



# 2022 AJGA TOURNAMENT RECAP

**August 14-18, 2022**



**2023 Dates: June 25-29**

EDA STAFFORD *Virginia* TOUR STAFFORD *Virginia*





# PLAYERS!

## TRAVEL

# 115 Players

Junior Golfers over 5 days across  
North America



- 📍 10 from VA
- 📍 8 from NC
- 📍 8 from FL
- 📍 7 from NJ
- 📍 7 from CA
- 📍 6 from NY
- 📍 5 from TX
- 📍 5 from Canada

OTHER DESTINATIONS REPRESENTED

**Arizona, Iowa, Kentucky,  
Massachusetts, Michigan, Ohio,  
Turks & Caicos Islands,  
Washington & more**



# ECONOMIC IMPACT



**\$85,084**

**Visitor Spending**



**\$206,733**

**Direct Economic Impact**



**120**

**Room Nights**

# TOURNAMENT SCHEDULE



**5**  
**Days**

## AJGA's Tour Stafford Junior All-Star Tournament

**Sunday, August 14th:**  
**Junior-Am Fundraising Tournament**

**Monday, August 15th:**  
**AJGA Qualifier**

**Tuesday, August 16th:**  
**First Round Tee Times**

**Wednesday, August 17th:**  
**Second Round Tee Times**

**Thursday, August 18th:**  
**Final Round & Awards Ceremony**





# TOUR STAFFORD JUNIOR ALL-STAR TOURNAMENT



## Host Facility

### Gauntlet Golf Club

18-hole, par 72 championship  
golf course.

18 Fariway Drive,  
Fredericksburg, VA 22406



## Champions

### Zach Huang

5-UNDER-PAR 211

### Ellison Lundquist

3-UNDER-PAR 213



# JUNIOR-AM

## FUNDRAISING TOURNAMENT

# 3

Charities

# \$41,480

Total Charity Funds



Stafford Education Foundation  
*Promoting Educational Growth*



ACE  
GRANT



Stafford Junction  
*Where Lives Connect*

### Tournament Details:

- Sunday, August 14th
- 44 players total
- 11 teams (4 players each)

EDA STAFFORD  
*Virginia*

TOUR STAFFORD  
*Virginia*







# JUNIOR-AM

FUNDRAISING FUNDS



Stafford Education Foundation  
*Promoting Educational Growth*

**\$10,370**

**Local Charity in Stafford**



Stafford Junction  
*Where Lives Connect*

**\$10,370**

**Local Charity in Stafford**



**ACE**  
GRANT

**\$20,740**

**AJGA's Charity**



# SPONSOR

SUPPORT

19  
Sponsors

- 2 Title Sponsors
- 3 Elite Sponsors
- 1 Tournament Partner
- 13 Local Sponsors

## ELITE SPONSORS



TEAM **POHANKA**

NISSAN OF STAFFORD  
NISSAN OF FREDERICKSBURG  
HYUNDAI OF FREDERICKSBURG

The Engineering Groupe  
Inc.

## TOURNAMENT PARTNER



## LOCAL SPONSORS



FREDERICKSBURG **CELEBRATE TODAY**



STAFFORD  
Virginia



MISSION BBQ  
The American Way



STAFFORD  
PRINTING



Jack Rowley  
& Family



WELCOME



TITLE SPONSORS

TOUR STAFFORD  
Virginia

EDA STAFFORD  
Virginia

Banner signage, Hole signs, & Website features were used to recognize sponsors.

EDA STAFFORD  
Virginia

TOUR STAFFORD  
Virginia



# MARKETING

## FOR THE TOURNAMENT



**FLYERS, EMAIL MARKETING,  
PERSONAL WEBSITE PAGE,  
SOCIAL MEDIA, NETWORKING**

### Test your swing for a chance to win a car!

Sponsored by Pohanka Automotive, you have a chance  
to win a car on Hole #6 if you get a hole-in-one.



### Participate in EDA's AJGA Golf Shamble

Sunday, August 14, 2022 at The Gauntlet Golf Club

### Play With Future Golf Pros

Seeking sponsors, players, & volunteers

Join us on August 14, 2022

The Gauntlet Golf Club  
18 Fairway Drive, Fredericksburg, VA 22401

### THE EVENT:

The Stafford EDA is seeking partners, sponsors, and volunteers to participate in the Junior-Am Fundraising Tournament. Stafford County Economic Development & Tourism and the Stafford EDA attracted the American Junior Golf Association to host a Qualifier and Junior-Am Fundraising Tournament at The Gauntlet Golf Club.

FOR MORE INFORMATION & TO PARTICIPATE, VISIT  
[www.TourStaffordVA.com/Junior-Pro-Am](http://www.TourStaffordVA.com/Junior-Pro-Am)

### Play With Future Golf Pros

Seeking sponsors, players, & volunteers

Join us on August 14, 2022

The Gauntlet Golf Club  
18 Fairway Drive, Fredericksburg, VA 22406

EDASTAFFORD  
Virginia



EDASTAFFORD  
Virginia

EDASTAFFORD  
Virginia

TOURSTAFFORD  
Virginia

# TOURNAMENT DIGITAL



UNIQUE PAGE VIEWS

# 10.4 million

Unique Page Views of the Schedule  
& Results page

# 7,309

Unique Page Views of Taylormade | Adidas Golf  
Live Scoring

# 3,906

Unique Page Views of Individual  
Tournament Webpage



# TOURNAMENT DIGITAL



AJGA'S SOCIAL MEDIA

4

Platforms

324,379

Reach of Hashtag\*  
#JASTOURSTAFFORD



## AJGA's Social Media Highlights:

- AJGA Post Reach through Instagram: **23,477**
- People Reached through Facebook: **13,173**
- Following across all 4 platforms: **178,346**

# THANK YOU TO OUR PLAYERS, VOLUNTEERS, & SPONSORS

On behalf of Tour Stafford and Stafford EDA, we would like to thank everyone involved in support of the first AJGA tournament.

We are looking to host this event next year on June 25-29, 2023.

**Scan the QR code to learn  
more about opportunities to  
Play, Sponsor, or Volunteer.**



**Contact the Sponsorship Team today to be  
part of the action in 2023!**

**TOUR**  
**STAFFORD**  
*Virginia*

Lisa Logan,  
[lmlogan@staffordcountyva.gov](mailto:lmlogan@staffordcountyva.gov)

Brittany Loving,  
[bloving@staffordcountyva.gov](mailto:bloving@staffordcountyva.gov)