



GREAT ONLINE Northwest Golf SHOW



Online Golf Show

February 1 – February 28, 2021

Vision Marketing, owner of the Spokane & Boise Golf Shows and the Golf in the NW tourism platform, is proud to offer a COVID 19 solution for our traditional golf show exhibiting partners and those not able to travel to market at the Spokane or Boise golf shows.

Utilizing our golfer database, we will actively market via email to over **50,000 golfers** in Boise, Spokane, Tri-Cities, Portland, Seattle, Vancouver, BC and throughout the NW.

- *Drive early season revenue!*
- *Minimal cost and effort = high return!*
- *Secure pre-season dollar commitments NOW!*

Pricing:

1. "Exhibit space" - \$150 + 10% of sales
 - a. No sales item - \$150 cost includes website link to your website and inclusion in each email as participant in the online show. \$100 option for shoutout within email
 - b. \$150 fee is waived if you were an exhibitor at our 2020 shows.
2. Additional options – 2021 Golf in the NW Partners Receive 50% discount on either option below.
 - a. Sponsorship - \$2000 in total
 - i. Package to be custom built to meet your objectives and integrated across all platforms (emails, online, ticketing system, social media channels).
 - b. DMO partnership - \$2500 in total
 - i. Lead sponsor of 1 of 8 email blasts.
 - ii. Package to be custom built to meet your objectives and integrated within your and our current assets. (emails, online, ticketing system, social media channels).

Contact: Tom Stebbins, 509.621.0125, 509.869.0343 cell or tom@vision-marketing.net

ORDER FORM:

	Online Only Exhibitor	2020 Exhibitor at Boise or Spokane Golf Shows	
Online Exhibitor	\$150	Fee waived	
	Ecommerce: 10% sales	Ecommerce: 10% of sales	
	\$100 shoutout	\$100 shoutout	
Additional Options:			
Sponsorship	\$2,000	50% off = \$1,000	
DMO Partnership	\$2,500	50% off = \$1,250	
			TOTAL _____

Details – How Will it Work?

1. You provide an offer, and we will use our golf database of 50,000+ to create revenue for you.
2. We will send a minimum of four (8) emails highlighting your course sales offers, golf stay n’ play packages.
3. The online sales offers will reside online during the duration of the promotion. January 30, 2021- February 28, 2021.
4. All you need to provide is an offer or offers (limit of three).
 - a. Offers should be oriented to locals with multiple play and for those traveling.
 - b. **The offer.** Please think of this as a “sale” with the ability to limit inventory (offers) with a limited period of time and to drive February revenue. A good offer would consider:
 - i. Focus on slow play time. What would you do to generate traffic? Does time of day or week matter? If it does restrict redemption from higher revenue days and/or have an upgrade option on the voucher.
 - ii. Come up with an offer and price and discount at least \$10 from later in the year as an incentive to purchase now and not wait! Of course, never have a better deal during the year as we are working to train everyone to buy ahead like a season pass.
5. Golf in the NW will act as a reseller for your products. We need an offer, and we do the rest!
 - a. You will receive a check by the end of February and an electronic database of all purchasers to add to your database and records.
 - b. Out of your revenue sales tax and b & o (WA only) will need to be paid.
 - c. Our ticket page for you will include links back to your website, social media, or appropriate links.
6. We have ideas and examples so if you are struggling let us know. On the next page we have some winning examples from our previous golf shows.

Over \$200,000 was generated at the 2020 Spokane Golf Show!

1. Think ahead for 2021 of all your promotions and offers. What will you do to drive revenue during slow times? Use your perceived value to discount into slow times and generate cash.
2. When do you need revenue?
 - Early season?
 - Shoulder season?
 - Peak?
3. What restrictions are needed to protect your peak pricing and average yield?
 - Sunday pm to Thursday?
 - After 1pm?
 - Use before June, or after September 15
4. Don't forget to offer an upgrade option for peak season.
 - For example; two rounds & cart for \$49 valid open to 5/1 and 9/15 to close. Upgrade for \$25 5/2 to 9/14. Normal price is \$99 during peak.
5. Provide us an offer with your **LOWEST PRICE OF THE 2021 SEASON** by January 1 for the 2021 show.
 - Are you concerned with how many you sell? If so, we can restrict how many are available to the public, just tell us your capped number.
 - You control the exposure of the offer to your course by cost and restrictions.
 - You receive cash, contact information (mailing and email) of those who select your offer.
 - Keep in mind distance from population targeted and your brand value when pricing.
6. **Remember this is not an open-ended offer. It is a *show only special* only available during the Golf in the Northwest Online Show – February 3 – 22, 2021.**

What Do We Do?

1. We place your offer on our golf show ticket sales site and consumers choose from a variety of offers. No restrictions on how many they purchase.
2. We all win! Our golf database comes from golf shows who are looking to travel and purchase for the coming season. Your upfront cash commitment is minimal and 90% or more net to your bottom line.
3. Great COVID year platform!
4. We provide you with the contact information of those who selected your offer for your own follow up post show and throughout the season as well as cash by the end of the year

Examples of Winning Offers from our in person shows:

1. **Golf Course 1:** Save over 50% off the lowest rate of the season - \$\$ deep saving on a round of golf, includes use of golf cart, valid for play from April 6th - 27th. Not valid for special events or tournaments. Certain date restrictions apply. Limit of 4 golf rounds purchased per ticket.
 - **Results:** 177 selected offer online, sold 80 offers to registered attendees, plus 15 sold at the show for \$20 more to non-registered show attendees.
2. **Golf Course 2:** 2 rounds for \$79 (save \$50). Includes golf, cart, and tax. Expires 5.31. Upgrade to extend play through the end of the season for an extra \$30.
 - **Results:** 191 selected offer online.
3. **Golf Course 3:** Purchase for \$99 at the Spokane Golf Show only (\$120 savings because of driving distance) includes four 18-hole rounds of golf riding at two courses valid anytime. Expires 12/31
 - **Results:** 140 selected online, sold 76 offers.
4. **Golf Course 4:** Save up to 40% off the lowest price of the season! Two rounds for \$100 (great price) for play in April or May. Includes: Two rounds of 18 holes of golf, shared cart, and unlimited practice balls. Good any day of the week in April or May.
 - **Results:** 804 selected offer online, sold 510 offers to registered attendees, plus 210 sold at the show for \$20 more to non-registered show attendees.