



*The Educational Voice in Golf Merchandising  
Since 1989*

June 2022

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

Enclosed please find detailed information for the 2023 AGM Platinum Awards where the “Best of the Best” private, public, resort and off-course golf shops will be recognized and honored. We shall accept entries at any time; however, to be considered, all entries must be postmarked on or before the deadline date of **September 30, 2022**.

**Requirements of the entry:**

- ✓ A fully completed entry form – ALL questions must be answered.
- ✓ Six (6) **individual**, high-resolution photos in **JPEG** or **PNG** format. These photos cannot be embedded in your text. They must be in a separate file on your flash drive or disc.
- ✓ Three (3) initiatives selected from the list of seven (7). The initiatives you choose must be **clearly titled, presented on separate pages** and **you must quantify your results**.
- ✓ Additionally, one (1) special initiative is required on a separate page.
- ✓ 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 they 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 a JPEG or PNG format on a flash drive or disc. You are not required to submit essays for the initiatives, and 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 individual who submitted the entry.

Best wishes,

Desane Blaney, Executive Director

# Call for Entries!

## Association of Golf Merchandisers 2023 Platinum Awards Recognizing Premier Golf Shops



### Deadline:

Entries must be postmarked by:

**SEPTEMBER 30, 2022**

### Questions or Information: Call or E-mail

Association of Golf Merchandisers

602-604-8250 ▪ PlatinumAwards@agmgolf.org

### Mail Entries To:

Association of Golf Merchandisers

727 East Maryland Avenue

Phoenix, AZ 85014

**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 or PNG 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 | ▪ Merchandising / Promotional Initiative                 | ▪ Staff Training   |
| ▪ Social Media Initiative     | ▪ Visual Merchandising Initiative                        | ▪ Growing the Game |
| ▪ Golf Shop Renovation        | <b>(You may submit two essays in the same category.)</b> |                    |

4. **SPECIAL INITIATIVE** – **What procedures have you implemented into your retail shop to navigate the supply chain disruption?**



# Platinum Awards Recognizing Premier Golf Shops 2023 Official Entry Form

## GENERAL INFORMATION:

Facility Name: \_\_\_\_\_

Facility Address: (street) \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

**\*Contact person for this entry.** This individual will receive all correspondence as it relates to this entry.

Email Address: \_\_\_\_\_

## 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:

Number of <b>ROUNDS</b> played at your facility from <b>July 2021 through June 2022</b>	
What is the <b>SQUARE FOOTAGE</b> of your golf shop?	
What were your <b>GROSS MERCHANDISE SALES</b> for this period?	
What was your <b>COST OF SALES PERCENTAGE</b> for this period? (Cost of Sales dollars divided by retail sales). This figure is a "percentage" and usually between 45-75%	
What was your <b>TURNOVER RATE</b> for this period? (Hardgoods/Softgoods combined)	

## 2023 AGM Platinum Award Entry Form

Merchandise Classification	Number of Lines / Brands Carried
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 30, 2022***

*Entries mailed to:*

*Association of Golf Merchandisers  
727 East Maryland, Phoenix, AZ 85014*

***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 (only):**

\_\_\_\_\_ *Please affirm we may use your metrics for the 2023 AGM Member Questionnaire.*



## Media Release Consent Form

This consent form will authorize Association of Golf Merchandisers to use and print photographs and any other form of submitted media material for educational, informational, and promotional purposes. Images may be used, but is not limited to, Association of Golf Merchandisers publications and newsletters, calendars, advertising material, web listings, websites, etc.

This Media Release Form will be kept on file by Association of Golf Merchandisers as reference for individual approval.

Individual's Full Name: \_\_\_\_\_

Facility: \_\_\_\_\_

After reading the explanation above, I authorize Association of Golf Merchandisers to use any submitted photographs or media in any Association of Golf Merchandisers publication, production or presentation, including electronic/internet marketing material for the purpose of promoting Association of Golf Merchandisers in a positive manner.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_