

SPONSORSHIP OPPORTUNITIES



GRANITE SPRINGS GOLF CLUB

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About Granite Springs

Granite Springs Golf Club is a scenic 18-hole, Par-72 golf course overlooking the picturesque Shad Bay, just 30 minutes from downtown Halifax and 20 minutes from Peggy's Cove. With a 27-year history and members who have been here from day one, Granite Springs offers an exceptional experience to nearly 350 members and thousands of guests every year.



From our range, a beautiful view of Shad Bay

Sponsorship Opportunities

Beginning in 2019 we are excited to offer seasonal sponsorships. We offer a variety of opportunities to showcase your business and brand to our members and guests as well as the opportunity to utilize the course for personal or business use. All sponsorships include a minimum of 36 Granite Springs Experience Passes.

This package outlines the demographics of our members and guests and will show you how many visitors your brand will be exposed to in a golf season, which typically runs from April through October. Listed below are the different signage opportunities at the Club and throughout our grounds, as well as detailed information about the Granite Springs Experience Passes.

For more information, please do not hesitate to contact Solomon Wang to discuss these great opportunities and arrange a visit to our course. You can reach Solomon at 902.407.5592 or by email at solomon.w@granitespringsgolf.com.



Who You Will Reach

Total Number of Impressions: 30,000

Based on our 2018 rounds played and expected growth in 2019, your brand will have the opportunity to make over 30,000 impressions.

Granite Springs Membership Base:

Granite Springs offers a very dedicated and loyal membership base and we are anticipating growth in 2019. Your branding will be seen an average of 3.8 times per week by members, which means 34,580 impressions over the course of a 26-week season, on average.

Granite Springs Guest Visitors:

Granite Springs is in the unique position of being a semi-private course. This means that we offer membership and we are open to the public. For you, this means not only will your brand be seen repeated by our members, it will also be seen by tens of thousands of guests.

Granite Springs Tournaments:

At Granite Springs we also host 15-20 tournaments per year ranging from 30-144 guests. Your branding will remain in place for these tournaments, bringing an additional 2,000 impressions per season.



Annual Help Our Heroes Golf Tournament in 2018 Season

Demographics

Regional Demographics:

Golf offers a great demographic with high disposable income. In addition, Granite Springs is in the HRM, which provides an ideal age and income demographic. Based on the chart below (Figure 1), most people living the HRM are between the ages of 35 and 64. Based on this data from Census Canada, we also know that this age range also has the highest disposable income.

Membership Demographics:

The membership breakdown of Granite Springs, like most golf clubs, is male dominated (Figure 2). The average age of a member at Granite Springs is 48 and 96% of members live within one hour of the club with 60% of members living within 30 mins.

Guest Rounds:

Granite Springs relies heavily on bringing guest to the course. As of November 12, 2018, the guest rounds to member rounds ratio is 5386 guest rounds to 12,437 member rounds (Figure 3).

FIGURE 1: HALIFAX REGIONAL MUNICIPALITY AGE DEMOGRAPHICS

■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65-74

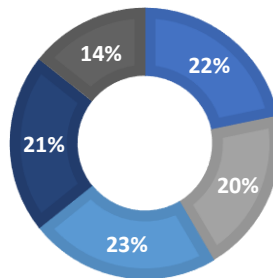


FIGURE 2: MEMBERSHIP GENDER

■ Male ■ Female

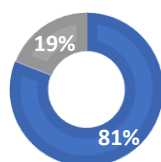
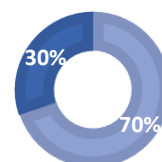


FIGURE 3: MEMBER ROUNDS TO GUEST ROUNDS

■ member ■ guest





Sponsorship Options

Hole Sponsorships

Elegant signage with your company logo and branding placed tastefully near the hole indicator sign. This could include providing a bench with your logo, custom signage, or built in signage on a hole indicator sign.

Putting Green Sponsor

Our putting green is located right beside our clubhouse and greets guests as they approach our Pro Shop. Every visitor passes the putting green on their way to their first hole. This is a premium signage opportunity that will reach every visitor to the Club. Together we will create a tastefully designed sign featuring your company's branding. We also provide the opportunity for the Putting Green Sponsor to supply branded flags for our putting green.

Driving Range Sponsor

Perhaps the most beautiful spot to be on our course, our driving range offers a premium opportunity to have your brand viewed by guests who visit our driving range.

Scorecard Sponsor

Our new 2019 Scorecard offers a premium opportunity to have your brand viewed by members and guests who golfing at our course. There will be printed company logo and branding on the scorecard.

Golf Cart Marketing

Place exclusive offers to Granite Springs Members and Guests in the golf carts.

Entrance Signage

As vehicles approach our clubhouse there is an opportunity to place signage featuring your company's logo and branding.



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Pricing

Each option above is priced based on the cost of 36 Granite Springs Experience Passes with a cart included. You will receive all the benefits of an Experience Pass holder, plus your sponsorship.

Granite Springs Experience Passes

All Sponsorships are built around our Experience Passes. These passes are completely transferable which allows them to be shared with your employees and co-workers or used to entertain clients at the Club. Another popular use for the passes is giveaways for promotions. The use is up to you!

Price:

- Base Fee: \$1,750 + HST
- Plus Production Costs



Hole 9 seen from above, photo taken in early autumn