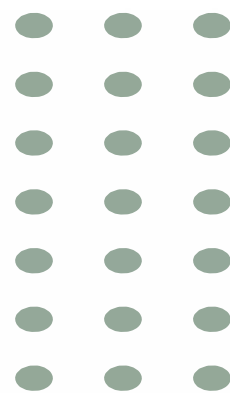


EVENT OVERVIEW

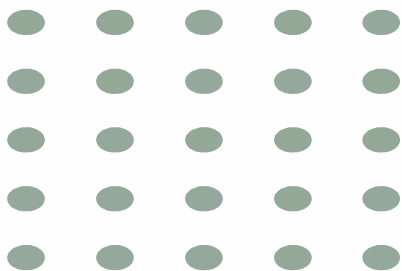
2025



MICHIGAN GOLF SHOW



— MARCH 7-9, 2025 —



WWW.MICHIGANGOLFSHOW.COM

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MESSAGE FROM MANAGEMENT

A heartfelt thank you to our incredible partners!

2025 was our biggest year yet for the Michigan Golf Show, with yet again record-breaking attendance. We were beyond excited to welcome everyone back and deliver an even bigger, better event! Our focus this year was to curate high-quality, industry-driven exhibitors and offer engaging, interactive activities that would create an immersive, unforgettable experience for guests of all ages.

Thanks to a comprehensive marketing campaign across TV, radio, digital, and social media, we saw the largest attendance in the history of the Michigan Golf Show—an incredible achievement! This success wouldn't have been possible without the unwavering support of our exhibitors, sponsors, partners, and dedicated team members. We're deeply grateful for each of you.

We're excited to continue building on this momentum and to take the Michigan Golf Show to even greater heights.

See you next year!
Jackie, Joyce, McKenzie, and Riley
(pictured below in order)



EVENT OVERVIEW

51,600+
VISITORS



220
EXHIBITORS

\$17,673

**COMMUNITY &
CHARITABLE GIVEBACK**

THE MICHIGAN GOLF SHOW IS COMMITTED TO MAKING A POSITIVE IMPACT IN OUR COMMUNITY & LOCAL CHARITIES. OUR ONSITE ACTIVATIONS RAISE MONEY FOR CHARITABLE ORGANIZATIONS WITH A FOCUS ON VETERAN & YOUTH MISSIONS. ANOTHER WAY WE GIVE BACK IS THROUGH OUR VOLUNTEER PROGRAM, WE DEEPLY VALUE OUR VOLUNTEERS AND THEIR HARD WORK, AND IN RETURN, WE SUPPORT THEM THROUGH MEANINGFUL CONTRIBUTIONS. ADDITIONALLY, WE PROUDLY SUPPORT LOCAL GOLF OUTINGS AND TOURNAMENTS, HELPING TO GROW THE GAME AND CONTRIBUTE TO THE LOCAL GOLF COMMUNITY.



MARKETING & ADVERTISING

DIGITAL & SOCIAL MEDIA



2.26M

IMPRESSIONS



419K

REACH

TOTAL FOLLOWING

12,904

FOLLOWING INCREASE



163%



85.3%



6.8%

TRADITIONAL MEDIA



9.2M+

IMPRESSIONS

THREE MONTHS COVERAGE

NINETEEN TV APPEARANCES

TEN RADIO SEGMENTS

300K+ IMPRESSIONS FROM ADDED VALUE PROMO CONTENT

340+ RADIO ADS



FEATURES

HOLE-IN-ONE CHALLENGE

PRESENTED BY **GARLAND** LODGE & GOLF RESORT BENEFITING

first tee
northern michigan



The 2025 Michigan Golf Show Hole-in One Challenge is always 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 Garland gave the 1st place winner an Annual membership, our 2nd place winner a round of golf and complimentary stay, and our 3rd place winner received 4 complimentary 2026 Michigan Golf Show tickets and all 4 will get their first round at the Hole-in-One Challenge covered.

Special thanks for building out the Hole-In-One



PUTTING CHALLENGE

PRESENTED BY **TRION SOLUTIONS** BENEFITING



The Putting Challenge at the Show was an overwhelming success, raising an impressive \$3,935 in support of Wounded & Returning Warriors. The three finalists were all 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. Golf Professional Bob Krause was also in the booth giving putting tips and tricks all weekend.

DETROIT PUTTER CO.

Special thanks for donating putters to our closest to the pin finalists



Special thanks for building out the Putting Challenge



CLOSEST TO THE PIN

PRESENTED BY



REDSTAKES

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. Red Stakes donated 100% of their new app sales during the event to Folds of Honor! Not only was it a hit among attendees, but it also served as a successful fundraiser for Folds of Honor, making every swing count for more than just a score.

FEATURES

19TH HOLE PRESENTED BY **ABC WAREHOUSE**

The Golf Show's coolest hangout spot undoubtedly lies within the vibrant ambiance of the "19th hole".

Adjacent to the Hole-in-One Challenge with the lively atmosphere of the event, this bar & lounge area offers a refreshing oasis for golf enthusiasts to unwind and socialize. With its comfortable seating, massive tvs, massage chairs, food trucks, and the Michigan Lottery the 19th Hole transformed into a hub of excitement and camaraderie, adding an extra element of enjoyment to the Golf Show experience.



CLOSEST TO THE PIN

PRESENTED BY



The Closest to the Pin Simulator, presented by Michigan Orthopaedic Surgeons, in partnership with Simulator Consultants, was a major hit at the show! With exciting, interactive gameplay and cutting-edge technology, it became a standout attraction, drawing in golf fans and attendees throughout the event.

CENTER STAGE

PRESENTED BY



We brought back the fan-favorite fashion show, which was a standout moment of the event, blending style with sport in an unforgettable way. Influencers led engaging panels, while professionals showcased their skills with live demos. When there weren't speakers or live activities, we kept the energy high by playing PGA Tour highlights, ensuring a non-stop, exciting experience for everyone. We also had Trivia daily!

The stage was the heart of the action, offering a diverse mix of fashion, expert insights, and golf entertainment throughout the weekend.



SPECIAL THANKS TO OUR FASHION SHOW PARTICIPANTS & RAFFLE DONATORS



FEATURES

HITTING NETS

The hitting nets were in full swing at the show, giving patrons the perfect chance to try out clubs before making a purchase! Whether testing out the latest driver or dialing in on irons, the nets offered a hands-on experience to see how each club feels and performs. It was the ultimate way to practice swinging the right gear—no guessing, just pure fun and performance! PGA Professional John Gregus was even there all weekend to share his wisdom on getting the perfect swing.



KIDS ZONE BENEFITING 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.

GOLF GAMES

Finga Golf was a huge hit at the golf show, with attendees loving the fun twist of playing golf using just their finger on a tabletop! It's a perfect way to enjoy the game in a new, interactive way.

We also introduced Bucket Golf, an exciting outdoor game where players aim for oversized buckets instead of holes, adding a fresh and fun challenge. And that's not all! We had Cornhole and a variety of other entertaining activities, making the event a full day of games, laughter, and great memories for everyone!



Special THANK YOU to our photo and video partners



MAKE THE TURN



EAGLE GOLF PRODUCTIONS



2025 FLOORPLAN



2026 UPDATES

WIDER PERIMETER AISLES

ACCOMMODATE LARGER CROWDS AND IMPROVE FOOT TRAFFIC FLOW AROUND THE PERIMETER

REDUCE EAST/WEST AISLES

STREAMLINES THE LAYOUT AND CREATE A MORE EFFICIENT FLOW FOR ATTENDEES TO VISIT MORE BOOTHS

ALTERNATIVE MATERIAL AT THE HOLE-IN-ONE ACTIVATION

ELIMINATING THE MULCH TO REMOVE THE UNPLEASANT SMELL AND ENSURE A MORE COMFORTABLE ATMOSPHERE

ENHANCE STAGE WITH MORE SPEAKERS, INFLUENCERS, AND OTHER FEATURES

INCREASES THE ENTERTAINMENT VALUE AND WILL ATTRACT A BROADER AUDIENCE, WHILE ELEVATING THE EVENT'S SOCIAL MEDIA PRESENCE

MORE INTERACTIVE ACTIVATIONS (EX: HITTING NETS, SIMULATORS)

INCREASE CROWD ENGAGEMENT AND CREATE MORE HANDS-ON EXPERIENCES FOR ATTENDEES

EXHIBITOR INFO

5 REASONS TO JOIN US AT THE MICHIGAN GOLF SHOW

SCAN HERE TO APPLY FOR A BOOTH SPACE



1. REACH 51,000+ ATTENDEES

CONNECT WITH A LARGE, ENGAGED AUDIENCE OF GOLF ENTHUSIASTS AND INDUSTRY PROFESSIONALS

2. TARGETED DEMOGRAPHICS

SHOWCASE YOUR PRODUCTS TO A FOCUSED CROWD OF GOLFERS, FROM CASUAL PLAYERS TO EXPERTS

SPONSOR INFO

3. NETWORKING OPPORTUNITIES

BUILD VALUABLE CONNECTIONS WITH INDUSTRY PROFESSIONALS AND POTENTIAL PARTNERS

4. INCREASED BRAND AWARENESS

ENHANCE VISIBILITY AND RECOGNITION AMONG GOLF LOVERS

5. DIRECT SALES & LEADS

ENGAGE WITH CUSTOMERS ON-SITE FOR IMMEDIATE SALES AND FUTURE BUSINESS OPPORTUNITIES



SCAN HERE FOR SPONSORSHIP INFO



QUESTIONS?

info@michigangolfshow.com



MICHIGAN GOLF SHOW

THANK YOU TO OUR PARTNERS & SPONSORS



WWW.MICHIGANGOLFSHOW.COM