



WHOLE IN 1 **GOLF**



Media Pack
#thefutureofgolf





Who are Whole In 1 Golf...

We gain referrals and leads for your business, in golf clubs, to make a return on your investment.

We offer a trackable marketing platform to small, medium and large businesses such as yours.

- We offer you a unique high end networking opportunity.
- We create you a revenue.
- Whether you are a golfer, a keen networker or looking to promote your business
- Whole In 1 Golf has a solution for you as we are #thefutureofgolf



Your platforms explained

*At Whole In 1 Golf we help you
reach your target audience.*



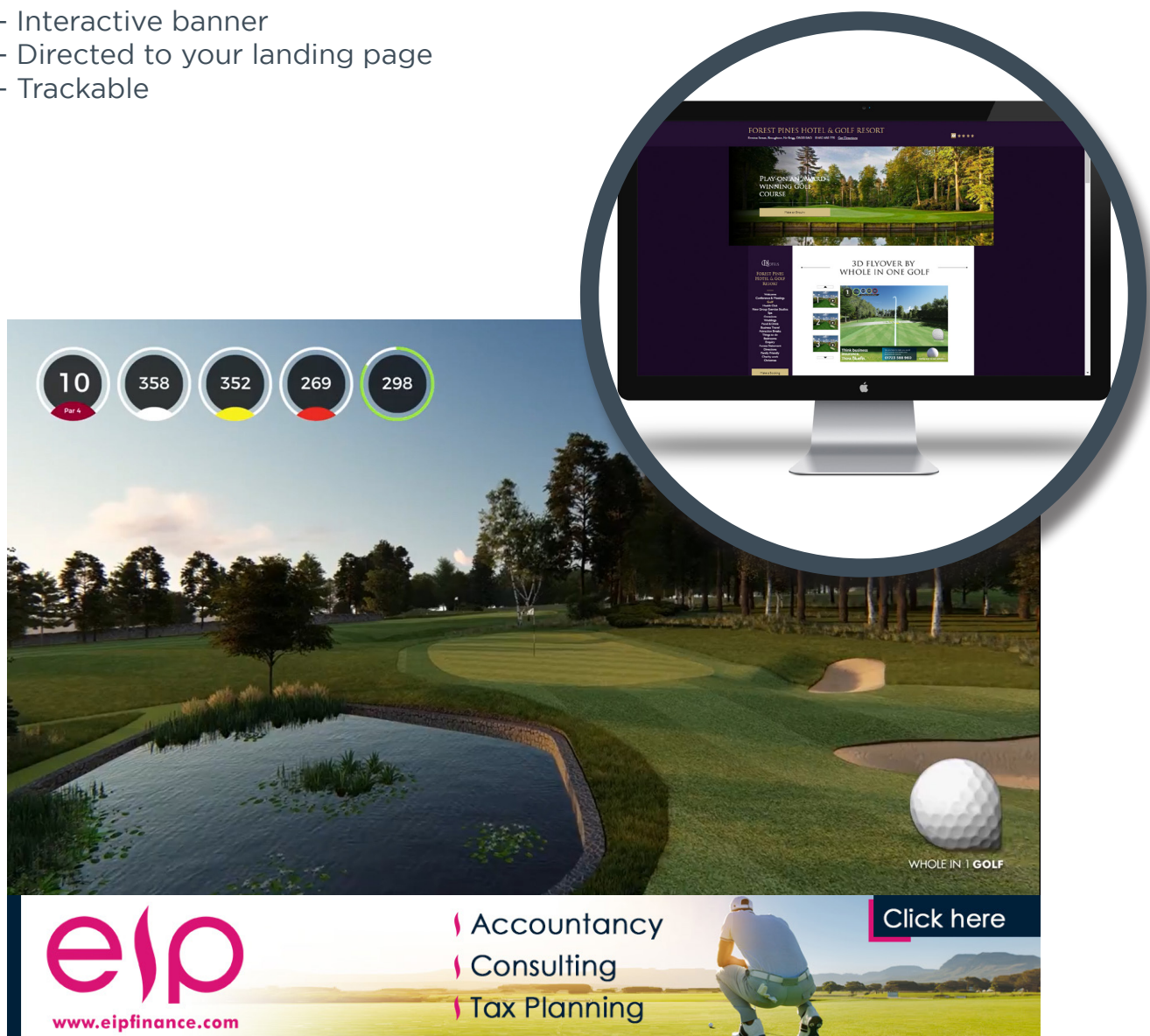
Your branding on the golf club website

Golf is very obsessive game and players like to do their research. Before playing at a new venue every golfer would love to see what the course has in store for them. The Whole In 1 Golf 3D flyovers make this a reality.

Each partner venue displays the flyovers on their website meaning players will not only view each hole before arriving at the venue.

With your interactive branding sitting alongside the flyovers, this allows the user to click through to your website, landing page or have a email option.

- Interactive banner
- Directed to your landing page
- Trackable



Your branding on IV's in the golf club

Every round of golf starts and finishes in the clubhouse. From signing in at the pro shop, a hot sandwich before going out to play to then finishing at the 19th hole for drinks – Whole In 1 Golf will showcase you at the venue on our bespoke TV channel.

- LCD screens strategically positioned in the venue.
- On all day, every day.
- Marketing tool for your company
- Display your branding, services and offers

**Think business insurance.
Think Bluefin.**

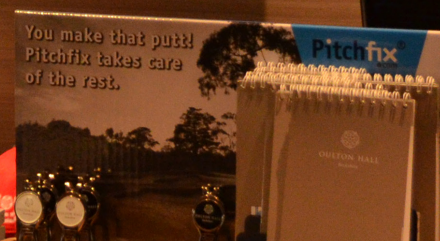
We are here to help you avoid the hazards and keep
your business on course.

01723 588 960

scarborough@bluefingroup.co.uk

Visit our website

bluefingroup.co.uk



Your branding on the golf club app

The Whole in 1 golf smartphone GPS app is the ultimate on course tool for today's golfer. Providing a constant reference tool for a score conscious golfer the Whole in 1 golf app provides GPS, Flyover and Pin Positioning and Scorecard functions with Drive Tracker features coming very soon.

Once your app has been downloaded you will then have the ability to stay in constant contact with the end user through push notifications.

This will offer a direct marketing channel to communicate events, promotions, competitions etc.

- Each golf club sits within our “My Caddie” App
- Free to download.
- Send offers and company info to golfers via push notifications.
- Data capture through the scorecard and offers section.
- Your adverts can be updated easily to reflect offers and seasonal promotions.

Other features

- GPS incorporated into both apps.
- Social media feed
- Many live features for game enhancement - Pin positions, scorecard, 3D Flyovers and previous game history.



Your branding on the cart computers, at the golf club

Some golfers like to navigate the course in the relative comfort of a buggy. Like our GPS smartphone Apps our GPS Cart Computer system means the user will not miss out on being able to view your branding and offers whilst playing the course. The banner advert is interactive allowing the user to view a dedicated landing page or a contact request form.

- Requires the user to sign in
- Banner and full screen adverts
- Integrated scorecard
- On-case adverts available



Your Push Notifications

As a part of the package you have the ability to send monthly push notifications to the users' smart-phone with details about your products and offers;

Push Notifications allows you to interactively communicate with the golfer through our digital platforms

A push notification is a message that pops up on a mobile device. App publishers can send them at any time; users don't have to be in the app or using their devices to receive them.

Some examples;

However please see a few others as examples that were successful in terms of engagement:

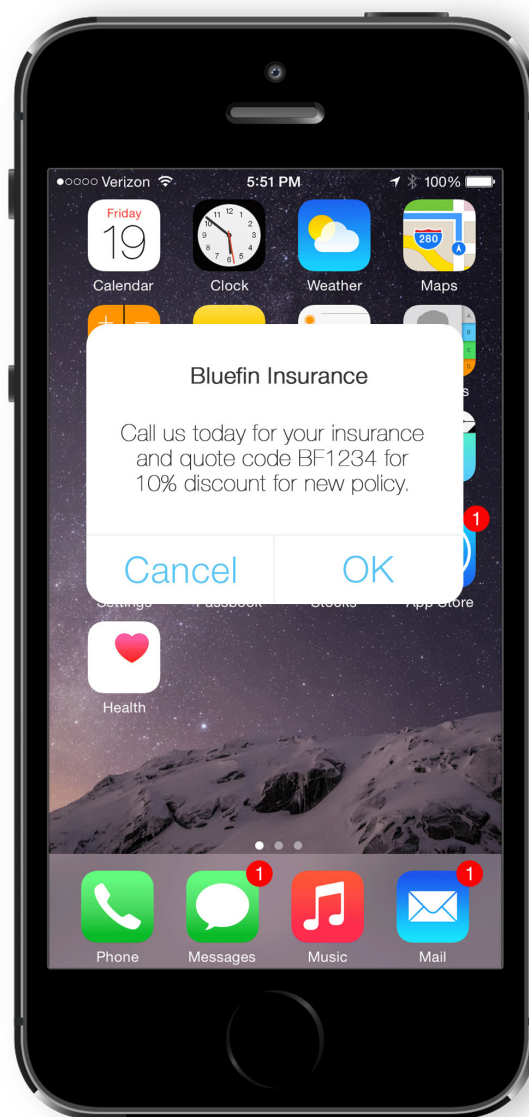
Hole 9: Like your 7 iron, we are trustworthy and reliable every time. So insist on using MG Cannon for quality accident repairs – just like the vehicle manufacturers do www.mgcannon.com

Hole 18: If you like it in the sand, then we have gorgeous villas near some of the best beaches in Europe, see www.turkishvillaholidays.com

Hole 17: For shareholder reviews or new agreements, contact the specialists. [#free30minutemeeting](#)

Take a look around Derby Grammar School on Saturday 12 March between 10am and 4pm, click Hole 5 for details

End of the 2015-16 tax year is just round the corner. Get your tax affairs sorted early this year. Contact Varsa at Murrays Mistry for a free no obligation chat. Hole 17 for details.



Your Networking opportunity

Your business has the unique opportunity to be introduced to all the members and visitors using state of the art technology, offering exposure before, during and after every game of golf at the venue, with additional involvement in high end networking opportunities with local businesses and key personnel through the club.

As a member of the Whole in 1 Golf Network, you will be invited to our corporate golf days where you and a guest will be able to play the stunning course and your business the opportunity to share contacts, referrals and form business partnerships with local and regional like-minded business owners, senior managers and decision makers, with the added bonus of complimentary golf.

It doesn't matter your ability on the golf course or even if you do not play golf at all. It is still a great opportunity to meet businesses either in your local area or nationally.



Example adverts

GRADE A - ANIMATED/ MOVING VIDEO ADVERTS

- Fully designed ads
- Animated tv ad for maximum exposure
- 8 updates over 2 years
- Unlimited amends before signing off
- Keep designs for own use
- YouTube link for social marketing

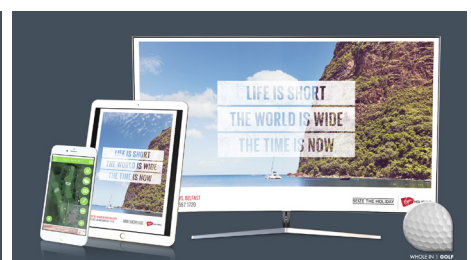
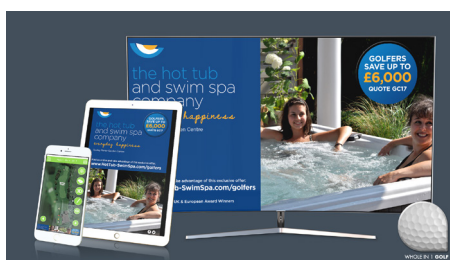
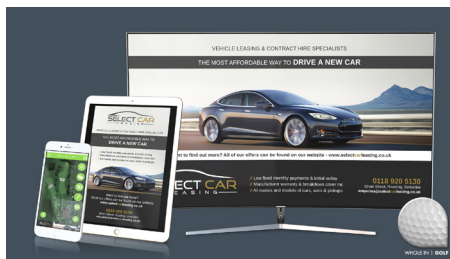
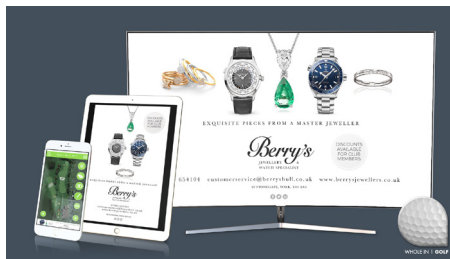
GRADE B - STATIC ADVERTS

- Fully designed ads
- 4 updates over 2 years
- Unlimited amends before signing off
- Keep designs for own use

GRADE B - BASIC ADVERTS

- Basic company info
- 1 update over 2 years
- 3 basic adverts

Please visit our website for further examples and pricing. wholein1golf.uk/example-artwork



What our clients say...

"We are excited to say that we have just recently renewed our sponsorship with Whole In One Golf. We find it an incredibly useful tool for developing business and promoting brand awareness to a targeted audience, while the complimentary golf is always great for entertaining existing clients! We would recommend this package to anyone looking to increase their business profile while working with a dedicated team of helpful, friendly agents."

BRIAN STOKES, ITCS - THE VALE RESORT

"It was a pleasure meeting you and your colleague Rachel this morning. Thank you for your invitation and your kind hospitality. We look forward to the next event and hopefully a round of golf in the near future. Watts & Morgan are excited to be working closely with Whole In 1 Golf over the next few years."

TOMOS GOULD, WATTS & MORGAN LLP - RADYR GOLF CLUB

"I have recently taken up the networking and advertising package at York Golf Club. Having attended the launch event, I am delighted to have secured new business directly from a referral and I am looking forward to developing the partnerships with fellow sponsors, the golf club and its members"

DAVID CARRUTHERS, CONEXO TRAVEL. SPONSOR AT YORK GOLF CLUB

"Firstly, thank you for my invitation to the Strensall club launch yesterday, I found it most worthwhile. I left very impressed overall".

MARK WOOD, CW-PROPERTIES, SPONSOR AT LEEDS GOLF CLUB

"We see this as a great Networking and advertising opportunity to members and visitors, the process has been very easy and well communicated between both parties."

IAN THORPE, DOWNSEND SCHOOL - BANSTEAD DOWNS



What happens **next...**



Sign your agreement

As a Corporate Golf Partner and valued customer, all these venues could give you and your business the opportunity to entertain clients/prospective clients at top class golf venues. We want you to start making the most of your current package and use the platforms provided to the best effect.



Work with our design team

Review your artwork (up to four times per year) – your business may be seasonal, or you may want to highlight a specific offer – our in-house design team will be able to offer advice



Use your golf allocation

Each relationship that Whole In 1 Golf has with its partner golf clubs and venues is unique. Please seek clarification of your package with your Account Manager. Individual golf entitlement is uploaded electronically to each golf venue. This takes place immediately after the first payment is received on your account.



Attend business network events

To make new contacts, increase business/referrals, raise your profile, offer advice, share your knowledge, help others, and socialise and make friends. You are welcome to bring business colleagues or introduce new members to the group.



Engage with App users

As a part of the package you have the ability to send monthly push notifications to the users' smart-phone with details about your products and offers.



Referrals

We're keen to reward hard work, so check out our referral scheme to see the fantastic rewards we're offering.

REWARDS INCLUDE

- £150 worth of restaurant vouchers
- £150 worth of Amazon vouchers
- A 4 ball at one of our partner venues*
- Upto £150 towards a Golf Break holiday of your choice
- Guest Speaker slot at a Whole In 1 Golf networking event

* subject to availability

Know a business that would benefit from our packages?

Simply get in contact and send your referrals details and we'll do the rest...

Contact **infomation...**

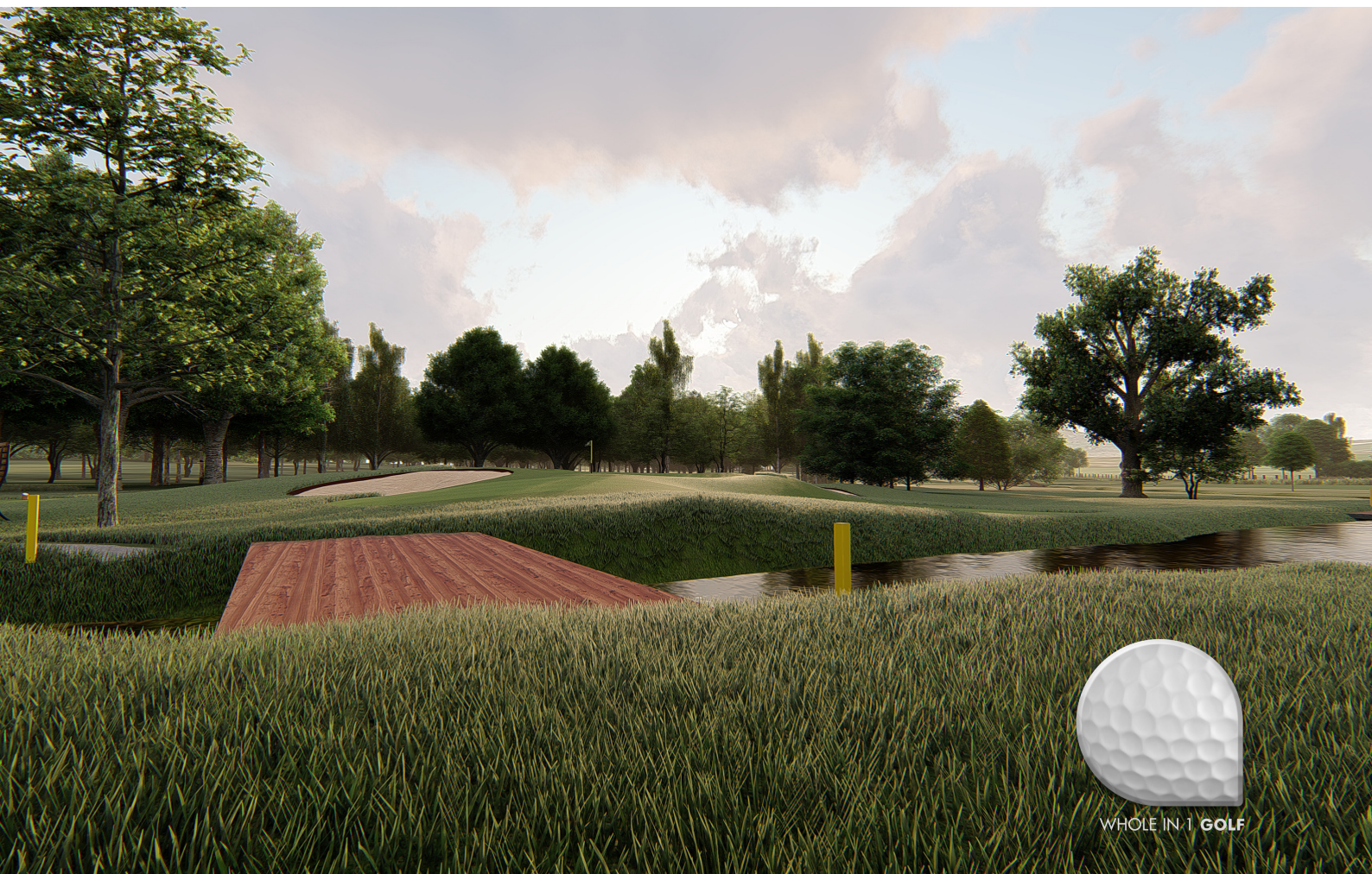
For further information about Whole in 1 Golf products and services, please contact our office and we will arrange a meeting.

Whole In 1 Golf Limited,
Unit 14, Holly Park Mills,
Woodhall Road, Leeds, LS28 5QS

hello@wholein1golf.uk
www.wholein1golf.uk
+44 (0)113 2557307

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GOLF - TECHNOLOGY - INNOVATION



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