

# HawksHead 2020

**ViSAGE** MEDIA NETWORK



# GPS Advertising Opportunities at HawksHead Golf Club

Golf Digest's 4 1/2 Star Rating "Places to Play." HawksHead Links Golf Course, designed by world renowned golf architect Arthur Hills, is truly a masterpiece unique to Western Michigan. Variety is what makes a golf course memorable and we offer something for everyone. The course ranges from a 4,960 yard game marked out at the gold tees to a 7,003 yard, 72 par layout at the championship tees.

HawksHead has just added a fleet of 72 new Club Car golf carts featuring the Visage GPS System for the 2020 season. This state of the art GPS system features full graphics of every hole and the entire golf course, tee shot distances, yardage to pin, and a digital scorecard. For area businesses, this interactive system provides a remarkable opportunity for advertising products and services to our clients of upscale consumers.



Two full-screen advertisements – tee to green



One insert the remainder of the hole being played



# WHY GOLFERS LOVE



Visage touchscreens deliver timely and valuable content to each golfer.

The Visage Media Network brings the experience to their fingertips.

- **Interactive course maps**
- **3D flyovers & layouts of every hole**
- **Real-time GPS distances to pins and hazards.**
- **Pro tips for the shot at hand**
- **Food and beverage ordering**
- **Digital scorecards**

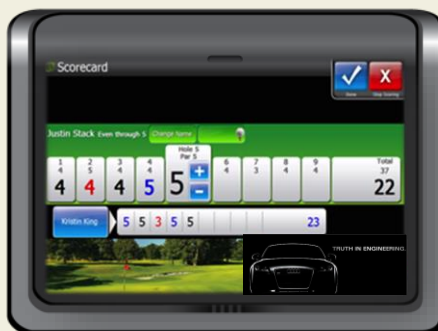
86% of golfers say that VISAAGE enhances their round *(source: NGF)*



Flyover



GPS & Yardage



Scorecard



Food & Beverage

# AUDIENCE



HawksHead Golf Club's tremendous volume of player business offers your company exposure to:

- Weekly League Players
- Large Corporate outings annually
- More than 25,000 golfer rounds annually
- 250 members
- Golfers from major cities such as: Chicago, Indianapolis, St. Louis, South Bend, Detroit and Grand Rapids

## US & Canada Golfer

### General Demographics

- ✓ Average Age: 53 years Old
- ✓ Married
- ✓ Average Household Income: \$183,300
- ✓ Average Total Net Worth: \$768,400
- ✓ 30% in Top Management
- ✓ 83% Professional/Managerial
- ✓ 26% Own Their Own Business

### GOLFER NET WORTH PROFILE

<\$100,000 = 21% of golfers have a net worth below \$100,000  
\$100,000 - \$249,999 = 30%  
\$250,000 - \$499,999 = 20%  
\$500,000 - \$999,999 = 15%  
\$1,000,000 - \$1,999,999 = 7%  
\$2,000,000+ = 7%

### GOLFER INCOME PROFILE

<\$30,000 = 13% of all golfers  
\$30,000 to \$49,999 = 18%  
\$50,000 to 74,999 = 25%  
\$75,000 to \$99,999 = 17%  
\$100,000 to \$149,999 = 15%  
\$150,000 to \$174,999 = 3%  
\$175,000 to \$199,999 = 2%  
\$200,000 to \$249,999 = 3%  
\$250,000+ = 4%

# HawksHead GPS Advertising Packages

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## Advertising Package Costs:

Purchase a 1-hole package is \$1500

Purchase a 2-hole package is \$2800 (Front 9 and Back 9)

- Full- screen ad or video on the Visage GPS system for a selected hole on the golf course
- Full-screen ad upon arrival to the tee box and the green
- Signature screen ad during the entire play of the hole
- Ad can be changed up to 3 times during the year
- Ad will appear on 72 golf carts

## BONUS BENEFITS:

- Company logo with business link on Hawksheadlinks.com page
- Promotion of your company on the HawksHeadlinks Facebook page with 2800 followers
- 10 rounds of complimentary golf of 18 holes with a cart (\$750 Value) \* some restrictions apply

\*Transferable to clients or employees. Play Monday-Thursday.

# AD Specifications:

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## Full-Screen Ad Size:

- 1024 pixels wide x 600 pixels tall
- File size should not exceed 200kb displayed full-screen several times throughout the hole
- FORMAT: jpeg, RGB color, medium compression level (equal to quality: 7 in Photoshop)

## Video Ad Size:

- File typ: WMV
- Encoder: WMV1, WMV2, or WMV3
- Duration: 30 Seconds ( Max recommended run time)
- Resolution: 720 pixels wide x 422 pixels tall
- Frame rate: 12 FPS
- Bit Rate: 1000 kbps or less
- Audio Encoder: WMA8 Chanel: 1 (mono) Bit rate: 64kbps or less

## Signature Ad Size:

- 314 Pixels wide x 141 pixels tall
- File size should not exceed 50kb displayed in the corner golf map the entire time the golfer is playing the hole

# GPS Advertising Guidelines

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Instructions: All advertising material should be sent to HawksHead 523 Hawks Nest Drive, South Haven, MI 49090 or transmitted via email to: [inn@hawksheadlinks.com](mailto:inn@hawksheadlinks.com)

Run Dates and Closing Dates: Ads shall run 1 year from the signed contract date. The closing date for any ad changes will be the 20<sup>th</sup> of the previous month. Advertisers must provide advertising copy and materials by the closing date. If advertisers fail to provide new advertisements and/or fail to pay fees related to the changes, the advertisement, which ran in the previous month, will be used. As soon as payment is received, ad will be posted to Hawksheadlinks.com page.

Payment Terms: Advertisers pay full amount due at the time of submission of this contract. HawksHead Golf Club may void any contract or inset order if advertisers has a 10 day post due balance.



# GPS Advertising Guidelines Continued

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Copy and Contract Provisions: HawksHead Golf Club's liability for any error shall not exceed the charge for the advertisement in question. All advertisements are accepted and run entirely upon the representation that the agency and/or advertisers are properly authorized to publish the entire contents and subject matter thereof. HawksHead Golf Club reserves the right to exclude advertisements. All orders are accepted subject to the acts of God, fires, strikes, accidents, system failures or other occurrences beyond HawksHead Golf Club's control. It is understood that in consideration of the running the GPS advertising, the advertiser and/or agency will fully indemnify and save HawkHead Golf Club and GPS Industries harmless from and against any judgements, costs, expenses or disbursements incurred by reasons of claims or suits for libel, violation of privacy, plagiarism, copyright infringement, or any other claims or suits based upon contents of subject.

Payment enclosed: \$ \_\_\_\_\_

Advertising Partner offer: \_\_\_\_\_

Business Name \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_



# CREATE A MEANINGFUL EXPERIENCE

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Experience HawksHead in a whole new way. This link style course challenges you to play with your heart, not your head. But with the convenience of our new GPS system, you will feel in control of your game.

