

Get Golf Ready Highlights

The Numbers:

- 1,444 facilities have applied to become *Get Golf Ready* certified facilities
- 1,150 of those facilities were approved as *Get Golf Ready* certified facilities
- 712 engaged facilities have reported 17,725 students

Facility Feedback:

- The program met or exceeded expectations for 89% of facilities who were engaged
- 91% of engaged facilities are likely to continue the program
- From reporting facilities, the average participants were 24.9
- 86% of engaged facilities are likely to recommend to another facility
 - Reasons they are likely to recommend are as follows:
 - Bringing new customers to facility and generating new business
 - Can help grow lesson business
 - Good for promotion of the course
 - Easy to implement; good curriculum
 - National branding
 - Affordable, fun, and non-intimidating for students

Participant Profile:

- Predominantly female: 61% female, 39% male and 25% minority
- Very little prior golf experience: 86% were new or former golfers
- 98% have a close friend, business associate or family member who plays golf
- One-half enrolled with a friend

Participant Feedback:

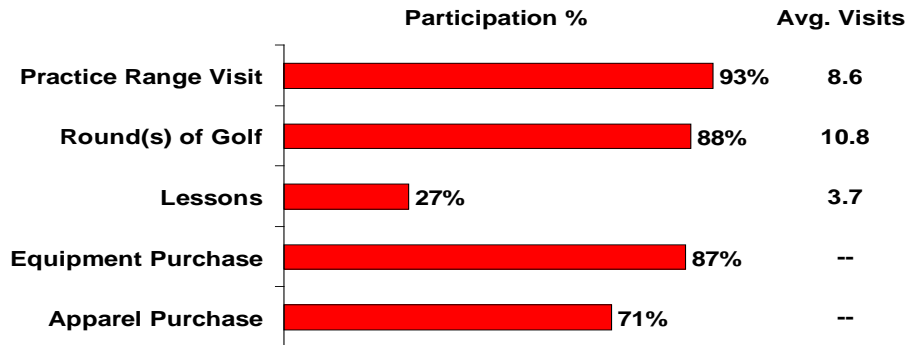
- The program met or exceeded expectations for 96% of the participants
- 84% are likely to recommend to a friend/colleague
 - Here is what the participants liked best about the program:
 - Golf Instructor was #1
 - Instruction/Curriculum
 - On-course experience
 - Atmosphere
 - Small class size
 - Value for the money
- Suggestions for improvement
 - Follow-up group lessons
 - Round of golf with an instructor
 - More on-course time during program
 - Offer hand-outs of the material covered in each lesson
 - More follow-up from instructors
 - Split the class between beginners and others
 - Discounts for the range so they can practice between lessons

Retention and ROI:

- Of those completing the program 84% continued to play and practice
- Participants completing the program reported spending \$806 on follow-up golf activities

			Avg. Total Spend
Range			\$ 68
Play Golf			\$284
Additional Instruction			\$ 64
Equipment			\$270
Apparel			\$120
TOTAL			\$806

Engagement with the Game



Spending Estimates

Number of Golfers Created... 9,217

	Avg. Spend	Total Spend
Range Visits	\$8.50	\$626,599
Rounds	\$29.90	\$2,619,191
Lessons	\$64.20	\$591,140
Equipment	\$310.10	\$2,486,627
Apparel	\$169.50	\$1,109,220

Total Spend \$7.4 Million

* Figure represents number of golfers who spent in this category

Business Proposition:

<i>Get Golf Ready</i> Projections	Objective
Number of Students	35
Group Lesson per Student Fee	\$99
Group Lesson Revenue	\$3,465
<i>Get Golf Ready</i> Retained Students (84%)	30
Average Annual Spend per Golfer (less \$99)	\$806
New Golfer Potential Annual Impact	\$24,180

Return on Investment for contributors:

# of Golfers Created*	9,217
Avg. Golfer Spend	\$806
Total Golfer Spend	\$7.4 million
Golf Practice and Rounds	\$3.8 million
Equipment/Apparel	\$3.6 million
GGR Year 1 Investment	\$743,000
Cost per Golfer Created	\$81
Total GGR ROI	\$10 : \$1

*62% completed program, 84% continued playing equals 9,217 golfers...NGF participant survey