf attire in a dynamic and stylish presentation. The stage at the Golf Show was a multifaceted hub of entertainment, featuring not only a captivating fashion show but also lively presenters and screenings of the PGA throughout the weekend. This dynamic combination ensured that attendees were treated to a diverse array of golf-related content, further enhancing the overall experience of the event.



TROPHY PHOTO OPS

Courtesy of Oakland Hills Country Club

Attendees at the Golf Show were thrilled by the exclusive US Junior Amateur Championship Trophy & U.S Open Championship Trophy photo opportunity. This unique experience allowed enthusiasts to capture memorable moments and feel like champions themselves amidst the excitement of the event.



NEXT YEAR PLANS

As we reflect on the success of this year's Show, we're already looking ahead with ambitious goals for next year's event. We have an exciting vision for elevating the Golf Show experience even further.

One of our primary goals is to optimize the layout by shifting bulk space exhibitors to the perimeter, allowing for easier navigation and more prominent visibility of exhibitors. Additionally, we plan to install larger bars strategically placed in the middle of the floorplan, creating vibrant social hubs where attendees can relax and connect over their shared love for golf. Building upon the improvements made this year, such as enhancing signage and introducing interactive elements, we aim to maintain and expand upon the fresh look and feel of the event. This includes incorporating even more engaging activities and interactive installations to captivate attendees of all ages and skill levels.

As we move forward, we remain committed to nurturing the relationships we've cultivated with existing partners, while also seeking out new collaborations to enhance the diversity and quality of offerings at the Golf Show. We plan to diversify our lineup of vendors and exhibitors, ensuring that attendees have access to the latest innovations and products in the world of golf. By prioritizing hands-on, interactive experiences, we aim to create an inclusive environment that appeals to all generations of golfers, fostering a sense of community and excitement that keeps attendees coming back year after year.

Building upon the success of this year's fundraising efforts, we aim to set even higher targets for donations to support causes close to the heart of the golfing community. By fostering a spirit of camaraderie and philanthropy, we hope to make a meaningful difference in the lives of others while celebrating our shared passion for the sport.

Overall, our vision for next year's Golf Show is to raise the bar even higher, delivering an unparalleled experience that celebrates the essence of golf while leaving a lasting positive impact on all who attend.



2025

EXHIBITOR & SPONSOR INFO

Join us at the 2025 Michigan Golf Show!

We're thrilled to announce that we've transitioned to a new online application system to streamline our processes and enhance our ability to assist you promptly and efficiently. Embracing this digital platform promises numerous benefits for both our team organization and your experience as exhibitors. By moving online, we're eliminating the hassle of traditional paperwork, reducing manual errors, and ensuring a smoother application process for all involved. Moreover, this system allows us to centralize data, enabling quicker access to information and enhancing our ability to provide tailored support to meet your needs. Should you have any questions or require assistance, please don't hesitate to reach out – we're here to help!

To learn more about the exciting sponsorship opportunities available, please download our sponsorship package. It contains detailed information on the various sponsorship levels and benefits tailored to suit your brand's objectives.

Simply scan the QR code provided to begin your application.

We appreciate your cooperation and look forward to a successful 2025 Michigan Golf Show!



QUESTIONS?

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info@michiangolfshow.com



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THANK YOU TO OUR PARTNERS & SPONSORS



WWW.MICHIGANGOLFSHOW.COM