

DENVER GOLF
PARKS & RECREATION

2026 Sponsorship Kit

Come home to play!
Denver Golf is your neighborhood course.

Customers & Locations

Online

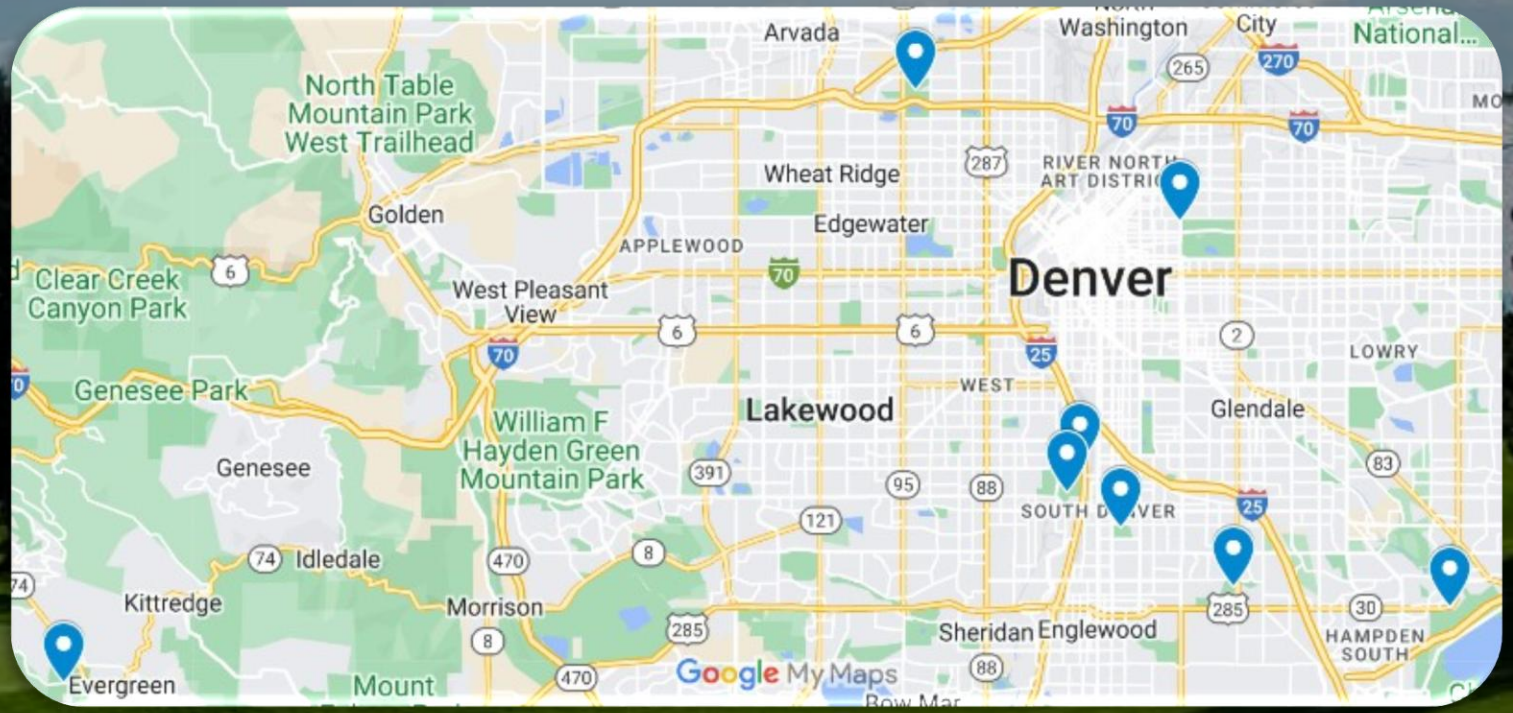
563,000 Website Visits (2025)

On Course

578,814 rounds (2025)

Signage Placement

- 6 golf courses in the metro area
- 1 mountain course
- 1 mini golf course with water driving range

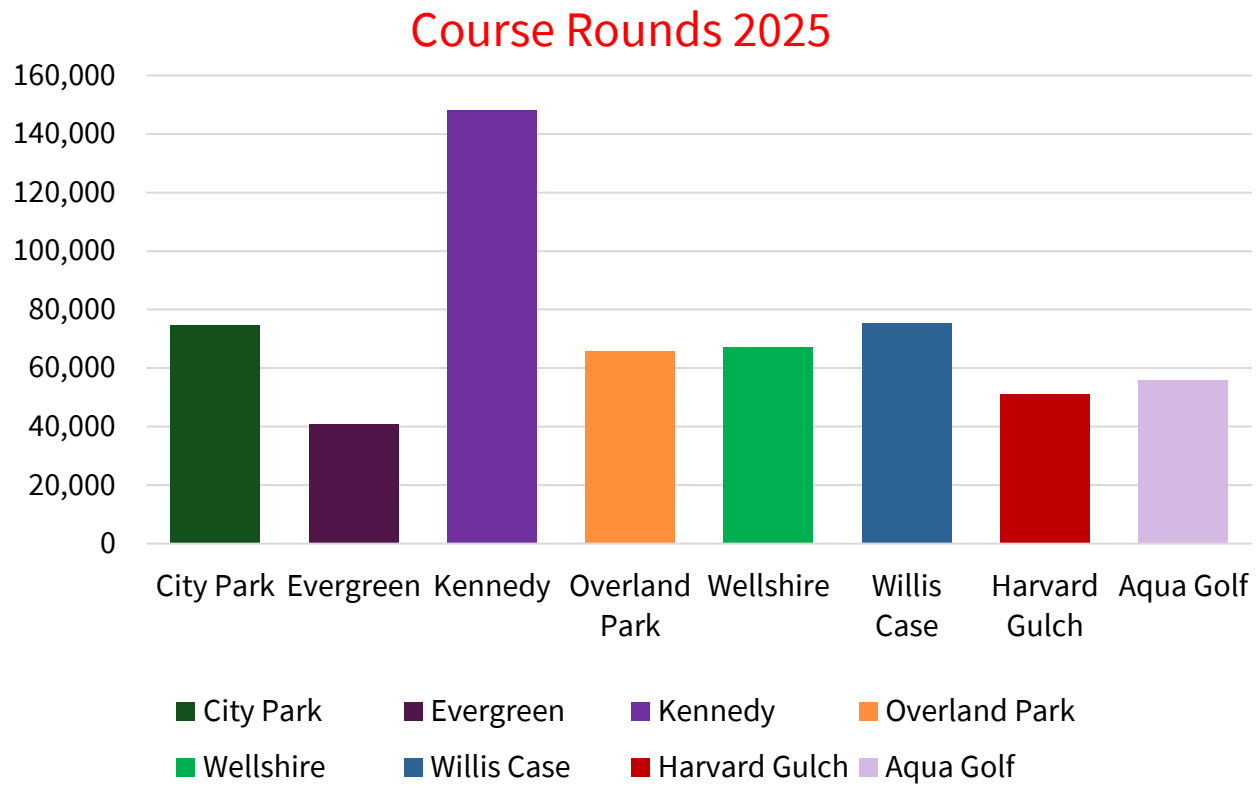


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Denver Golf Visitor Breakdown

Denver Golf Rounds statistics (2025)

- City Park – 74,535
- Evergreen – 40,750 *(May – November)*
- Harvard Gulch – 51,092
- Kennedy – 148,230
- Overland Park – 65,777
- Wellshire – 67,084
- Willis Case – 75,346
- Aqua Golf – 56,000



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Insights

- **545 Million rounds of golf were played in 2024 in the US**
- **6.3 – 6.8 million people aged 18-34 played golf making it the largest single age segment of on-course players**
- **3.4 Million new golfers played in 2024 (a 3+ million beginner golfers over the past four years)**
- **74% of golfers are men**
- **26% of golfers are women**
- **People who are avid golfers have an average household income of $155,000**
- **Social connections, networking stress relief, Health benefits and personal growth are all reasons people play golf**
- ***Numbers provided by National Golf Foundation 2024***

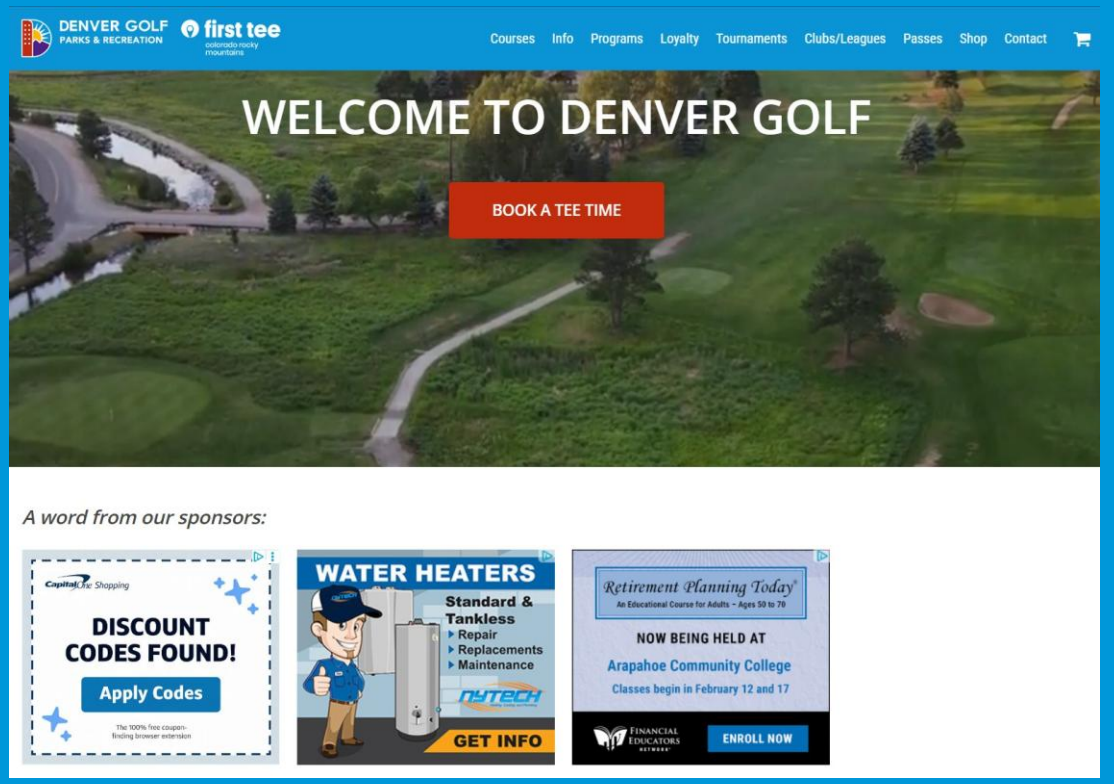


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Digital Sponsorship Opportunities

- Appear among other top brands from nationwide businesses
- Ad will rotate among other ad placements on the home page
- Hyper specific audience of golfers in the Denver area
- Monthly reports on click through rates and impressions
- Additional impressions can be purchased in bundles
- Ads to be provided in jpg, png or gif format
- Business will provide link to website or specific landing page
- UTMs will be added to link for Google Analytics tracking



Email Leslie Wright at
leslie.wright@denvergov.org to get a quote today!

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Digital Sponsorship Opportunities



Medium Rectangle

200x350

Narrow Banner

728x90

ETA Daily Impressions 2-3k Daily

Impressions	Cost per impression
25000	$.30/impression
50000	$.15/Impression
100000	$.075/impression
500000	$.015/impression

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Traditional Sponsorship Opportunities

Hole Sponsor Tee Signs: One, three or five year sponsorships available

- 6” x 18” tee sign that will be a placed below the hole sign. Exposure and price will depend on the rounds at the given course location.

Bathroom and Comfort Stations

- Advertising will be placed above stall or on back of stall door and placement will include both men’s and ladies restrooms



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Pricing



Hole Sponsor - $1,500/Hole/Year

- Includes one year placement on one hole at one course
- Denver Golf will provide One 6” x 18” sign below each hole sign

Digital Banner per year - $7,500 *(monthly metrics provided)*

- Includes one rotating banner ad on home page at www.cityofdenverggolf.com
- *For month-to-month placement, cost is variable depending on month*
- *Placement on other pages on website may vary depending on impressions of that page*

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Pricing



Small Business Digital package - $5,000

- Includes website banner for 6 Months + Newsletter banner for 6 Months (April – September)

Available starting in 2026: Price TBD

- Comfort Stations (bathrooms in clubhouses and on course)
- Cart GPS units (6 or more available spaces per course)

For questions and pricing quotes contact:

Leslie Wright

Denver Golf Director of Marketing

leslie.wright@denvergov.org

720.913.0722

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