

# **DIVERSITY GOLF MARKETING GROUP AND THE TEE MASTERS GOLF CLUB OF ST LOUIS IS PLEASED TO PRESENT THIS PROPOSAL TO SHOW YOU HOW WE CAN EFFECTIVELY GROW THE GAME OF GOLF IN THE INNER-CITY**

My name is Anthony Coleman, President of Diversity Golf Marketing Group and also Executive Secretary & Community Affairs Director of the Tee Masters Golf Club of St Louis. Combined, our shared goal is to increase participation of golf in the inner-city communities via Golf training, Financial Literacy Seminars, identifying employment opportunities, tutoring, educational services and parental inclusion in each of these endeavors.

## **OVERVIEW**



### ***Why we are you viewing this proposal:***

Our primary goal is to grow the game of golf in the underprivileged areas of St Louis by reaching boys and girls ages 8-16. The game of golf will be “one” of the five levels of growth that we will present to the kids, but golf is the catalyst, and we will work as a team to make the game fun and accessible to our inner-city youth.

### **The four other levels of growth:**

Behavioral Alternatives

Financial Literacy

STEM tutoring

Employment Opportunities

## THE OBJECTIVE



*Our objective is to create a clear and positive presence here in the St Louis market as it relates to learning the game of golf and how to get your group or family involved, and our facility will provide that brick and mortar location for those interested to visit, get more information, volunteer, assist, play, donate and/or join a team.*

- Need #1: Create 3 Junior PGA Reach Teams in St Louis in 2019-2020 (28 players per team)
- Need #2: Provide Coaching and mentors for golf and life lessons for those 84 kids and parents
- Need #3: Foster relations with community organizations to help grow the game and set up Teams
- Need #4: Provide all necessary equipment and practice facilities for kids to learn and grow
- Need #5: Provide an office in the city where parents and organizations can visit and sign up and register

## The Opportunity to “really diversify” is now

*We have a great opportunity right now with the work that has been done by DGMG and The Tee Masters in previous years to really grow the game, and increase diversity in the game five-fold. We will work with specific organizations with enough kids in their system to support our efforts and thereby expand their offering to kids with our services.*

- Goal #1: Set up teams with three key community organizations
- Goal #2: Integrate golf training with educational training, Behavioral Alternatives & Community Service
- Goal #3: Monitor Golf training; School Activity, Parental Involvement, and other key satisfaction metrics for six weeks during and after fall and spring seasons

## The Solution to Inclusion and Growth

*Anthony Coleman and Diversity Golf Marketing Group will be responsible for overall implementation of this program and its efforts to reach this key market that for most groups can be very challenging. The Tee Master Golf Club will provide training, mentorship, and guidance to the 82 plus kids that will be involved in the 2019-2020 program & beyond. We have worked with inner-city underprivileged kids for years and it's extremely rewarding to watch them excel and develop into good students, community leaders and better parents. This helps the entire community and region.*

- Recommendation #1: Approve the need for diversity inclusion in the PGA Reach foundation program
- Recommendation #2: Acknowledge that DGMG and Tee Masters have the expertise and experience to execute the program effectively
- Recommendation #3: Approve the proposed budget designed to make this program a success (see page 7)

## Our Proposal



*Diversity Golf Marketing group was designed to increase the participation of underprivileged youth into the game of golf and we have successfully proved that it can be done on a small scale, but on a larger scale we need funding partners and that's why we are seeking partnership opportunities with corporations throughout the St. Louis region.*

*As the President of DGMG and as the community development director of the Tee Masters, our goal and mission is to establish a central and branded group that everyone in the city knows. We want to be that group people come to when it comes to golf and teaching their kids. That being said, I am excited at the opportunity to do this on a full time basis, because that's exactly what it will take to accomplish this mission. This is not a couple of hours a week endeavor, this is going to mean getting out in the field, having a passion for golf, a passion for higher learning, and being able to make a difference within our community. I feel passion and drive is the combination to make this a true success.*

## Execution Strategy / Technical/Project Approach



*Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described. This will include your specific methodologies for completing deliverables, project management tools and techniques, communications with the client, methods to evaluate and mitigate risk, and how the project will be evaluated.*

## Resources



*Here are the initial resources we will use to implement our strategy, but there will be more to come.*

The Resources we have in place are:

Diversity Golf Marketing Group – Anthony Coleman (A full Marketing and social media team)

Tee Masters Golf Club – 50 Active members who serve as coaches and mentors.

Our Community Partners – five organizations ready to sponsor or host their own Jr. PGA Reach team in the inner city or north county area.

## Project Deliverables

Following is a complete list of all project deliverables:

Deliverable	Description
Deliverable #1	Three PGA Teams set up and ready to go in February 2020 prior to Spring enrollment
Deliverable #2	New office space for meeting and sign-up, and storage (5257 Shaw, St. Louis, MO 63110) which will serve as headquarters to golf inner-city related events
Deliverable #3	45 ready to go Tee Masters coaches who will assist with our new teams, and an experienced and well organized marketing team

## Timeline for Execution




*Here is our initial projection and time lines to begin the process of diversity inclusion.*

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

Description	Start Date	End Date	Duration
Project Start	January 2020	January 2021	12 months
Milestone 1	Set up 1 team Marketing Campaign	December 2019	Ongoing
Milestone 2	Set up 2 teams Marketing Campaign	January 2020	Ongoing
Phase 1 Complete	Ongoing	Ongoing	Ongoing
Milestone 3	Set up practice facilities – Open House for Parents and organizations	January 2020	Ongoing
Milestone 4	Provide necessary golf equipment – tie in key sponsors	March 2020	Ongoing
Phase 2 Complete	Assign Team coaches – Assign Volunteers	February 2020	Ongoing
Milestone 5	Set up Practice sessions – Complete any transportation issues	April 2020	Ongoing
Milestone 6	Meet 5 new organizations to provide on going educational support for teams	May - October	Ongoing

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**EXPECTED RESULTS**

	<p><i>We expect our proposal to be a solution to growing the game of golf in the city.</i></p>
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**Financial Benefits**

- Result #1: The return of all 82 new golfers to return to the team each session
- Result #1: Three new teams which will show results in the program instantly
- Result #2: A proven vehicle to encourage diversity in the program and a place to organize in the city
- Result #3: Our five year end goal is 25 full golf scholarships, and a three PGA Golf Professionals in 6 years

**Other Benefits**

	<p><i>We want our kids to go to college on scholarships; they may not make it to the Masters, but they could hold one of 1000 jobs associated with the game of golf. We will help provide this opportunity.</i></p>
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**PRICING**

Available upon request.

**QUALIFICATIONS**

Diversity Golf Marketing Group is very qualified to oversee this project.

<p><i>Here's what sets us apart.</i></p>
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- Unique point #1: The only urban organization in the Midwest that manages a PGA Junior Reach Team
- Unique point #2: Tee Masters with 38 years of training & coaching inner city kids the game of golf
- Unique point #3: Positive relations in the community and key partners ready to join the team

## CONCLUSION

We look forward to working with St. Louis based organizations and companies who vision like ours is to increase diversity participation in the city of St. Louis.

Diversity Golf Marketing Group and The Tee Masters Golf Club are confident that we can meet the challenges ahead, and stand ready to partner with you in delivering an effective diversity Inclusion solution. If you have questions on this proposal, feel free to contact Anthony Coleman at your convenience.

We would like to meet with your business or organization to provide specific ways that you may be involved. We look forward to making this a synergistic relationship and we are thrilled to move forward with you as your partner.

Thank you for your consideration,

Anthony Coleman  
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