

# Case Study

## On Par Golf Advertising

March 2016



## Introduction

Generating revenue from advertising can often be a frustrating and time consuming task for golf administrators and managers.

On Par is a partner of New Zealand Golf who offer a start to finish professional

advertising service tailored specifically for the golf club environment, designed to deliver increased advertising revenue to clubs to be invested back into the game.

## The What

There are three main methods of advertising used:

1. On Course Advertising using unique tee box signage. Offers advertisers prime positioning out on course with both front of sign and (where visibility allows) back of sign advertising options.
2. Email Marketing Campaigns sent bi-monthly to existing members and green fee players. This is managed by On Par Advertising using golf club branded email templates.
3. Website Marketing giving advertisers an online presence on each golf clubs website (new On Par solution or existing website) via Course Layout, Hole Information and Advertisers Offers pages.

## The How

On Par are looking to partner with a number of clubs throughout the country and will soon be embarking on a road show to meet with clubs nationwide. The exact package varies depending on the nature and size of the club but essentially the three key elements remain the same – tee box signage, website marketing and email marketing. The process to partnering with On Par is simple and has been outlined below.

### Club Visit

1. On Par meet with club officials to discuss the service and which package would be most suitable for the club. To arrange a meeting phone 0800 224432 or email [info@onpar.co.nz](mailto:info@onpar.co.nz)

### **Club Assessment & Engagement**

2. On Par's team assess the clubs current sponsorship/advertising arrangements.
3. They then work with the clubs existing partners as well as other local businesses and their own national partners to secure advertising agreements.
4. Course signage is installed including aerial photography of each hole alongside advertisers. Club receives share of advertising revenue.

### **Ongoing Engagement**

5. On Par work with club officials to either optimise the clubs existing website to the required standard or provide a professionally designed one at no capital cost to the club.
6. The On Par team will formulate a bimonthly club branded email promoting advertisers product and services to the club database.

## **Summary**

COon Par offers clubs an effective solution to challenges they may be facing in generating revenue through advertising at no cost. The service has been designed with the added benefits to members through purchasing benefits and an enhanced playing experience through quality, informative on course signage.

For more information about On Par visit [www.onpar.co.nz](http://www.onpar.co.nz), call 0800 224432 or

email [info@onpar.co.nz](mailto:info@onpar.co.nz)

Alternatively you can contact the Community Golf team at NZ Golf on 09 485 3230 for further assistance.

