



iamthepar was created with a simple mission: to make golf more accessible, inspiring, and impactful for all who share a love for this incredible sport. Founded by two avid golfers seeking to improve their game, we built this platform to provide reliable advice, insightful analyses, and practical tools tailored to the golfing community.

THE GAME OF GOLF IS GROWING RAPIDLY AMONGST DIVERSE SEGMENTS

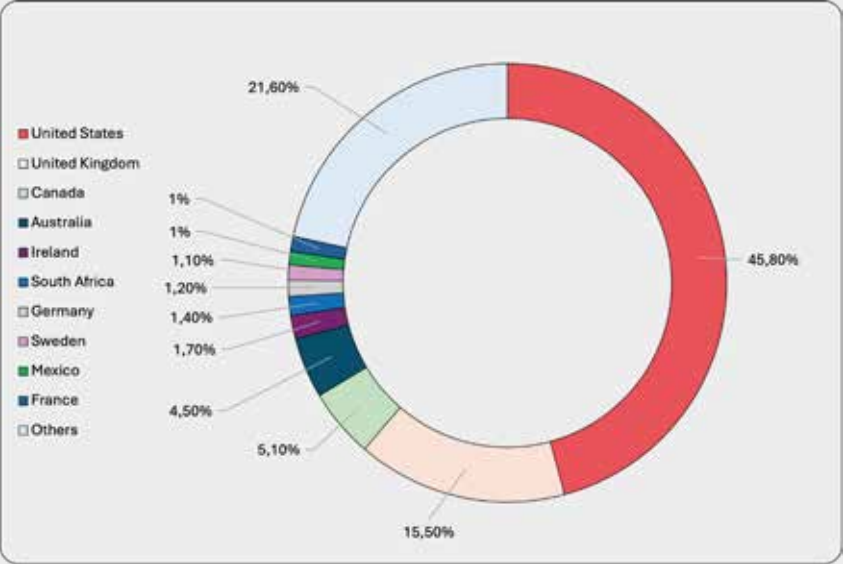
Youth: More on-course youth golfers in 2023 than any year since 2006; this segment has experienced the largest gains of any age group since 2019 (+40%).

Women: Females comprise 26% of all on-course golfers—another record high.

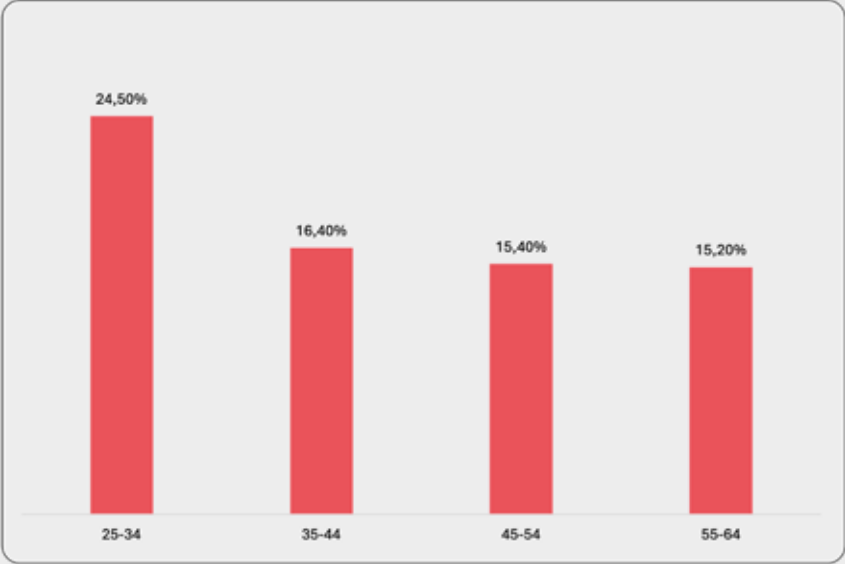


AUDIENCE

Monthly Impressions	Social	Standalone Reach	Average Engagement Rate
+7MM	+130K	+1.5MM	2.6%



Geographical Distribution of the Community by Country



Age Distribution of the Community



PROPOSED PARTNERSHIP FORMATS

Digital & Social Collaborations

- Branded posts, stories, and reels on Instagram
- Sponsored editorial content on iamthepar.com
- Social activations, giveaways, and community-driven campaigns

Website Integrations

- Sponsored articles and native content
- Display and banner placements
- Product features and gear reviews

Long-Term Partnerships

- “Official Partner of iamthepar” status
- Multi-channel brand integrations
- Long-term content and ambassador programs

All collaborations are developed case by case, based on your brand’s goals, audience, and budget.

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