



*The Educational Voice in Golf Merchandising
Since 1989*

June 2020

Dear AGM Members, PGA, PGA of Canada, International Professionals and Golf Merchandisers:

Enclosed please find detailed information for the 2021 AGM Platinum Awards where the “Best of the Best” private, public, resort and off-course golf shops will be recognized and honored. The early release of the program information will allow plenty of time for you to work on your submission. We shall accept entries at any time, but be reminded all entries must be postmarked on or before **September 18, 2020** to be considered.

Requirements of the entry:

- ✓ A fully completed entry form – **ALL** questions must be answered.
- ✓ Six (6) **individual**, high resolution photos in **JPEG** format. These photos cannot be embedded in your text. They must be separate files on your flash drive or disc.
- ✓ Three (3) initiatives selected from the list of nine (9). The initiatives you choose must be **clearly titled, presented on separate pages AND you must quantify your results.**
- ✓ Additionally, one (1) special initiative also on a separate page. **Quantify your results!**
- ✓ Each essay outlining your initiatives should be 400 words or less.
- ✓ Entries will be accepted in a digital format on a disc or flash drive, only!
- ✓ **Entries sent via e-mail or in a Power Point format are not acceptable and will be returned.**

Your Photos: The photographs you submit with your entry are “automatically” entered into consideration for the “*Cashman Award for Visual Excellence.*” This special award was created to honor the visual merchandising excellence and creativity of Ardie Cashman and Kevin Cashman of Bearpath Golf and Country Club in Eden Prairie, Minnesota. Each year they review the hundreds of photos submitted and then select the recipient for this prestigious award.

If you wish, you may enter only the “Cashman Award for Visual Excellence.” To do so, simply submit six (6) individual, **high resolution photos** in JPEG format on a flash drive or disc. You are not required to submit essays for the initiatives; however, if you do not submit essays, you will NOT be eligible for an AGM Platinum Award.

I thank you for your interest in the AGM Platinum Awards and I look forward to receiving your entry. Upon receipt of the entry at AGM Headquarters, an e-mail confirmation will be sent to the person who submitted the entry.

Best wishes,

Desane Blaney, Executive Director

CALL FOR ENTRIES

Association of Golf Merchandisers

2021 Platinum Awards

Recognizing Premier Golf Shops



Deadline:

Entries must be postmarked by:

September 18, 2020

Questions or Information: Call or E-mail

Association of Golf Merchandisers

602-604-8250 ▪ PlatinumAwards@agmgolf.org

Mail Entries To:

Association of Golf Merchandisers

255 East Osborn Road, Suite 105

Phoenix, AZ 85012

The Platinum Awards will continue to recognize and honor the “best of the best” golf shops from around the world.

We invite and welcome creative entries from Public, Private, Resort and Off-Course Golf Shops.

REQUIRED CRITERIA FOR ENTRIES

1. **Golf Shop Statistics** – this section takes into consideration the shop’s physical size, performance measures and sales. **All answers are confidential.**

2. **Photos** – Send six (6) photos in different categories from the following list to submit with your entry:

- Overall Shop Layout
- Hardgoods Display
- Men’s Visual Display
- Women’s Visual Display
- Main Counter
- Holiday or Theme Display
- Impact Table
- Children’s Display
- Window Display

➤ **Photos and initiatives must be submitted on a disc or flash drive ONLY! Entries submitted via e-mail or in a Power Point format will not be accepted.**

➤ **Entries must contain:**

- **Completed entry form**
- **Six (6) High Resolution Photos in JPEG format**
- **Three Initiatives, clearly titled on Separate Pages**
- **One Special Initiative on a Separate Page**

➤ Entries and photos are not returnable and they become the property of the Association of Golf Merchandisers.

3. **Initiatives** – Choose **THREE** of the following initiatives and tell us how you implemented them in your shop. You must “quantify” the results of these efforts!

- Customer Service Initiative
- Social Media Initiative
- Golf Shop Renovation

- Promotional Idea
- Merchandising Event
- Innovative Use of Fixtures or Props

- Retail Initiative
- Staff Training
- Growing the Game

4. **Special Initiative** – *What did your retail operation do to combat the effects of COVID-19 on your business?*

**PLATINUM AWARDS
RECOGNIZING PREMIER GOLF SHOPS
2021 OFFICIAL ENTRY FORM**

GENERAL INFORMATION:

Facility Name: _____

Facility Address: (street) _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Website: _____

***Contact person for this entry:** _____

Email Address: _____

***This individual will receive all correspondence from the AGM as it relates to the entry.**

FACILITY TYPE: Please check your facility type:

Private Resort Public Off-Course

GOLF SHOP STAFF:

Director of Golf: _____

Head Professional: _____

Buyer/Merchandiser: _____

Owner/Operator: _____

Other Key Personnel: _____

I wish to enter **ONLY** the Cashman Award for Visual Excellence and **NOT** be considered for an AGM Platinum Award.

GOLF SHOP STATISTICS: July 2019 through June 2020

Number of ROUNDS played at your facility?	
What is the SQUARE FOOTAGE of your golf shop?	
What were your GROSS MERCHANDISE SALES for this period?	
What was your COST OF SALES PERCENTAGE for this period? (Cost of Sales dollars divided by retail sales) This figure is a "percentage" and usually between 45-75%	
What was your TURNOVER RATE for this period? (Hardgoods/softgoods combined)	

2021 AGM Platinum Award Entry Form

Merchandise Classification	Number of Lines Carried in each Classification
Men's Apparel	
Ladies' Apparel	
Junior/Children's Apparel	
Headwear	
Clubs	
Balls	
Shoes	
Gloves	
Bags	
Accessories	
Gifts	

List the **ONE** brand/company in each category that is the best seller at your facility:

Ladies' Apparel _____	Shoes _____
Men's Apparel _____	Golf Balls _____
Outerwear/Rainwear _____	Golf Clubs _____
Headwear _____	Golf Bags _____

Number of Golf Shops at Your Facility: ___ Number of Golf Courses at Your Facility: ___

Deadline to submit: Friday, September 18, 2020

Entries mailed to:

*Association of Golf Merchandisers
255 East Osborn Road, Suite 105, Phoenix, AZ 85012*

Your entry on your flash drive or disc is best mailed in a bubble envelope, FedEx or USPS pack to secure the contents.

Paper envelopes get torn and the contents lost!

AGM Members:

___ Please affirm we may use your metrics for the 2021 AGM Member Questionnaire.