



GreenFree
The home of **2 for 1** golf

GreenFree 2 for 1 Golf
Course Invitation

www.greenfree.co.uk

GreenFree course invitation

At GreenFree we appreciate how difficult it is for golf clubs to operate in the current economic climate. Now more than ever is it important that golf clubs embrace every opportunity there is to generate income for their clubs. It is a **proven fact** that GreenFree 2 for 1 Golf can be instrumental in driving additional revenue to your club.

Join prestigious courses such as The Carrick, Marriott Forest of Arden, De Vere Slaley Hall, Old Thorns, Celtic Manor, Trevoise and The Grove amongst many others and access an additional market of discerning golfers. GreenFree customers can enjoy a round of golf at over 850 courses throughout the UK & Ireland. **Course participation in the GreenFree 2 for 1 scheme is completely FREE.**

Who are we?

Since 2001 GreenFree has firmly established itself as the market leading 2 for 1 golf scheme. No other 2 for 1 company works harder for golf clubs in the UK & Ireland.

How does GreenFree work?

Clubs agree to offer visiting golfers an incentive to play the course on the basis of 2 for the price of 1 green fees. The concept does not interfere with members' times or society/corporate business, but rather gives a select number of golfers an opportunity to sample the course during quiet periods. GreenFree helps to introduce new golfers into participating courses which gives clubs the chance to *'roll out the welcome mat'*.

Courses who decide to come on board with GreenFree have complete control over what days and times a GreenFree 2 for 1 voucher can be used giving you the opportunity to tailor restrictions to best suit your club.



Partner Club Benefits

Your club will be actively marketed via national marketing campaigns. This facility is provided **Free of charge** to participating clubs.

Increased visitor numbers, thus providing increased green fee revenue.

Increased revenue from secondary spend in bar, restaurant and pro shop including cart hire.
(See financial illustration in appendix 1).

Improved yield from off peak tee times (distressed stock)

Additional free advertising exposure for your course.

Flexibility on the restrictions that suit your club (golfers can only use the vouchers when **you want them to**)

Complete control and acceptance of individual bookings.

Your club will receive the following free advertising and exposure by signing up to participate in GreenFree 2 for 1 Golf

GreenFree Emails

Opportunity for your club to appear in dedicated GreenFree emails being sent out to 185,000 email database of golfers.

GreenFree Directory

Your golf club will appear in the published GreenFree Directory. This directory entry will include all contact details for your club including telephone number, web address and the relevant restrictions of voucher use.

GreenFree Website

Your golf course will be promoted on the GreenFree website which attracts over 480,000 unique visits per year.



How is GreenFree marketed?

GreenFree 2 for 1 Golf is promoted through a variety of channels including some of the largest high street shops and through leading golf retailers in the UK & Ireland. We also work hand in hand with the biggest golfing publications around.

As an overview, GreenFree 2 for 1 Golf is distributed through the following outlets -

- through high street retailers such as WH Smith, Buy-a-Gift, Activity Superstore, Amazon and NEXT.
- through specialist golf retailers such as american golf, Direct Golf UK, Online Golf, Nevada Bobs and a number of independent golf outlets.
- direct to golfers via www.greenfree.co.uk
- through advertising and promotions in various recognised golfing publications – Golf Monthly, Pin High magazine, National Club Golfer and Lady Golfer.
- in excess of 200,000 GreenFree vouchers and 100,000 directories will be distributed in 2010 through major national promotions with the UK's leading golf magazine title 'Golf Monthly'. Golf Monthly will also be promoting GreenFree within their popular website.

GreenFree Partners



GreenFree Retailers



Testimonials

“Our association with GreenFree has enabled us to develop an important additional green fee revenue stream.”

Iain Burns, Director of Golf, Marriott Forest of Arden Hotel & Country Club

“Greenfree is a key marketing partner for Galgorm Castle generating 18.9% of our total green fee revenue in 2008, 62.5% of which was from midweek play.”

Gary Henry, General Manager, Galgorm Castle

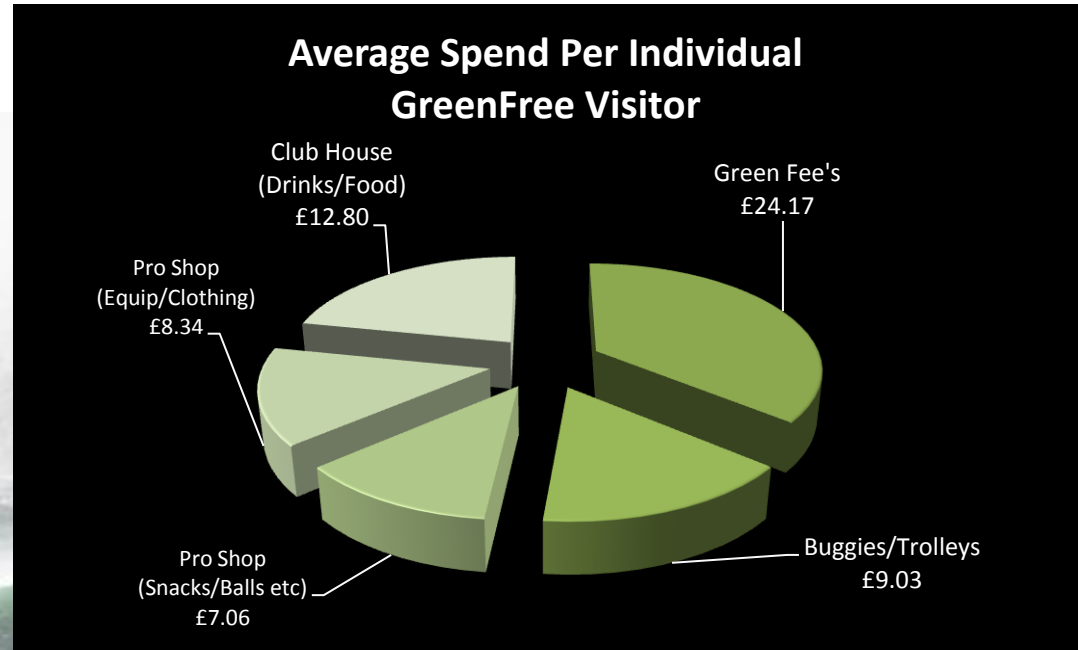
(Appendix 1)

2009 Survey Overview

In the context of the current economic environment and associated pressures facing golf clubs today, GreenFree conducted an extensive survey in December 2009 regarding the behaviour, spending habits and attitudes of its customers. An incredible **9,563** golfers took the time to submit completed questionnaires.

The following key results were established –

- Excluding green fees, the average spend per individual GreenFree user is **£37.23** as summarised in the graphic (right).



GreenFree Survey December 2009 cont...

- The average spend on green fees is **£24.17 per visit**.
- **37%** of respondents play golf in a **2 ball** with the remaining **63%** playing in **4 balls**.
- Over **91%** of respondents play golf all year round.
- **98%** of club golfers play other courses during the year, with over **44%** playing a different course more than **10 times a year**. From those surveyed this translates to **42,077** rounds of golf per annum at a different course to their own club. Over the UK club golfer population of **1.1m** that equates to nearly **5 million** “paid for” rounds of golf with the associated spend as outlined above.
- Over **84%** of respondents considered green fees to be expensive. **71%** indicated that they would play more often if green fees were reduced.
- Over **77%** of respondents use GreenFree vouchers ‘**sometimes**’ or ‘**always**’.
- **68%** of all the golfers surveyed are members of golf clubs.



Non Members

- **83%** of members compared with **87%** of non members feel that green fees are simply too expensive. However **84%** of non members would play more often if green fees were reduced against **65%** of members.
- **6%** of non members **“always”** use a GreenFree voucher against **3%** of member’s, however **80%** of non members **“sometimes”** or **“always”** use them.
- Non members are marginally more likely to play **4-ball** golf...**51%** as opposed to **2-ball** golf **49%**. With members the **4-ball** is by far the most popular with **69%** regularly playing that format.
- Comparing spend of members to non members, there is little difference with non members spending, if anything, spending slightly more on green fees of **£24.17** on average and also a further **£37.23** on each visit to a golf club.

The Averages	Members	Non Members
Green Fee	N/A	£24.17
Buggies/Trolleys	£1.66	£9.03
Pro Shop (balls, consumables, snacks)	£6.03	£7.06
Pro Shop (equipment, clothing)	£6.24	£8.34
Club House (drinks, lunch, dinner, etc)	£11.87	£12.80
Total	£25.80*	£61.40

*Excludes any green fee

Non Members Overview

Clearly, clubs that can attract non members to come along and bring a golf partner could add **£122.80** to the club revenues (or **£245.60** if it's a 4-ball).

In what is going to be a tough year for clubs, club committees should not underestimate the spending power of the golfing non-member.

There are over 4 million golfers playing regularly in the UK but only circa 25% of them are members of golf clubs.

For non-members the research shows they are likely to:

- Plays **3.5** times per month in the season.
- Feel that **green fees** are **expensive**.
- Play more often if green fees were not as expensive.
- **Sometimes** or **always** use a **GreenFree 2 for 1** voucher to make their golf affordable.
- Spend **£24.17** on their green fee.
- Still spend **£37.23** on ancillary services when visiting a golf club.

Summary

It is a fact that golfers with a GreenFree voucher play at participating rather than non-participating 2 for 1 venues. To tap into this rising market of GreenFree customers and to benefit from these golfers additional spend simply complete the enclosed course registration and course agreement forms and send back via the Freepost address below. Alternatively you can call me direct on **0161 495 2818**.

We also have the facility for you to complete your details online. Log onto www.greenfree.co.uk/application and complete the course registration and course agreement forms.

Join GreenFree 2 for 1 Golf today and seize this great opportunity!

Dave Lynchehaun
GreenFree Brand Manger

T: 0161 495 2818
M: 07795 242662
F: 0161 428 6413

E: david.lynchehaun@thejrwingroup.co.uk

Address: Freepost, GreenFree