



## The Professional Golfers' Association of New Zealand (Inc)

17 June 2014

David Thompson  
SNAG Golf NZ  
PO Box 36 080  
Northcote  
AUCKLAND 0748

Dear David

### PROPOSED PARTNERSHIP: SNAG AND PGA NZ MEMBERS

This letter is to confirm the PGA of New Zealand's endorsement of the proposed partnership arrangements between SNAG Golf and PGA NZ members.

We believe that PGA professionals are ideally placed to grow the game of golf, and that a partnership with SNAG will deliver a key part of this by building a community of people new to golf – especially juniors – who can then be encouraged to progress further in golf. Given their training and expertise in coaching, PGA members can provide SNAG programmes to a high and uniform standard, and provide more advanced level golf coaching for those interested.

PGA members will benefit from a larger and more diverse customer base, additional revenue at traditionally quiet times of the year, and opportunities to fit and sell equipment, as well as building the future membership of their clubs.

The SNAG partnership will minimise the amount of administration required from the PGA member, and provide a structured marketing and promotional programme throughout the year without detracting from the member's other business development activities.

The financial model you have developed looks to be realistic, and provides good rewards for PGA professionals for a relatively modest time investment.

We are excited at the chance to work with SNAG in launching the partnership to PGA members.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Duncan Simpson', with a stylized flourish at the end.

Duncan Simpson  
Chief Executive



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