

FOR IMMEDIATE RELEASE

KONETiQ and National Golf Foundation Announce Exclusive Partnership to Revolutionize Golf Marketing

[City, June 17, 2025] – KONETiQ, a leader in digital marketing innovation, has announced an exclusive partnership with the National Golf Foundation (NGF), the foremost authority in golf research and data. This groundbreaking collaboration is set to transform the golf and media ad space, benefiting a wide array of businesses and brands by leveraging NGF's deep insights into over 47.2 million U.S. golf participants and KONETiQ's unmatched digital media buying capabilities.

This partnership introduces advanced, data-driven strategies, providing businesses with custom audience solutions and unparalleled media buying access. With KONETiQ's expertise, brands can engage golfers across a wide range of media platforms, reaching a specialized, active, and high-income demographic with precision and impact.

Golfers represent a high-income, high-spending demographic, making them an attractive target for various industries well beyond just golf, from luxury brands to travel destinations. With an average annual household income of \$125,000 and 90% of Fortune 500 CEOs being golfers, the potential for reaching this audience is significant (NGF, 2025).

"Golfers are a valuable market with significant spending power, ideal for connecting various industries to a highly engaged audience," said Josh Goodin, Managing Director of KONETiQ. "This partnership enables businesses to effectively reach and convert these consumers, enhancing revenue opportunities across all channels."

They pair this ability to remove middleware with an ability to fully integrate into clients' teams to ensure both an understanding of the brand's strategy and effectiveness at helping them execute it.

"Our collaboration with KONETiQ is set to significantly expand golf marketing, offering golf courses, retailers, and brands a new partner in growing revenue. By utilizing our robust golfer data and media reach, golf companies can attract new players and expand revenue with existing ones," an NGF representative [most likely Greg Nathan, President and CEO, NGF - Kevin confirming] stated.

This partnership is more than just a collaboration; it begins a new era in golf marketing. NGF's unparalleled insights into millions of U.S. golfers establish it as the premier data source, while KONETiQ delivers precision-targeted campaigns that engage audiences across all channels. Together, they provide courses, brands, and even those outside the golfing ecosystem with custom solutions to improve their game today.

Reflecting on past successes, KONETiQ and NGF previously collaborated to achieve remarkable results. They helped an East Coast state surpass performance benchmarks by over 200%, demonstrating the power of precision targeting. Furthermore, their efforts with the automotive brand Polestar increased showroom traffic by over 100%, and the "PGA - Make Golf Your Thing" campaign inspired over 250,000 new players to visit a golf course, showcasing the significant impact of their strategic alliance.

For more information about KONETiQ, visit www.konetiq.com. To learn about golfer statistics and demographics, check out [Golf Marketing Insights: Leveraging Golfer Demographics](#) (link to be updated when available). For details about the National Golf Foundation, visit www.ngf.com.

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KONETiQ is a major player in the media purchasing arena, offering services across every relevant digital channel. With deep expertise in how advertising mediums contribute to business success, KONETiQ delivers performance that exceeds expectations. Their unique value lies in specialization, audience-based marketing, direct seats on Demand-Side Platforms (DSPs), integration of client-based data, actionable insights, and a comprehensive media strategy that includes search optimization, social media, streaming video and audio, and Digital Out-of-Home (DOOH) methods. KONETiQ has successfully partnered with a wide variety of companies, from startups to Fortune 500-level organizations, including Pella, The Professional Golfers' Association (PGA), JobsOhio, South Carolina Department of Tourism, The Center for Internet Security (CIS), and many more. For more information about KONETiQ, visit www.KONETiQ.com.

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