



## Preferred Golfer Loyalty Program – A Marketing Kit

### **Digital Branding Tools**

18 Hole Course Screen Saver in DVD Packaging – 5,000 units  
 Professional Golf Course Photo Shoot All 18 Holes\*

### **Printed Collateral Tools**

Preferred Golfer Survey/Stamp/Data Card opens to – 10" x 7" – 5,000  
 Direct Mail or 'for Sale' Color Postcard – 5" x 7" – 10,000  
 Golf Course Marketing Rack Card - 4" x 9" – 20,000

### **Personal Referral Tools**

Preferred Golfer Ambassador Card – Business card – 50,000  
 Preferred Golfer Membership Card - Business card – 5,000  
 Golf Course VIP or Instant Replay Card - Business card – 5,000

### **Broadcast eMarketing Tools**

Golf eMailer Program – 5,000 eMails per month – One year  
 Golf eMailer Template  
 Web Site Data Collection Tool – Created for your webmaster

### **Public Advertising Tools**

Color Counter Card Advertisement for Preferred Golfer Program – 11" x 14" – 2  
Newspaper Ad – One B&W/Color ad on disk – 3" x 4" or 5" x 7" – 1

The two-time golf photography firm of the year will shoot all 18 holes of your course as part of this outstanding package. The course will keep a full set of original images for all of their media and marketing needs – no additional charges for image use. \* *The course will simply pay the travel expenses for the photographer.*

### **The Program Expenses**

Preferred Golfer Package Retails for \$10.00 x 5,000 = \$50,000 – (Retail Value equals \$110.00+)  
 Preferred Golfer Package Retails for \$20.00 x 5,000 = \$100,000  
 Your Cost per Package = \$5.00 x 5,000 = \$25,000.00

**Net Profit = \$25,000.00 – Before all marketing efforts** - (At \$10.00 retail price)

**Net Profit = \$75,000.00 – Before all marketing efforts** - (At \$20.00 retail price)

This profit is calculated **before** any Ambassador coupons are redeemed or the ten preferred discount stamps are utilized and **any** broadcast eMail programs are created – **this program is a winner.**

In addition, the course will retain ownership of the photographs, have a state-of-the-art eMail broadcast program, data collection tools, newspaper promotional ads and will have 95,000 printed items to promote the course and the Preferred Golfer Program. The entire program is repeatable year after year for your golfers on an annual subscription basis.

**Johnson Design Golf Marketing – 206.324.2442 – www.golfmarketing.biz**

2351 Yale Avenue East • Seattle, WA 98102 USA  
 800-682-9248 • 206-324-2442 • fax 206-324-4308  
 www.golfmarketing.BIZ • www.golfphotos.com