

BRIDGNORTH GOLF CLUB

Advertising Information



Bridgnorth Golf Club enjoys a large membership in excess of 600 members drawn largely from the town of Bridgnorth and surrounding areas.

The historic riverside town of Bridgnorth (population 12,212) is an affluent area which has a below national level of unemployment, above national level of higher salaries, a higher proportion of home owners and a higher proportion of AB households.

Bridgnorth Golf Club attracts more than 3,000 Green Fee visitors from the local conurbations of the West Midlands and a further 500 visitors playing in Open competitions.

The Golf Club has a large Club House with catering and bar facilities open to the public and regularly holds events and activities.



Benefits of Advertising with Bridgnorth GC

Engaged Audience

- We have an active Facebook presence with an engaged post reach in excess of 1000 viewers, twitter likes nearing 800 and 250,000 web site page views per annum.
- We regularly communicate with our membership via News Letters with an engagement of over 70%.



The Golf Market

- Golfers in the UK spent £4.3 billion on golf, about 14 per cent of all consumer spending on sport.
- More than half of consumer spending on golf, £2.2 billion, was channeled through the UK's 3,000 golf clubs.
- There are an estimated 1.5 million adult golfers in the UK who play at least once a week and 3.9 million adult golfers who play at least once a year.



Sponsorship

Annual Club Sponsor - POA

- Welcome Advert on entrance to Club House
- 1st Tee Banner Advertising & Tee Advert
- Lounge, Bar and ProShop Sign-in Advert
- Use of Club House for client meetings
- Corporate Day at preferential rates



Open or Event Sponsorship

Club Night or Opens

- £200 per annum to Sponsor Club Night
- We run 10 Opens per year, £100 per event



Advertising

Tee Sign Advertising

- Attractive solid wood tee signage
- Holes 1-18 available
- £500 for design, printing, installation and first year
- £300 per annum for subsequent years, minimum 2 years
- 1x fourball voucher



Putting Green

- 12 individual putting flags
- Design and installation £25 per flag per annum



Visitors Sign-in Screen

- Every visitor has to register and sign-in for Insurance
- Computer on screen advertising
- Design and installation included
- £100 per annum



In Lounge TV and Bar Screen Advertising

- 3x screens: Bar, TV and Lounge
- Rolling scoreboard on TV
- Design and installation included
- £100 per annum



Fixture Diary

- Fixture Diary advertising £50 per page, £100 full page
- Print run of 1000, sent to all members
- On line PDF version on web site
- Includes design and art work



AGM Book

- AGM book advertising £50 per half page, £100 full page
- Print run of 600, sent to all members as record of year
- Includes design and art work



Beer Mats

- Used in Lounge & Bar
- Beer mat advert £100 per 500 print run
- Club Logo on one side, your advert on reverse
- Includes design and art work



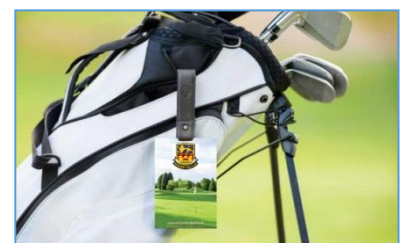
Score Cards

- Score card used by all members & visitors
- Scorecard advert £200 per 10,000 print run
- Includes design and art work



Bag Tag

- Used by all members to display on golf bag
- Used for several years
- Bag tag advert £400 per 1000 print run
- Includes design and art work



Advertising Order Form

Name

Business Address

Telephone

Email

I would like to order the following products:

Tee Sign Advertising (£500 for first year, £300 for subsequent years)

Putting Green (£25 per flag per annum)

Visitor Sign-In Screen (£100 per annum)

Lounge Advertising Screen (£100 per annum)

Fixture Diary (£50 per half page, £100 full page)

AGM Book (£50 per half page, £100 full page)

Beer Mats (£100 per 500 print run)

Score Card (£200 per 10,000 print run)

Bag Tag (£400 per 1000 print run)

Total

Please provide art work as high-resolution JPG images and text as WORD or PDF.
Send documents to secretary@bridgnorthgolfclub.co.uk