



The Golf Market

Active Marketing Group helps you hit a hole in one with golfers.


This document has been designed to provide you with:

- Background information on the industry
- An understanding of why these consumers are important
- Vehicles and promotions that can be utilized to reach them

This year 180 million rounds of golf will be played across the United States. At an average green fee of \$57, this translates into a total of over \$10.3 billion dollars spent annually by Americans just to set foot on the course.

Over the years, golf has grown from a niche sport played primarily by the wealthy into one of the nation's leading leisure past times, currently boasting over 35 million participants. As an activity that can be enjoyed by people of all ages, golf provides players with a unique opportunity to connect with others and develop skills that will last a lifetime. As such, it is an increasingly important part of the U.S. and global economies. If enabled industries like travel and tourism are included, the golf economy ranks right up there with consumer electronics and Hollywood entertainment in dollars spent.

Golf is also gaining more attention from advertisers as an effective way to reach active, conscientious consumers with high disposable incomes and leisure time. From mass consumer brands like Schick to technology brands like IBM and luxury brands like Rolex, more and more advertisers are jumping into the market with not only major national sponsorships but increasingly, high impact localized events. By partnering with Active, brands are able to make an imprint with golf influencers and activate turn-key marketing programs that demonstrate effective, measurable results.

 **The average 18-hole course hosts 30,000 rounds of golf each year.**

| Size of the Golf Economy in Comparison to Other Industries (\$ billions) | |
|--|---------|
| Mining (except oil and gas) | \$51.60 |
| Amusement, Gambling, and Recreation | \$55.90 |
| Motion Pictures and Sound Recording | \$57.80 |
| Electronics and Appliances (retail) | \$70.20 |
| Furniture and Home Furnishings (retail) | \$74.10 |

Golf Economy \$62.2 billion

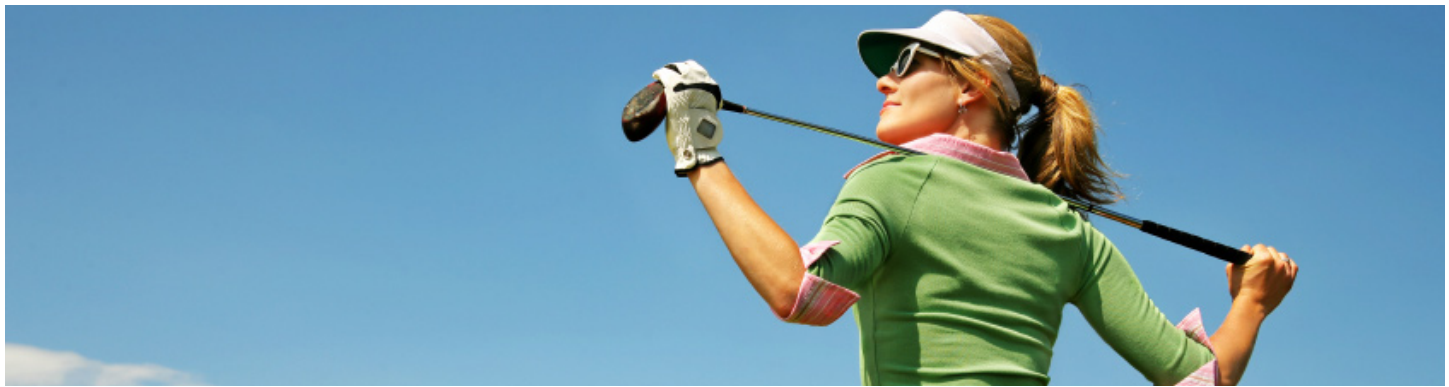
Core Industries

- Golf Course Capital Investment
- Golf Facility Operations
- Media, Tournaments & Associations

- Golf Supplies (on & off course)

Enabled Industries

- Hospitality/Tourism
- Real Estate



Golf Facts and Figures

The first U.S. 18-hole golf course was constructed in 1893.

Golfers have High Disposable Income and are Ready to Spend

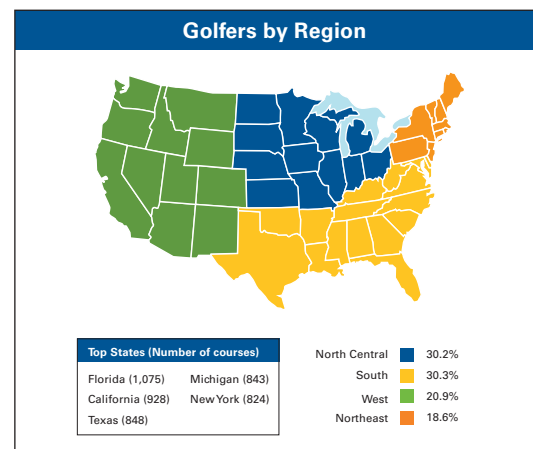
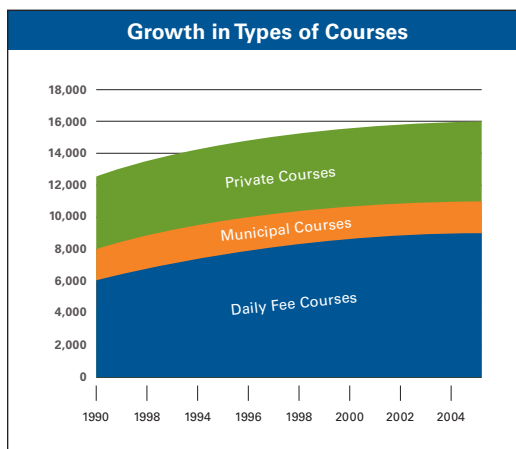
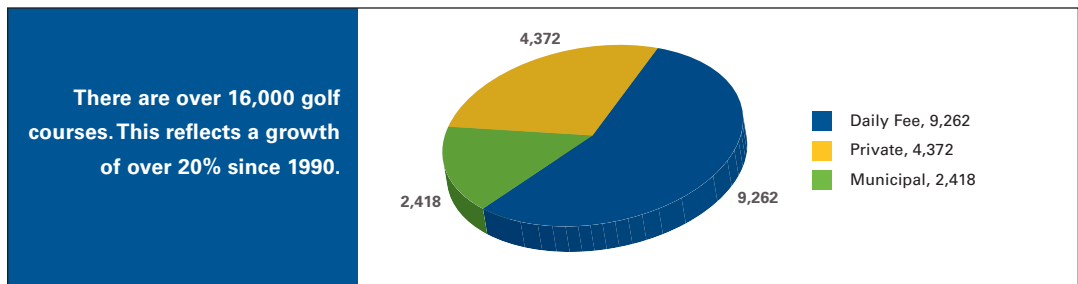
When taken together, golfers are an affluent group and spend a significant amount of disposable income on leisure, travel, cars, clothes, packaged goods and financial services.

As a whole, golfers spend approximately \$24.3 billion each year on equipment and fees alone with the lion's share being dedicated to green fees and course dues. As expected, core golfers account for the greatest spending at approximately 63%.

Golf is also local with approximately 70% of rounds played close to home, and the majority of local golfers playing at just 2-3 courses. The average golfer is highly educated, 37 years of age and has a household income of \$50,000 or more.

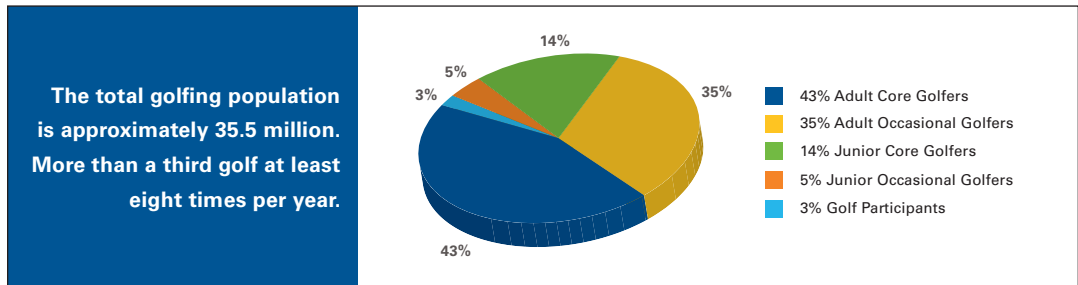
A significant percentage of the one million golf outings each year are designated as fundraising events with over \$3.2 billion donated as a result.

59% of golfers purchase products and services online.

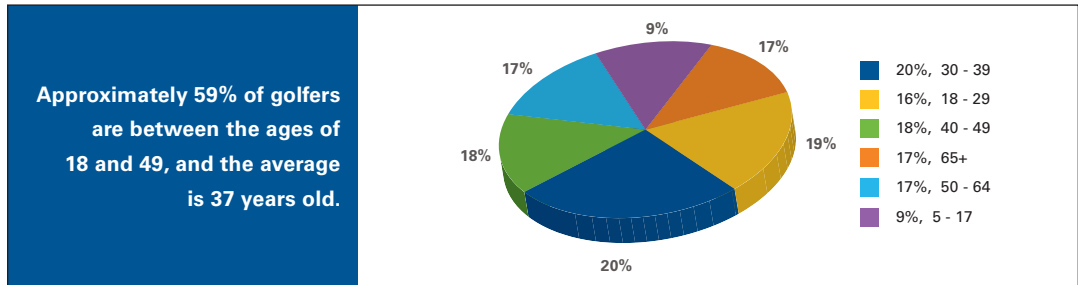


Golf Facts and Figures

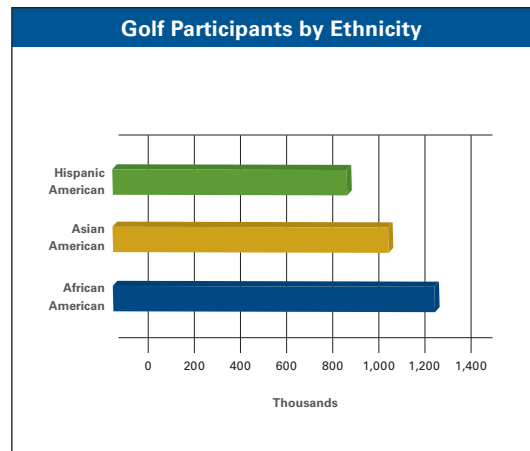
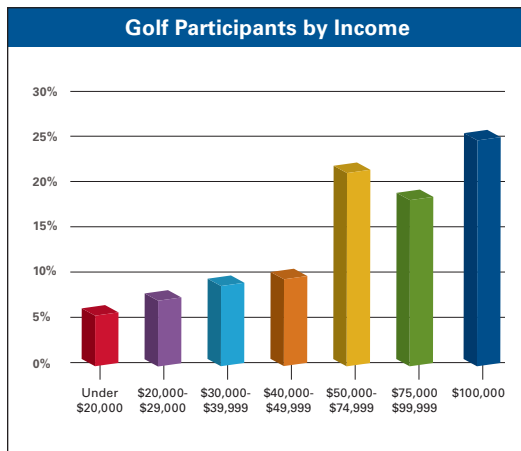
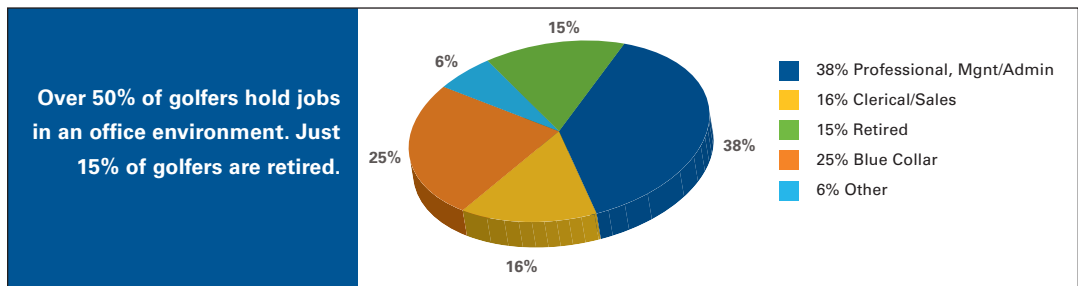
Half of all golfers use a professional financial advisor.



Approximately 15% of golfers are permanent residents of a golf course community and 8 out of 10 of these golfers own their residence.



Over 50% of golfers hold jobs in an office environment. Just 15% of golfers are retired.



| Core Golfer | Occasional Golfers | Golf Participants |
|--|--|---|
| 3.4 million golfers play at least eight times per year, with an average of over 37 times | 17.1 million golfers play between one and seven times per year and spend close to \$1,000 each year on the sport | 5 million participants play exclusively on driving ranges and short courses |



Connecting with Golfers

Our Success Stories

Over the years we've activated marketing programs that reach golfers on behalf of leading brands, including:



Active Marketing Group Provides Insight and Access to Active Lifestyle Consumers

Active Marketing Group is the only marketing and promotions agency that has access to avid and recreational golfers online, offline and as they register for tee times and events. We know where they golf, how often they golf and what drives them in their free time. With national reach and years of experience developing programs that engage at the local level, we help put brands front and center with this highly desirable audience. From turnkey event marketing to sampling that supports a new product launch, we make it possible to develop integrated programs that have a fresh, measurable impact with a national audience of golfers.

Reaching Golfers Online

The Active Network includes leading online destinations for golfers. Through advertising, custom sponsorships and destination mini-sites, brands can connect with consumers as they are reserving tee times, tracking performance and researching new equipment.

Active Network Advertising Opportunities

- Standard IAB Units including Video
- Custom Sponsored Sections
- Newsletter Communications
- Promotional Emails
- GolfTrack Sponsorships
- Annual Editorial Features

Active Network Sites that Reach Golfers

- 5.5 million monthly page views
- 500,000 monthly unique visitors
- 300,000 registered users
- 1.9 million golf forum user postings
- 14,500 golf equipment user reviews
- 7,400 golf groups formed
- 13,000 courses in the golf directory

Reaching Golfers Offline

Our relationships with thousands of events across the country make it possible to develop integrated programs that provides concrete results.

Sampling & Promotions

- Access to Thousands of Golf Courses
- Capacity to Distribute over 1 Million Samples
- Geographic and Demographic Targeting

Event & Sponsorship Activation

- Sponsorship Negotiation
- Staffing & Turnkey Event Management
- National Promotional/Activation Platforms

Grassroots & Peer-to-Peer Marketing

- Influencer Marketing Programs
- Sports Specialty/Retail Programs
- Club Seminars/Promotions

Research & Consulting Services

- Online Research Studies
- Focus Group Recruiting
- Product Testing

Strategic Industry Partners



The Active Network Consumer Sites



Active Marketing Group was named by Promo magazine as one of the leading promotions agencies in 2004, 2005 and 2006.