

OBJECTIVE:

Golf in the NW is a regional coalition of golf courses, lodging properties and destination marketing companies that collectively brings more power and focus to the region while attracting golfers from within the Northwest via rubber tire and air while growing the greater region as a golf destination nationally. With a one-time fee you will receive coverage for 10 months in a multifaceted marketing campaign.

Focus is centered on four key elements:

1. **Electronic** – key focus is to engage a 90,000+ golf data base to inspire golf travel in and to the Pacific Northwest. This database is actively maintained.
2. **Proactive sales and conversion** – attendance at regional/national golf shows, lead creation and email sweepstakes to grow the golf database.
3. **Printed collateral piece** – high quality gatefold for use at golf shows, DMOs and partner locations to highlight the region.
4. **Website** – integrates golf course lodging options and events with direct link to tee times and booking as partner sites allow.

ELECTRONIC: MONTHLY EMAILS

Golf in the NW is your answer to reaching the traveling golfer all season! All contacts in our database are known golfers gathered through attendance at golf shows and via opt-in collaborations within the golf industry.

Our targeted emails are to the avid golfer who is an active traveler and willing to spend more to make their golf trips more meaningful. They enjoy luxury automobiles, fine wine and dining, along with high-end accommodations when traveling. Each month Golf in the NW sends an e-newsletter to the most engaged members of our over 90,000 golf email database. Emails can be sent uniquely to any of the markets listed.



Email Market Breakdown:

- Western Washington/Puget Sound: 31,132
- Eastern WA/Northern Idaho: 18,157
- Southern Idaho/Boise: 6,095
- Oregon: 12,129
- California: 1,282
- Arizona: 865
- Utah: 265
- Other States: 2,895
- Canada, primarily Vancouver & BC: 11,240
- Unknown (predominately Washington): 8,082

Related Lists:

NW Golf Tour: 2,794 (Spokane area GHIN amateur level golfers)

Golf in the NW Travel Leaders: 1,638 (those who travel in groups of 8 or more)



ELECTRONIC: MONTHLY EMAILS & STANDALONE EMAILS

At Golf in the NW you pay one fee for 10 months of services. Within this time frame, we encourage you to change your offers often to test and see what works best for your property. Offers for early season, shoulder season, golf show attendance bookings and more are all ways you can reach out to the market, all while not being charged any additional fee for each service rendered.

Become a Gold or Silver level member and you receive 1-2 standalone emails to 45,000 of our database (you pick the mix). Standalone open rates and clicks vary by course, offer and time of year sent. Of the examples below, the offer on the left resulted in an open rate of 34% with over 1100 clicks to their website and the offer on the right resulted in a 18% open rate with over 950 clicks for more information.

Monthly emails see open rates of 14%-32% with 1,400 to 2,200 clicks to websites.

Beyond email marketing we offer links from our newsletter and website directly to your website, email addresses of those who click on your offer from our emails for your own tracking & follow up and full reporting each month and at the end of the season.



Example of Headers for Golf @ Silver level members



Example of Image Ad for Gold @ Silver level members



Taste and Play

With warm days and cool nights throughout the Northwest, our grapes have the perfect balance of acids and sugars. Paired with amazing golf throughout the region we can think of no better place to **enjoy golfing and wine tasting** than right here in the Northwest. Here are the many great wineries in each region and the courses surrounding them.

WINE TASTING & GOLF

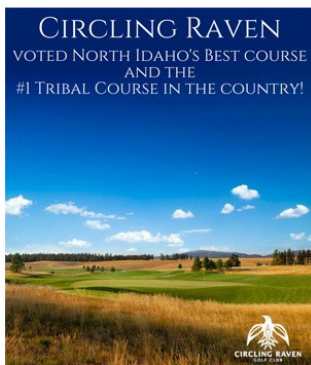


Member offers are rotated through the 'Deals' section.

Kootney Rockies, BC: Come celebrate **Kokanee Springs Resort's** 50th Anniversary! Start with a two-night Stay & Play for two in course-side accommodations, two rounds of golf for two with cart and



Northern Idaho: Golf the award winning **Circling Raven** and stay at the beautiful **Coeur d'Alene Casino Resort & Hotel** from October 1 through the end of the season starting at only \$219 for overnight stay, two



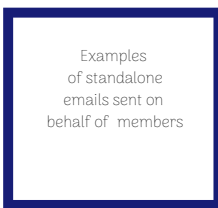
Stay and Play package for two starting at \$219!

The **2018 season opens on Friday, April 13** and Circling Raven is ready for you to come enjoy the beautiful woodlands and Palouse grasses that surround you while you conquer this exciting 18-hole course. For the 2018 season you can enjoy a one night stay at the stunning Coeur d'Alene Casino Resort Hotel and golf for two starting at \$219.

To book your tee time or a Stay and Play Package, call 1-800-523-2464 or visit cdacasino.com for more info.

LEARN MORE

Share:



Examples of standalone emails sent on behalf of members

Enjoy breathtaking rounds and luxury accommodations, it's an experience fit for a champion.

Experience an incredible golf package at an extraordinary price. Three USGA championship courses have joined with Tacoma's exclusive Hotel Murano to offer the Championship Experience. TheChampionshipExperience.com

- 2021 U.S. Amateur Four-Ball
- 2015 U.S. Open
- 2008 U.S. Junior Amateur
- 2010 U.S. Amateur

WALK IN THE FOOTSTEPS OF CHAMPIONS

A GOLF PACKAGE FEATURING THREE CHAMPIONSHIP COURSES & TWO NIGHTS AT HOTEL MURANO

- \$289* March
- \$379* April
- \$379-\$399* May
- \$449-\$489* June
- \$489-\$529* July-September

*per person based on double occupancy 2018 rates only

BOOK NOW

Chambers Bay, The Home Course, Gold Mountain

BOOK NOW!

PROACTIVE SALES & CONVERSION: GOLF SHOW PRESENCE AND BRANDING

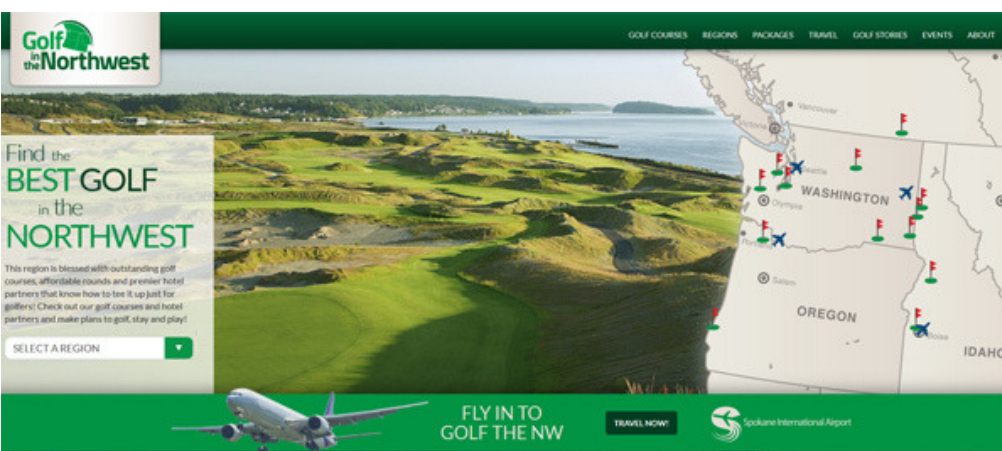
Golf in the NW travels with a branded booth and materials to each of the following markets. As a member you are represented in the booth, but also are welcome to travel along to work from the space to represent the group and your specific property.

Boise Golf Show - February 7-9, 2020
Spokane Golf Show - February 21-23, 2020
Salt Lake City Golf Show - February 28-29, 2020

Portland Golf Show - February 28-March 1, 2020
Seattle/Tacoma/Everett/Olympia - March 7-8, 2020
Calgary Golf Show - March 2020

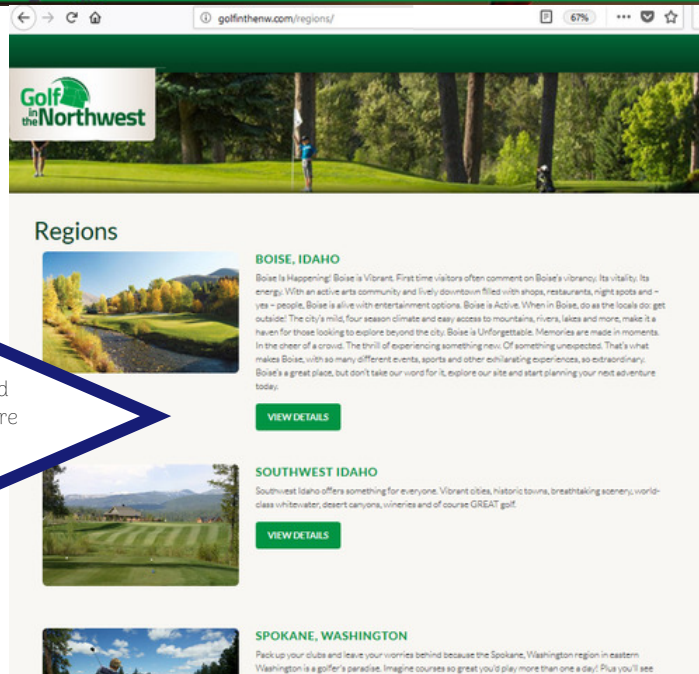
PRINTED COLLATERAL PIECE:

When traveling to golf shows and promoting the region through the local CVB's, Chambers and DMO's a printed piece critical. As a member of Golf in the NW you too will receive our printed gatefold that promotes golf courses, lodging partners and contact information. Covers are able to be personalized to your region while inside is based on Seattle, Boise or Spokane airports as center of golf course map.



WEBSITE:

Golf in the NW strives to be the resource for the golfer. The place a golfer can go to find all information they need to plan a multi-day golf trip. Therefore, all golf courses in the NW, regardless of membership, are posted to our website. But, members are highlighted with links to their website, images, offers, events and more! Within each monthly email we post multiple links back to our website so that any deals not directly promoted can be seen on the website at all times.



CVB's, Chambers and DMO's: Showcase your region with all courses and offers combined into one location that can even be iframed onto your website.

We provide full reports when you need them! Perfect for your board reports and annual meetings!

2020 Rates:

- All levels include website listing, promotion of offers and events in the website and integration into the email efforts. Exact representation is equal to financial commitment level.
- All levels receive emails and contact information of those who click on links related to their specific property from our monthly emails and your standalone.
- All levels receive up to 3,000 printed Golf in the NW guides at no additional cost.
- All levels have the ability attend golf shows and staff the Golf in the NW booth and build leads at no additional cost other than personal travel and expenses.

Pricing and unique attributes of each level:

Gold - \$6,000

- Includes two (2) unique sends to 45,000 golfers (you pick location of emails and send dates)
- Image Ad rotated through in monthly newsletter. Able to change messaging throughout the season.
- Course Image and Logo rotated through the header of monthly newsletter
- Your own unique cover on printed sales piece- add \$150
- Additional email sends are at \$50/thousand

Silver - \$3,500

- Includes one (1) unique send to 45,000 golfers (you pick location of emails and send date)
- Image Ad rotated through in monthly newsletter. Able to change messaging throughout the season.
- Course Image and Logo rotated through the header of monthly newsletters
- Your own unique cover on printed sales piece- add \$150
- Additional email sends are \$50/thousand

DMOs - \$2,000

available for only \$1000 if enrolled as a Silver or Gold level partner

- Regional local print guide based on Seattle, Boise or Spokane Airport as center of map.
- Unique cover photo and DMO branding on cover on printed sales piece.
- Will include gold members and high value golf courses that further our golf message.

Minimal Level - \$200 to \$500

Listing of your offers on the website and rotated through a minimum of 2 monthly newsletters annually:

- Lodging Property: \$300
- Golf Course: \$200

Web URL on Regional Photo in printed brochure:

- Lodging Property: \$500
- Golf Course: \$400

Email Collection from Golf Shows:

As a member of Golf in the NW you have the opportunity to collect additional emails for your database by donating rounds or overnight stays for two guests for up to four days. These rounds and overnight stays will be used as our giveaway contest at the shows to continue to build our database. Donors to this effort will receive all leads collected at the shows.

Yes, sign me up as a partner of Golf in the NW for 2020!

I understand as a coop partner, 1/2 is due by February 1 and 1/2 will be invoiced in April due May 1, 2020.