

# GOLF COURSE MARKETING OPPORTUNITIES

—  
2022 SEASON

382 Cartwright Street  
Saskatoon, SK S7T 1B1

(306) 956-1100

[www.willowsgolf.com](http://www.willowsgolf.com)



# BENEFITS OF GOLF COURSE ADVERTISING

- Willows golfers are consumers with above average incomes who have an active lifestyle and spend money
- Golfers will spend hours with your brand whilst doing something they enjoy, associating your brand with a positive experience
- When not in use, beverage carts are lined up in front of the clubhouse, giving the advertisement premium exposure; wrapped beverage carts demand attention
- Branded carts are highly visible to a narrowly targeted, high income consumer
- Targeted marketing gives high return on investment, golf cart wrap ads are very cost effective

# THE GOLFER DEMOGRAPHIC

Purchases	Golfer	Non-Golfer
7+ roundtrip flights/yr	228	97
\$5,000+ on domestic trips	624	89
Takes cruises	212	98
10+ stock transactions/yr	264	81
\$25,000+ in stock transactions	267	81
3+ business suits/yr	243	83
Smokes cigars	187	89
Drinks beer	152	94
Drinks whiskey	158	93
Drinks alcohol	158	93
Takes foreign business trips	219	86
Owens a vacation home	181	95
Purchase/lease an SUV	145	95
\$1,000 on fine jewelry/yr	166	92

# YOUR TARGET AUDIENCE

## High Income

Average household income	\$85,960
Households over \$100k/yr	44%
Households over \$125k/yr	24%

## High Net Worth

Average investment portfolio	\$245,000
Own primary residence	91%
Own a second home	17%
Average investment home value	\$228,000

## Highly Educated

Attended/graduated college or postgrad	84%
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## Influential

Recommend, order, or approve products and services at their business	84%
Average annual value of recommendations	\$176,000

SOURCES: NATIONAL GOLF FOUNDATION, NGCOA-GOLF 20/20, PELLUID CORP.,  
EDGEHILL CONSULTING, THE BOOMER PROJECT, GOLF DIGEST PUBLICATIONS  
RESEARCH RESOURCE CENTER

# BEVERAGE CART WRAP



**\$12,900.00 plus tax per season**

You receive:

- 1 Beverage cart
- 1 Visage corner screen ad in each riding 9 hole round
- Initial production including graphic design, vinyl wrap, and installation

# MARSHALL CART WRAP



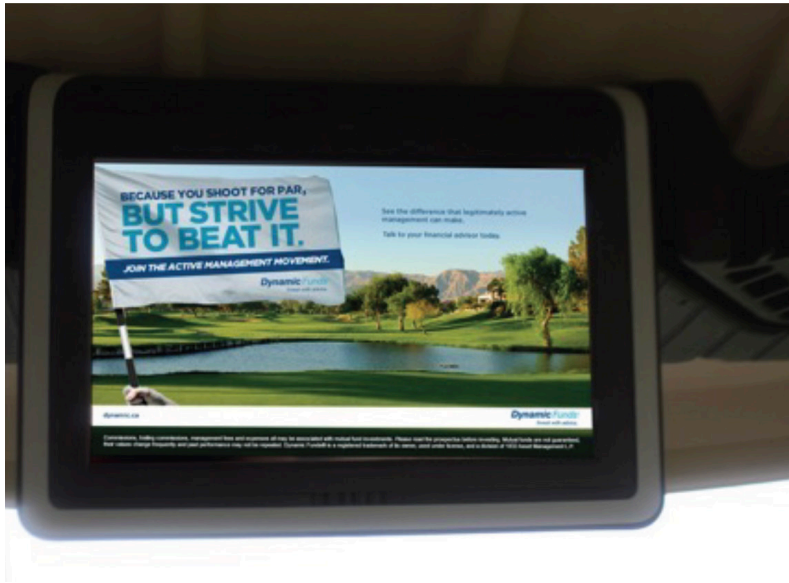
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**2 NON-COMPETING SPONSORSHIPS AVAILABLE**  
**\$2,500.00 plus tax per season**

You receive:

- 1 Marshall Cart Wrap
- 1 Visage corner screen ad in each riding 9 hole round
- Initial production including graphic design, vinyl wrap, and installation

# LADIES NIGHT SPONSORSHIP



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**2 NON-COMPETING SPONSORSHIPS AVAILABLE**  
**\$6,500.00 plus tax per season**

You receive:

## Ladies Night Ads

- 7,000 full screen, 7 second ads posted as 5 full ads each ladies night on all 70 carts used weekly, for 20 weeks

## Regular Golfer Rounds

- 15,000 full screen 7 second ads posted as 1 full screen ad in 15,000 riding rounds in the 2021 season run of schedule
- You will receive a min of 15,000 corner screen logos scheduled as a minimum of 1 ad in 15,000 riding round for the entire 2021 season

# MEN'S LEAGUE SPONSORSHIP



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**2 NON-COMPETING SPONSORSHIPS AVAILABLE**  
**\$6,500.00 plus tax per season**

You receive:

## **Men's League Ads**

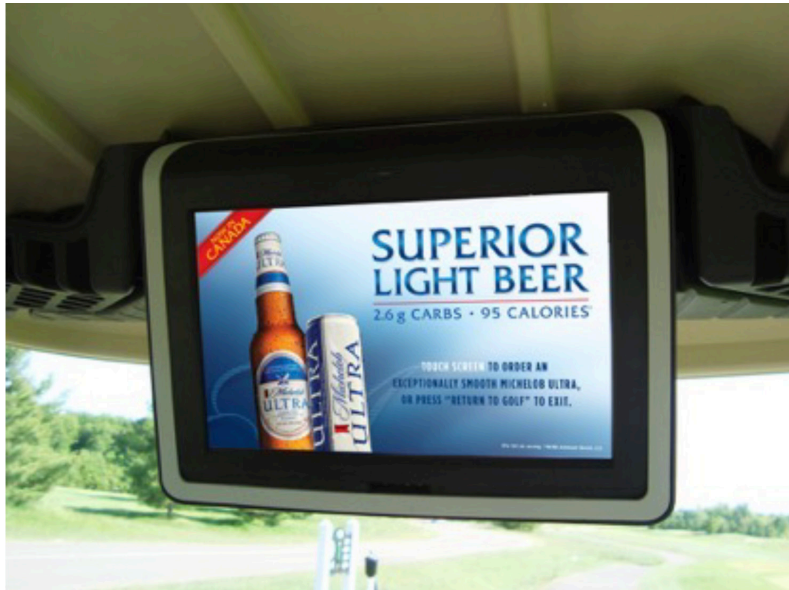
- 11,700 full screen, 7 second ads posted as 9 full ads on all 65 league carts used weekly, for 20 weeks

## **Regular Golfer Rounds**

- 15,000 full screen 7 second ads posted as 1 full screen ad in 15,000 riding rounds in the 2021 season run of schedule
- You will receive a min of 15,000 corner screen logos scheduled as a minimum of 1 ad in 15,000 riding round for the entire 2021 season



# VISAGE GPS ADVERTISING



**\$6,500.00 total investment**

- Visage gps advertising at the Willows offers huge impressions on affluent Saskatoon golfers

You receive:

## **Full Screen**

- 15,000 full screen 7 second ads posted as 1 full screen ad in 15,000 riding rounds in the season run of schedule

## **Corner Screen**

- You will receive a min of 15,000 corner screen logos scheduled as a minimum of 1 ad in 15,000 riding rounds for the entire season

# STOP AND GO BILLBOARD ADS



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## BILLBOARD #1

**\$8,000.00 plus tax per season**

- 1 - 12' x 7' Billboard adjacent to the Stop and Go window in the course staging area
- Initial production included

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## BILLBOARD #2

**\$6,000.00**

- 1 - 7 x 7' Billboard adjacent to the Stop and Go window in the course staging area
- Initial production included

# DRIVING RANGE BALL RETRIEVAL WRAP



**\$5,900.00 plus tax per season**

You receive:

- 1 wrapped range cart
- 1 Visage corner screen ad in each riding 9 hole round
- Initial production including graphic design, vinyl wrap, and installation