

## We can help you drive more golfers to YOUR course!<sup>1</sup>

Over the years, we have witnessed far too many wonderful courses either scale-back their operations, or close-down completely, due to simple marketing errors. Don't let this happen to you ... we can help!

We offer a long list of golf course marketing tools, *most of which are FREE*, including **Golf News Articles, Golf Events Calendar, Golf Tips, and more**; all designed to help you drive more golfers to YOUR course and encouraging repeat visits.



**Golf News Articles:** What's new at your course? What separates your golf course from all others? Tell area golfers YOUR story!

During the Golf Season, between the MichianaGolf.com website and newsletter, we serve well over 180,000 pages of localized golf information each month ... helping you showcase your wonderful course!

MichianaGolf.com Golf News Articles feature interviews with key course personnel, detailed statistics, photos, and more. This is a FREE service! [Contact us](#) to schedule an interview.



**Golf Specials:** Have a golf course special? Let us promote your special through MichianaGolf.com! Share your specials with the many thousands of golfers that regularly visit our website each month as well as subscribing to the MichianaGolf.com Newsletter!

 [Example Golf Certificates PDF](#)

We will promote your golf specials ...

- With results that can be easily tracked by you.
- Specials can be adjusted twice per month, as conditions (or tracking) warrant.
- These same Specials that bring golfers to your course can also help your favorite School, Church & Non-Profit via the MichianaGolf.com Charity Fundraising Programs.

This is a **FREE** service ... we **ARE NOT** asking for any advertising dollars or any rounds of golf! We can also provide you with up to \$500 in promotional products.

Join the dozens and dozens of other area courses that are benefitting from our NO COST promotional service. [Contact us](#) to schedule an appointment.



**Golf Events Calendar:** Do you have "Demo Days," Outings, Tournaments, Open Houses, or other events to share? We would be very happy to assist your promotional efforts! You can post all your events to MichianaGolf.com for FREE!



**Golf Tips:** Does your golf course Pro have a tip to share? Your tips can include photos as well as video and will be credited to your Pro / course with links to learn more about your course. Posting your tips to MichianaGolf.com is FREE!



**Golf Jokes:** Can't help them with a tip? Try winning them over with a smile! Golf jokes are an often overlooked method to receive positive PR credited to your course. Always nice to have potential golf customers associate a smile and a good time with your course. Posting your jokes to MichianaGolf.com is FREE!

*Please try to keep your jokes somewhat clean, heaven forbid we cause our servers to blush.*



**Golf Course Stats & Features:** Help those actively searching for more information regarding your golf course on MichianaGolf.com. You may detail the number of holes, par, yards, slope, rating, and more. This too is a FREE service!



**Golf Course Photography:** Capture the beauty of your golf course on film -- stills or video! Framed, made into calendars, utilized on the web, etc., the possibilities are endless! We charge only \$35/hr and will provide the finished product to you on CD/DVD, additional fees may apply if you want other output formats.



**Golf Website Hosting & E-mail:** 1,000mb/1gb of website disk space and 10,000mb/10gb of bandwidth per month as well as SPAM protected e-mail -- filtered, and helpful, but not always 100% ... spammers are always looking for new methods of sneaking through. **50% of all hosting package fees is donated to local charities within NW Indiana and SW Michigan.** We charge only \$19.95/mo with a year's commitment and include one FREE month (save \$19.95)! Other packages with more space and filtering are available.



**Golf Website Design:** Maximize your on-line efforts with photo galleries, scorecards, videos, newsletters, ordering systems and more to help keep your course in the hearts and minds of patrons year 'round. We are partial to the great folks from **Lighthouse Colorprint** (269) 428-7062 -- who can also teach your staff the fine art of web design for making updates -- one of the keys to repeat visits. Their fee is only \$55/hr for website design.



**Golf Print Material:** From stationery to scorecards, calendars to post cards, business cards and brochures, ad slicks to billboards, etc., etc. are also available. The design fee is only \$55/hr.

<sup>1</sup> While visitor participation is open to the general public, and the world, Golf Course participation is limited to the "Michiana" area exclusively – defined as the following Northwest Indiana and Southwest Michigan Counties:

Northwest Indiana		
Elkhart	Kosciusko	LaGrange
Lake	LaPorte	Marshall
Noble	Porter	Pulaski
St. Joseph	Starke	
Southwest Michigan		
Allegan	Berrien	Cass
Kalamazoo	St. Joseph	Van Buren