



TourGolfRevolution.com

## Grow Your Business by Helping Your Current Customers Turn Their Network of Golfers into a Fun and Exciting PGA Style Golf Tour

Our goal at Tour Golf Revolution is to make it as easy as possible to start, manage, and play in a golf league. Our new, more open format golf league allows members to play league golf anytime they can fit it into their schedules. This leads to more play and a dramatic increase in other golf related behaviors that will impact your business.

### TGR Survey Results\* Show the Competition Created by Tour Golf Revolution Leads to Increased Golfer Satisfaction and More Golf Spending!

- Our members play golf 2 to 5 times more often each year than prior to joining
- 40% have taken lessons from a golf professional vs. just 17% prior
- 77% reported an increase in purchase of golf balls and accessories
- 67% purchased golf equipment more often, 23% significantly more often
- 95% report that golf is more fun on tour, 56% say significantly more fun
- 80% report their game has improved, 33% indicate significant improvement



## Introducing the Golf Professional Pilot Program

We want to help Golf Professionals and their facilities see these same benefits by partnering with Tour Golf Revolution on a league building pilot program.

### Here is How it Works:

- Sign up with Tour Golf Revolution as a league manager and create a league with your name or business name in the title.
- Discuss Tour Golf Revolution with a few of your more satisfied customers and ask them to join your sponsored TGR tour. TGR will provide handouts and the social tools you need to recruit new members.
- As new members sign up for the league, ask them to start recruiting their friends and acquaintances to join the league. This is not only the best way to build a cohesive and lasting league; it will also help build your league much faster.
- You can also post information at your facility about the league you are starting to help increase the membership at the start.
- As the season gets started, use the communication tools on TGR to establish your role as sponsor of the league and offer players added value like playing tips or discounted products or tee times.

**To get started send an e-mail to [info@tourgolfrevolution.com](mailto:info@tourgolfrevolution.com) with Golf Pro Pilot in the subject line.**



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As the Golf Professional and starter of the league, you will be able to use the TGR service free of charge. Regular membership in TGR is \$15 per golfer per year. You will also receive a discount code for your members offering them a 33% discount. This added value to your new league members allows them to join for just \$10 after their 30-day free trial expires. You will also be featured on your league's homepage as the official golf instructor of the league you started. This will include your contact info and a link to your website, if applicable.

### What TGR Will Do For You

**TGR does all the work:** The founders of Tour Golf Revolution have been running a successful TGR tour for the past 11 years. Our members have so much fun that we wanted to bring what we have learned to you. The key is using technology to run the league, not a league manager. Sure you still need someone to make a few decisions, but we are here to help you make them and the system will take it from there!

**TGR accommodates everyone's schedule so almost anyone can play in your league:** By launching a new, more open format golf league, members will be able to play league golf anytime they can fit it into their schedule. Our seasons are a series of 1-4 week long events. Play any day during the event dates, and you are always playing for something. The lowest net score wins each event and there is a season long order of merit as well. Throw in a few majors and you are playing on your own local tour.

**TGR makes scheduling a snap:** Tour events can be spread across as many local golf courses that you want to play on, or you can just play the home course every week. Our scheduling tool makes this process fun and easy. Then, when the season starts, your members just book their own tee times and post them to the site, so there is no need to micro manage play. Posting a time to our site will be like inviting the entire tour membership to join the 4-ball.

### Tour Golf Revolution™ Will Help Golfers Get More Out Of their Games

**Play better golf:** The focus and consistent competitive play will lower handicaps.

**More options to play:** Play with a larger group of like-minded golfers on your schedule.

**Play more golf:** Being on tour provides motivation to get out and play every week.

**Win a major:** Experience the feeling of playing in and winning a major championship on a tour.

**Track progress:** Track and compare game performance over the season and playing career.

**Make new friends:** The tour will bring players together with new "friends of friends".



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