



Increase Charity Outing Revenue and Sponsor Exposure

Give golfers a professional and memorable experience and increase sponsorship revenue at the same time.

WHY GOLF GENIUS FOR CHARITY OUTINGS?



✓ **MORE REVENUE FOR CHARITIES**

- ▶ Opportunity to acquire live scoring sponsor
- ▶ Several locations to sell sponsor content

✓ **MORE FUN FOR GOLFERS**

- ▶ Live scoring and leaderboards via mobile app
- ▶ Custom event website

✓ **LESS WORK FOR EVERYONE**

- ▶ Optional online registration and payments
- ▶ Wide array of tournament formats
- ▶ Scheduling made easy



BUILDING SPONSORSHIP REVENUE: EVENT WEBSITE ASSETS



- ▶ Website banner sponsor
- ▶ Sponsor pages
- ▶ Leaderboards w/ sponsor logo(s)

"Golf Genius was an innovative addition to our event, which became the highest-grossing single-day golf event supporting the cancer cause across Canada. The features also provided added value and exposure for our core sponsors as their branding was on leaderboards and the custom website."

**- Nick Taylor, Chief Golf Officer
Princess Margaret Cancer Foundation**



<div> ANNUAL CHARITY OUTING BETTER BALL OF TEAM Thursday, March 12 Results </div> <div> </div>			
POS.	PLAYERS	TO PAR NET	TOTAL NET
1	CHAD JONES / JACKSON SULLIVAN <i>Cleveland, OH, Austin, TX</i>	-21	49
2	JIM KENESKY / BLAKE MYERS <i>Springfield, PA, Jacksonville, FL</i>	-19	51
3	CHASE WHITE / JOHN WILLIAMS <i>Philadelphia, PA, Cleveland, OH</i>	-17	54
4	JORDAN JACKSON / DOMINIC SANCHEZ <i>San Antonio, TX, Nashville, TN</i>	-17	53
5	JUSTIN COOK / KEVIN PETERSON <i>Myrtle Beach, NC, Wayne, PA</i>	-14	56
6	ANDREW HENDERSON / DAN PETERSON <i>New York, NY, Myrtle Beach, NC</i>	-14	57
7	BILLY CONDON / JAMES RODRIGUEZ <i>Jacksonville, FL, Orlando, FL</i>	-12	58
8	CALEB FOSTER / EDDIE GOLDSTEIN <i>Chicago, IL, Myrtle Beach, NC</i>	-10	60

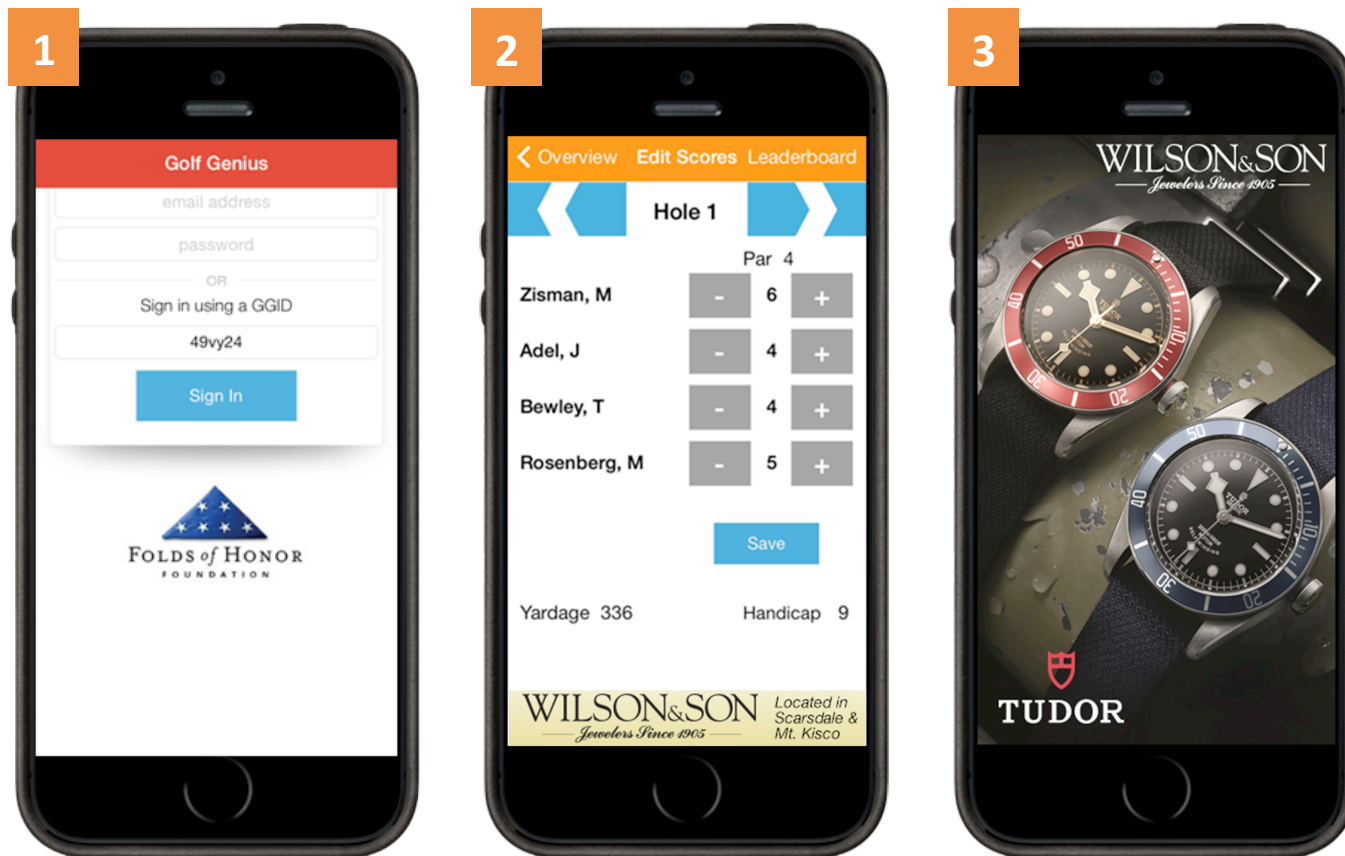




BUILDING SPONSORSHIP REVENUE: LIVE SCORING ASSETS

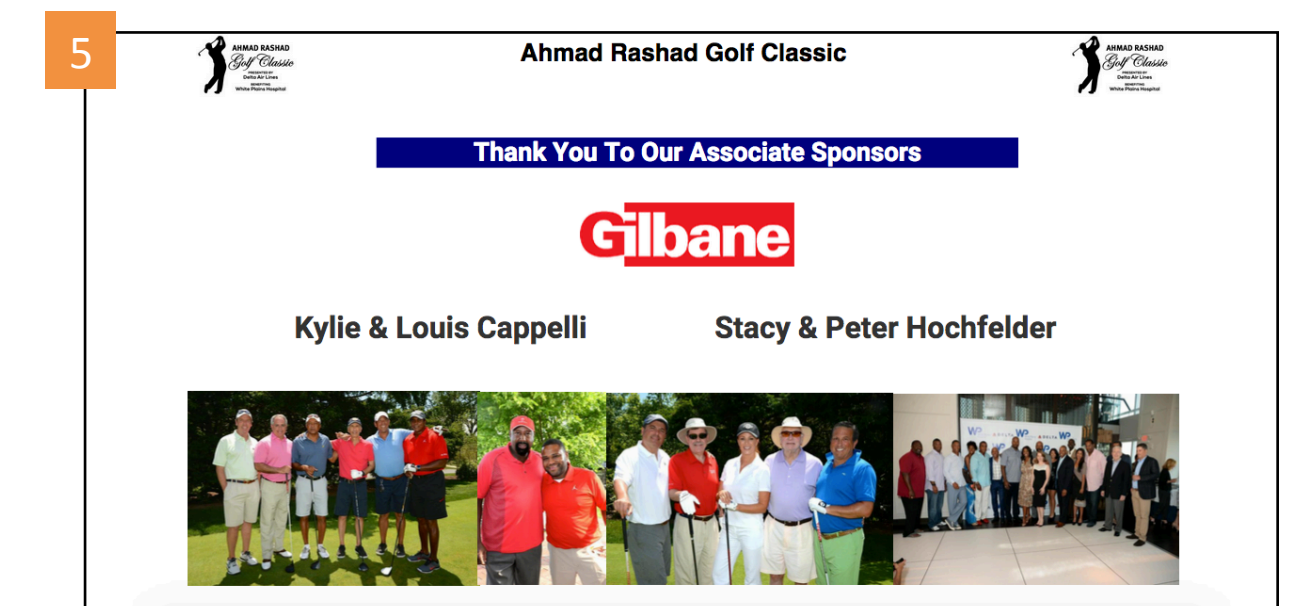
- 1) App sponsor with logo
- 2) App banner
- 3) Sponsor pages between holes
- 4) Banner / logo on TV leaderboard
- 5) Sponsors page on TV leaderboard

"Adding Golf Genius to this year's annual charity outing significantly increased outing revenue. We were able to secure an exclusive live scoring sponsor for a rate of \$25,000!" - **Sandi March, Lehigh Valley Health Network, Special Events Planner**



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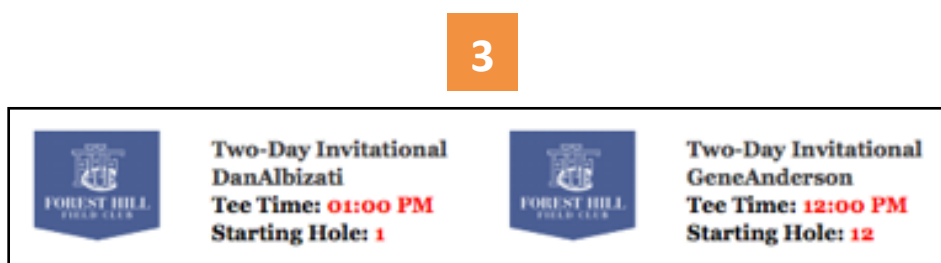
Strategies For Wealth Client Appreciation Event - Gross			
Division: All Golfers			
Thursday, September 19			
Results			
Pos.	Player	To Par Gross	Total Gross
1	Dan Suozzi	+1	73
2	Mitch Hoffman	+2	74
3	Sloan Saverine	+3	75
4	Ryan Simonetti	+3	75
5	Jason Jaworoski	+4	76
6	Andy Lipman	+5	77
7	Bret Grady	+12	84



BUILDING SPONSORSHIP REVENUE: CUSTOM PRINTED MATERIALS




- 1) Scorecards
- 2) Cart signs
- 3) Bag labels
- 4) Locker tags
- 5) Tee sheet



Aaron Headley
01:00 PM
Hole 4


Allen Westergard
01:00 PM
Hole 2

5



2016 Club Car Golf Outing

Tee Sheet - Round 1 - Tue, February 9



Maderas Golf Club / Multiple Tees

Tee Time	Hole	Players			
11:30 AM	1A	Chris Sanders	Alex Elmore	Lodewijk Klootwijk MR	Lawrence Hirsch
11:30 AM	1B	Dan Walker MR	Bing Yang	Matt Martin	Phil Immordino
11:30 AM	2A	Roger Taylor MR	Rick Farrant	Kent McLaughlin MR	Danny Costello
11:30 AM	2B	Scott Summers MR	Jim Oliver	David DeLong	Albert Amparan
11:30 AM	3A	Keith Tortorella AP2	Alan Costa MR stiff	Mike Arnold	Todd Hanson
11:30 AM	3B	Marc Dufour MR	Jay Karen MR stiff	Mike Zisman MR	Scott Merchant
11:30 AM	4A	Mark Rickell	Jeff Calderwood	Rick Johnson	Dan Gilmore
11:30 AM	4B	Fred Palmer	Cary Corbitt	Wendy Corbitt*	Jim Usher
11:30 AM	5A	Jason Goldberg MR	Mark Lammi	Jacob Bartell	Steve Graybill
11:30 AM	5B	Dana Johnston* MR	Tom Rich MR	John Rader	Clint Higgins

WHY GOLF GENIUS? - IT'S MORE FUN



Custom Event Websites

- Event info, sponsors, photography

Player Communication

- Invites / updates, pre event engagement / post event review

Live Scoring

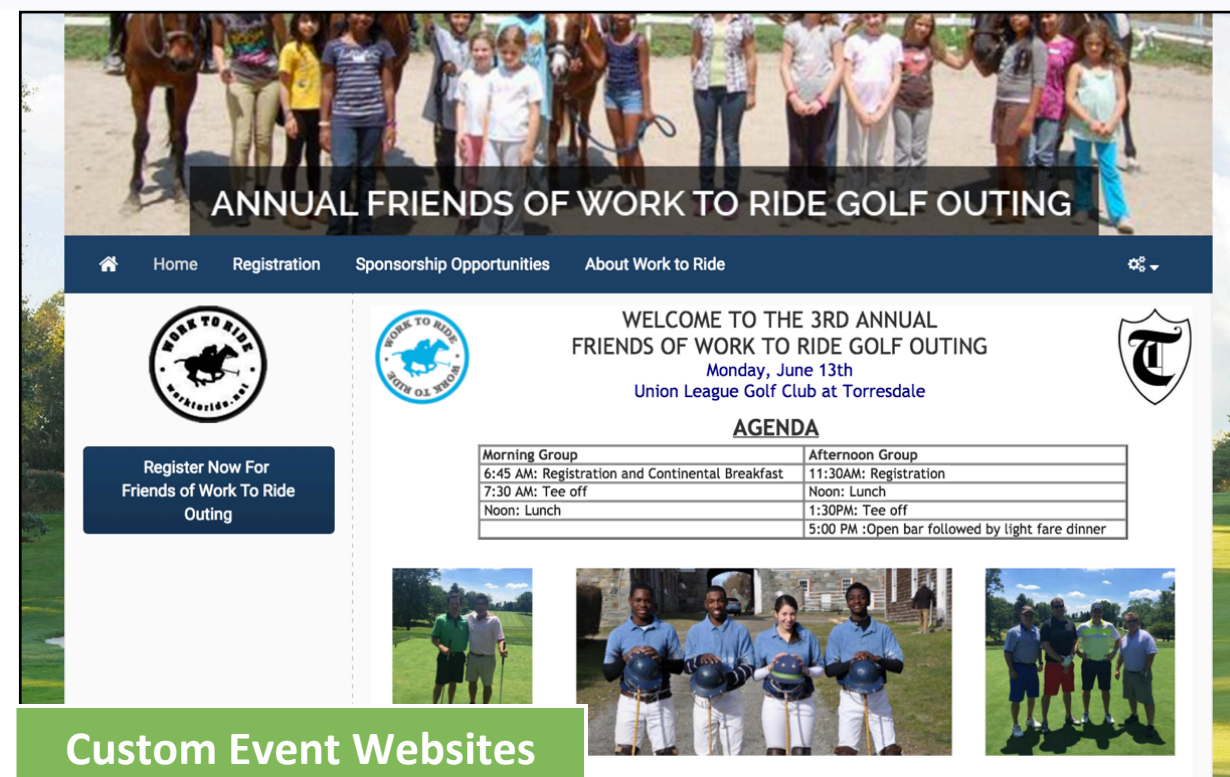
- Via app and/or tablet

Leaderboards

- Live TV leaderboard displays

Printed Materials

- Personalized scorecards, bag tags, locker room label, tee sheets, scoreboards and more



Custom Event Websites

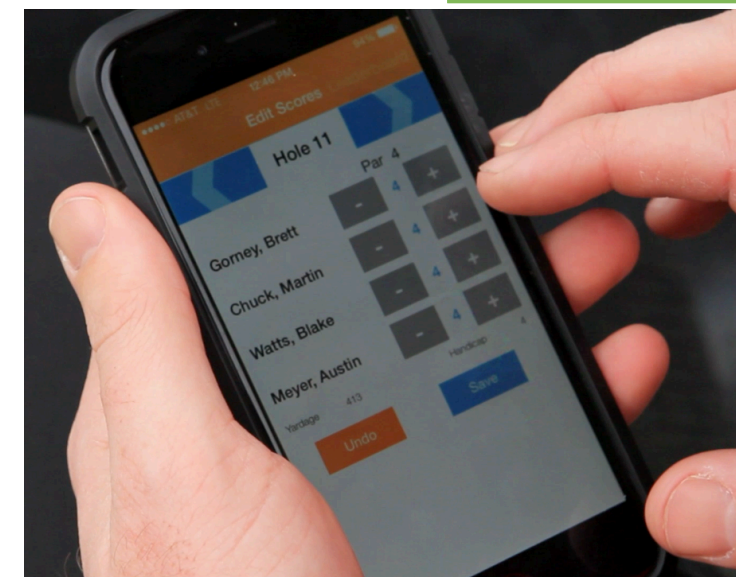
Printed Materials



Live Leaderboards



Live Scoring



WHY GOLF GENIUS? - IT'S LESS WORK



Registration

- Online event registration
- Customize registration fields
- Players can edit own registration

Payments

- Optional online payment processing
- Include sponsor packages and add-ons (i.e. Bronze Sponsor, Mulligans, Dinner Ticket)

Tournament Management

- Wide-variety of formats and competitions (i.e. scrambles, best ball, better ball etc.)

Round Scheduling

- Automatic or customized scheduling options

Optional Online Payments

1. Registration Type > 2. Golfer Information > 3. Additional Purchases > 4. Payment

Your Registrations Exit

Hole Sponsor (\$4,000.00, 4 Golfers)

Registration Fee

Summary for:

Description	Total Amount
Hole Sponsor (\$4,000.00, 4 Golfers)	\$4,000.00
Total amount	\$4,000.00

Billing Email

Name as it appears on credit card

Country (Required)

Street Address Line 1 (Required)

Credit Card Number

Expiration

CVV

Cancel Skip Payment Pay

1. Registration Type > 2. Golfer Information > 3. Additional Purchases > 4. Payment

Your Registrations Exit

Hole Sponsor (\$4,000.00, 4 Golfers)

(Player Registration)

Email *

First Name *

Last Name *

Index

GHIN

Address

Phone Number

Club Affiliation

Add Player

Golfer Registration

1. Registration Type > 2. Golfer Information > 3. Additional Purchases > 4. Payment

Your Registrations Exit

Hole Sponsor (\$4,000.00, 4 Golfers)

	Additional Quantity	Price per Unit	Total
Cocktails, Dinner and Auction Ticket	<input type="text"/>	\$100.00	\$0.00
Optional Individual Skins Net	<input type="text"/>	\$20.00	\$0.00
Mulligans (limited to two per player)	<input type="text"/>	\$10.00	\$0.00
Total			\$0.00

Registration Add-ons

Next

Tournaments

Add Tournament

Go to Tournament Library

Your tournament results will be displayed in the Leaderboard and League Portal in the order shown below. Click and drag using the handle on the left of each item to resort.

	Name	Division(s)	Format	Competition	Balls	Handicap	Purse	Points	
☰	2 BEST OF 4	All Golfers	Stroke	Foursome v. Field	Best 2 Balls	Net			delete edit
☰	Better Ball Gross	All Golfers	Stroke	Foursome v. Field	Best 2 Balls	Gross			delete edit
Estimate Total Purse/Points...									

Tournament Management