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Finally, A Real Golf Tour for the Average Golfer!

www.GolfGalaxyTour.com



Experience the excitement, camaraderie and friendly competition of tournament golf

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2007-2008

Overview of the Largest Network of Amateur Tours for Golfers in the United States

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Overview

The **Golf Galaxy® Golf Tour** offers a "real golf tour for the average golfer" opportunity to enjoy fun, fair, friendly tournament competition.

Founded in 1997, more than 20,000 golfers have tee'd it up to test their skill and compete for prizes.

In less than 3 years of national expansion, the Golf Galaxy Tour has grown to be the largest network of amateur tours for golfers in the United States with more than 8,000 golfers teeing it up in 63 cities and 300+ events in 2007.

Demographics:

Avid golfer (plays 1+ times per week), 95% male, age 25-50, mid-upper socioeconomic class



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The Player Experience

Register online → Check in at the event → Tee it up → Win prizes



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History

What began as a desire to offer a “real golf tour for the average golfer” has grown primarily as a result of word of mouth and grass roots marketing efforts. With an established client base and strategic marketing partners now in place, the **Golf Galaxy® Golf Tour** is well positioned to rapidly expand and provide significant exposure and return to it’s sponsors.

May 3, 1997	2005	2006	2007	2008 (projected)
12 players tee it up in Minneapolis, MN - officially launching this “real golf tour for the average golfer” concept	26 cities	37 cities	63 cities	75 cities
	2,700 players	5,100 players	8,000+ players	13,000 players
	570,000 website visitors	1,200,000 website visitors	2,000,000+ website visitors	3,000,000+ website visitors
	Successful model rebranded as Golf Galaxy® Golf Tour and expanded nationwide		Becomes the largest network of amateur tours for golfers in the U.S.	

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2007 Markets

Alabama
Birmingham

Arizona
Phoenix
Tucson

Arkansas
Little Rock

California
Los Angeles
Sacramento

Colorado
Denver

Connecticut
Milford

Florida
Ft. Myers
Jacksonville
Orlando
Pensacola
South Florida
Tampa Bay

Georgia
Atlanta

Hawaii
Honolulu

Idaho
Boise

Iowa
Des Moines

Illinois
Chicago

Indiana
Indianapolis

Kansas
Kansas City

Kentucky
Lexington
Louisville

Maine
Bangor (Central)

Massachusetts
Boston

Michigan
Grand Rapids

Minnesota
Twin Cities

Missouri
St. Louis

Nebraska
Omaha

Nevada
Las Vegas

New Jersey
New Jersey

New Mexico
Alburquerque
Santa Fe

New York
Albany
Buffalo
Long Island
New York City
Rochester
Syracuse

North Carolina
Charlotte
Raleigh-Durham
Winston-Salem

Ohio
Cincinnati
Cleveland
Columbus

Oklahoma
Oklahoma City
Tulsa

Oregon
Portland

Pennsylvania
Philadelphia
Pittsburgh

South Carolina
Myrtle Beach

Tennessee
Memphis
Nashville

Texas
Austin
Dallas Fort Worth
Houston
San Antonio

Utah
Salt Lake City

Virginia
Richmond
Virginia Beach

Washington
Seattle

Washington DC

Wisconsin
Green Bay
Madison
Milwaukee
St. Croix Valley



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Our Vision

The vision of the **Golf Galaxy® Golf Tour** is to promote the game of golf by providing friendly competition and to foster camaraderie between golfers. This is accomplished by hosting 2-person team format tournaments at a wide variety of local golf courses. It is easy to be a member with many membership benefits, registering for a tournament is convenient, and the experience of participating is enjoyable, consistent, and affordable.

- **Benefits courses** by providing (1) exposure to high quality golfers, (2) extra rounds/ revenue, and (3) credibility as an official tournament hosting site.
- **Provides an excellent opportunity for sponsors** to promote their products and services to a high quality demographic.
- **Supports its local communities** by contributing to local and national charities.
- Is a **duplicatable, turn-key system** that can be used to benefit golfers, courses, businesses, and communities in any sized golf market that has more than 10 courses within a 60 mile radius.

The fulfillment of this vision – a “real golf tour for the average golfer” - across the United States will have a noteworthy and positive impact on the growth, business and history of golf.

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Avid Golfer Demographics



Consumer Golf Attitudes & Behaviors By Customer Type

Profile of Existing, Former and Interested Golfers

Based on 2001 Household Survey
Coordinated by Golf 20/20

Prepared by PGA Consumer Marketing Department
Through Research Conducted by Golf 20/20



Consumer Golf Attitudes & Behaviors By Customer Type

Golfer Profiles: Avid Golfers
U.S. Population (Age 18+) = 8,200,000



- The average household income of the Avid Golfer is \$82,800
- Most (92%) are home owners
- Slightly over three-quarters (79%) are married and 17% have at least one child in the house



- 69% are male, with an average age of 56.3 yrs
- Almost half (48%) are between 18 and 49
- 58% have an A.S., B.S. or graduate degree
- 32% are managers/professionals/executives
- 49% are employed full-time



- 31% are female, average age of 58.2 yrs
- One-fifth (21%) are between 18 and 49
- 45% have an A.S., B.S. or graduate degree
- 26% are managers/professionals/executives
- 35% are employed full-time

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Marketing Exposure Opportunities

Banner ad on tour websites: more than 1 million unique visitors to tour websites

Tour email inclusion: more than 5,000 golfers are emailed a minimum of once per month. Annual impressions = 600,000+

Sponsor signs/ banners on location: 6 hours of exposure at course seen by an average of 168 golfers day of the event

Signage on golf carts: placement of 8.5" x 5.5" sponsor promo seen by participants for 4 hours day of the event

Press release mentions: major sponsors acknowledged in media (print, television, internet) press releases. 2007 exposure = 1+ million.

On-site product samples/ promotional coupons: get your product or promotional offer into the hands of players the day of the event.



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Sponsorship Opportunities

Presenting Sponsor

One (1) available. Listing and acknowledgement on all tour materials and press releases. Identified as the <Presenting Sponsor> Golf Galaxy Tour (eg. Callaway Golf Galaxy® Golf Tour)

Official Sponsors

Limited to one sponsor per product category. Acknowledgement on tour websites and event materials. Categories available (but not limited to) include:

Beverage	Shoe	Golf Ball	Restaurant	Airline	Hotel
Driver	Wedge	Putter	Hybrid Club	Clothing	Sunglasses
Travel Agency	Vehicle	Watch	Energy bar	Golf Publication	Range Finder

Customized Sponsorships

Tell us about your company product and desired impact and let us custom create a sponsorship package that meets your needs.

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