

CITY OF MARYVILLE, MISSOURI COUNCIL ACTION REPORT



Title: An Ordinance to Execute a Three-Year Sponsorship Agreement with the American Junior Golf Association (AJGA) to Host the AJGA Maryville Junior Tournament at Mozingo Lake Recreation Park

Council Bill No.: 2026'76

Agenda Date: September 8, 2026

Presented by: Jordyn Greenhaw, Mozingo Park Director

BACKGROUND:

The American Junior Golf Association (AJGA) is a nationally recognized 501(c)(3) nonprofit organization dedicated to the development of elite junior golfers ages 12 – 19. The AJGA hosts competitive events across the country that attract top junior talent from across the United States and internationally while providing players exposure to collegiate golf opportunities.

In August 2026, Mozingo Lake Recreation Park hosted the inaugural AJGA Maryville Junior tournament at the Sechrest 18. The tournament featured 78 players representing 19 states and four (4) countries and brought an estimated 320 net visitors to Maryville and Nodaway County. According to AJGA's post-event fulfillment report, the tournament generated 374 hotel room nights and an estimated \$341,605 total economic impact.

Beyond its tourism and economic impact, the tournament directly benefited area youth golf programs through the Junior-Am fundraiser. The 2026 event generated \$20,000 in charitable proceeds benefiting five area high school golf programs: Maryville, Stanberry, Tarkio, Rock Port, and Worth County.

Based on the success of the inaugural event, staff recommends entering into a three-year agreement with AJGA to host the AJGA Maryville Junior at Mozingo Lake Recreation Park in 2027, 2028, and 2029. The agreement requires an annual \$50,000 title sponsorship commitment.

Under the proposed agreement, the City would ensure the \$50,000 annual sponsorship requirement is met but would not be required to serve as the sole funding source. Committee members will pursue partnerships with organizations and businesses interested in title or presenting sponsorship opportunities. Any outside sponsorship secured toward the annual \$50,000 commitment would reduce the amount required from City funds.

A three-year agreement would build on the tournament's successful first year while continuing to generate tourism, economic activity, and provide national exposure for Mozingo Lake Golf Course and the Maryville community.

FINANCIAL CONSIDERATIONS:

The FY' 27 Mozingo Fund Budget includes \$33,000 and the Tourism Budget includes \$17,000 to fund the AJGA Sponsorship Agreement, for a total City investment of \$50,000.

LEGAL CONSIDERATIONS:

The ordinance and agreement has been reviewed and approved by the City Attorney.

COMPREHENSIVE PLAN:

The following policies in the Maryville Comprehensive Plan are applicable to the project:

Section Two: A Community Vision (Chapter 4, pg. 36)

- Community Image & Character:
 - Market Maryville's unique identity, assets and character both within the city and larger region.

RECOMMENDED ACTION:

Approve the proposed ordinance to execute a Three-Year Sponsorship Agreement with the American Junior Golf Association (AJGA) to host the AJGA Maryville Junior Tournament at Mozingo Lake Recreation Park in an amount not to exceed \$50,000.

AN ORDINANCE AUTHORIZING THE MAYOR OF THE CITY OF MARYVILLE TO EXECUTE A THREE-YEAR SPONSORSHIP AGREEMENT WITH AMERICAN JUNIOR GOLF ASSOCIATION (AJGA) TO HOST THE AJGA MARYVILLE JUNIOR TOURNAMENT AT MOZINGO LAKE RECREATION PARK, MARYVILLE, MISSOURI

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MARYVILLE, MISSOURI, as follows:

SECTION 1: The Mayor is hereby authorized to execute a three-year sponsorship agreement with the American Junior Golf Association (AJGA) to host the AJGA Maryville Junior Tournament at Mozingo Lake Recreation Park in an amount not to exceed \$50,000.00, said agreement being on file in the office of the City Clerk and is identified as Contract No. 2026-48.

SECTION 2: This Ordinance shall be in full force and effect from and after the date of its passage and approval.

PASSED AND APPROVED on the 7th day of September, 2026.

John J. McBride, Mayor

ATTEST:

Stacy Wood, City Clerk

AJGA MARYVILLE JUNIOR OPEN Sponsor Agreement
American Junior Golf Association and THE CITY OF MARYVILLE

PREAMBLE

The following shall set forth the agreement (“Agreement”) effective between the American Junior Golf Association (hereafter referred to as AJGA) and THE CITY OF MARYVILLE for the purpose of providing title sponsorship for the AJGA MARYVILLE JUNIOR OPEN (hereafter referred to as the Event).

THE CITY OF MARYVILLE will become the Title Sponsor of the **AJGA MARYVILLE JUNIOR OPEN** and will receive the following promotions:

A. Tournament Title:

AJGA MARYVILLE JUNIOR OPEN
Mozingo Lake Golf Course
Maryville, MO
Summer of 2027, 2028 and 2029

B. **THE CITY OF MARYVILLE** name and/or logo will appear on:

1. All printed material relating to the **AJGA MARYVILLE JUNIOR OPEN**
2. Featured in numerous AJGA social media posts across multiple platforms (Facebook, Twitter, YouTube, Instagram)
3. Prominent branding and on-course signage (four professionally created banners) displayed at host golf course
4. Course flags
4. The scrolling TaylorMade-adidas Golf Live Scoring leaderboard
5. Top 5 Boys Division and Top 3 Girls Division trophies
6. Junior-Am Fundraising Tournament champion trophies (if applicable)
7. Tournament gifts (towels, Style Driver gifting suite)
8. Junior-Am gifts (towels, Style Driver gifting suite)
9. All participant scorecards (Qualifier, Junior-Am & Tournament)
10. All press releases and media materials
11. Parents and Players Meeting presentations
12. Individual tournament website and archived results page

The graphic design of these items will be done by the **AJGA** upon consultation with **THE CITY OF MARYVILLE**. The **AJGA** will assume responsibility for producing these items, at no additional charge to **THE CITY OF MARYVILLE**. In order to ensure adequate time to approve, distribute and produce promotional items with **THE CITY OF MARYVILLE** logo, **THE CITY OF MARYVILLE** will provide **AJGA** with high-quality copy (preferably .EPS format) of approved logo upon acceptance of Agreement.

C. The **AJGA** agrees to plan, operate and coordinate all activities relating to the **AJGA MARYVILLE JUNIOR OPEN**. The sponsorship will be a turn-key operation for **THE CITY OF MARYVILLE**. Further, the **AJGA** agrees to play an active role in securing additional Tournament Partners, Junior-Am teams and donations.

D. **THE CITY OF MARYVILLE** sponsorship will afford access to engage players and parents and have the ability to include product samples in players and parents gift bags. **THE CITY OF MARYVILLE** will be granted access to display table/area for promotional items for duration of the tournament.

E. **THE CITY OF MARYVILLE** sponsorship will be set at the following level for a three-year commitment. The initial term of this Agreement shall commence on the date this Agreement is signed by all the parties hereto and shall terminate on the conclusion of the Event.

2027 -- \$50,000 2028 -- \$50,000 2029 -- \$50,000

Initials: _____

E.1 The sponsorship amounts listed above may be reduced through approved Tournament Partner credits as outlined in Section G.1.

F. **THE CITY OF MARYVILLE** recognizes that AJGA's Global, Proud, Premier and Series Partners will be identified on-site during the **AJGA MARYVILLE JUNIOR OPEN**.

THE CITY OF MARYVILLE recognizes that if **AJGA MARYVILLE JUNIOR OPEN** includes a Junior-Am Fundraising series sponsor or is a part of the Junior All-Star Series or Preview Series of **AJGA** events, the respective series sponsor will be identified on-site during the **AJGA MARYVILLE JUNIOR OPEN** including: on-course activation, media materials, website promotion, and access to AJGA membership during the Event.

G. **THE CITY OF MARYVILLE** will allow the **AJGA** to bring on additional Tournament Partners of the **AJGA MARYVILLE JUNIOR OPEN**. The **AJGA** agrees not to promote a competing sponsor at **AJGA MARYVILLE JUNIOR OPEN**, outside of the Global, Proud, Premier and Series Partners as mentioned in F. In addition, **AJGA** will allow **THE CITY OF MARYVILLE** to bring on additional tournament sponsors, as long as those sponsors are approved by **AJGA**.

G.1 Additional Sponsorship Support

THE CITY OF MARYVILLE may identify and introduce additional Tournament Partners for the **AJGA MARYVILLE JUNIOR OPEN**. Any such sponsor must be approved by **AJGA** and shall enter into a sponsorship agreement directly with **AJGA**. All sponsorship payments shall be made directly to **AJGA** and not to **THE CITY OF MARYVILLE**.

Sponsorship revenue from approved Tournament Partners secured by **THE CITY OF MARYVILLE** shall be credited dollar-for-dollar toward **THE CITY OF MARYVILLE'S** annual sponsorship commitment. The sponsorship amounts outlined in Section E may be reduced accordingly. In no event shall **THE CITY OF MARYVILLE'S** annual sponsorship commitment be reduced below \$25,000 without the written approval of **AJGA**.

Support provided specifically for the Junior-Am Fundraising Tournament, including team purchases, sponsorships, donations, or other Junior-Am fundraising contributions, shall not be applied as a credit toward **THE CITY OF MARYVILLE'S** annual sponsorship commitment. Only cash sponsorship commitments of \$10,000 or greater shall be eligible for sponsorship credit unless otherwise approved in writing by **AJGA**. In-kind contributions, donated goods, or services shall not qualify for sponsorship credit unless expressly approved by **AJGA**.

AJGA shall retain sole discretion regarding tournament sponsorship designations, benefits, and deliverables. If **THE CITY OF MARYVILLE'S** adjusted sponsorship contribution falls below the Title Sponsor threshold, **AJGA** may revise **THE CITY OF MARYVILLE'S** sponsorship designation and associated benefits, including designation as a Presenting Sponsor or other sponsorship level deemed appropriate by **AJGA**.

AJGA will work with **THE CITY OF MARYVILLE** in good faith to maintain a prominent sponsorship position within the Event; however, sponsorship designation and benefits shall correspond to the final sponsorship contribution level.

H. **THE CITY OF MARYVILLE** will receive five Junior-Am teams (15 spots) in the Event's Junior-Am Fundraising Tournament, which will be held at **Mozingo Lake Golf Course** (if applicable).

I. The **AJGA MARYVILLE JUNIOR OPEN** will be held at a mutually agreeable venue and date.

J. TWO (2) local exemption tournament spots into **AJGA MARYVILLE JUNIOR OPEN** will be granted to the signee of this agreement or an individual acting direct instructions from **THE CITY OF MARYVILLE**. Names and further considerations of local sponsor exemption players must be discussed with **AJGA** no later than 5 weeks prior to event start date.

THE CITY OF MARYVILLE SPONSORSHIP SUMMARY

In addition to the benefits listed in each of the afore mentioned sponsorship opportunities, **THE CITY OF MARYVILLE** will receive the following additional exposure as the "Title Sponsor" of the **AJGA MARYVILLE JUNIOR OPEN**:

1. **WEBSITE** – The **THE CITY OF MARYVILLE** logo will appear on all tournament-related pages of the **AJGA** tournament website in addition to listing as a "Tournament Sponsor." There will be a link from the tournament website to the **THE CITY OF MARYVILLE** website.

2. **PROMOTION** – The **AJGA** will endeavor to promote **THE CITY OF MARYVILLE’S** supportive role in their junior golf sponsorship.

3. **FUTURE SPONSORSHIPS/CONSIDERATIONS** – **THE CITY OF MARYVILLE** will be receptive to future **AJGA** sponsorship proposals and agrees to use its best efforts to market **AJGA** sponsorship opportunities to **THE CITY OF MARYVILLE’s** network of corporate partners. **AJGA** agrees to use its best efforts to provide additional value to its partnership my marketing / promoting **THE CITY OF MARYVILLE** to their corporate partners.

4. **PAYMENT SCHEDULE** – Sponsorship costs will be payable on a schedule mutually agreed to by **THE CITY OF MARYVILLE** and the **AJGA**. Similarly, **THE CITY OF MARYVILLE** agrees to pay the **AJGA** following the below invoice schedule to ensure all terms of this are properly activated as defined in this agreement:

2027
March 1, 2027 -- \$50,000

2028
March 1, 2028 -- \$50,000

2029
March 1, 2029 -- \$50,000

5. **PAYMENT INFORMATION** – The following addresses and contact(s) shall be utilized by both parties in regard to payment:

AJGA
1980 Sports Club Drive
Braselton, GA 30517
Bhruk Patel
bpatel@ajga.org
(678) 425-1750

THE CITY OF MARYVILLE
415 N, Market Street
Marville, MO 64468
Ryan Heiland – City Manager
rheiland@maryville.org
(361)485-3200

Above terms agreed to by:

Stephen Hamblin
Executive Director, American Junior Golf Association

Date

John McBride
Mayor, The City of Maryville

Date