

LOVE Golf Play - A Platform Built to Promote Your Golf Club

In response to the challenges of COVID-19, LOVE Golf Play aims to support golf clubs with a platform to promote their offerings and to generate revenue at a time while the golf club is restricted in its operations.

Our approach is to connect and encourage golfers who are in a position to do so, to buy a voucher now, redeemable later, as a way to support golf clubs during these unique and challenging times.

Our approach for LOVE Golf Play over the next 3 months

We encourage golf clubs to be part our campaign and use the platform as a marketing and communication tool promote their club, course, cafe, coaching, membership or events to a highly engaged golf audience.

We have reduced the standard fee of 15% to just 5% over the next three months of LOVE Golf Play to cover transaction costs.

The next release of LOVE Golf Play will be sent on Thursday 23 April circulated to over 160,000+ members and casual golfers. We'll continue to promote and rally the support of our golfing community across social media and all our channels.

Take these simple steps to get started

- Log into DotGolf Live and click on the LOVE Golf Tab.
- Choose your category, then create and upload your voucher.
- For extra support, please view our 'How to' video that takes you step-by-step of uploading a voucher.

For golf clubs who are new to LOVE Golf Play, you will need to set up your account by clicking on 'My Details' before you begin.

Keep it simple

Our guidance is to promote a voucher to encourage golfers to support their local, or favourite golf club, redeemable when it is safe to return to play.

We encourage all golf clubs to maintain their existing pricing, innovate and add value to any offers.

You can get creative to promote all areas of your club

For example, consider the following ideas:

Voucher to support our golf club: Buy as a gift for yourself or a family member.

Green Fee Vouchers: Bring a mate and enjoy a round at our golf club.

Monthly Theme: Show your love for Dad. Everybody is a Father on Father's Day!

Membership: Join our golf club, we're only 30 Minutes out of the city.

Stay and Play: Come for a mid-week break for 4 people for two days and one night.

Coaching Programme: Returning to golf? Been away from the game and want to come back? Check out these fun, sociable get back into golf opportunities at our club.

Be part of our campaign and share with your audience

To get involved:

- Login to DotGolf and upload your voucher/s by Wednesday 22 April if you want to be included in the first mail-out or upload at your own convenience
- Help us promote the campaign across your social media channels
- Include the promotion in your upcoming newsletter.

Contact your Regional Support Manager or for technical assistance, please email grace@nzgolf.org.nz or maddi@nzgolf.org.nz or thiem.nguyen@nzgolf.org.nz

The next release of LOVE Golf Play will be circulated to 160,000 golfers on the 23 April. We encourage you to upload your voucher to promote your golf club and as a way to generate revenue while navigating the challenges of COVID-19.