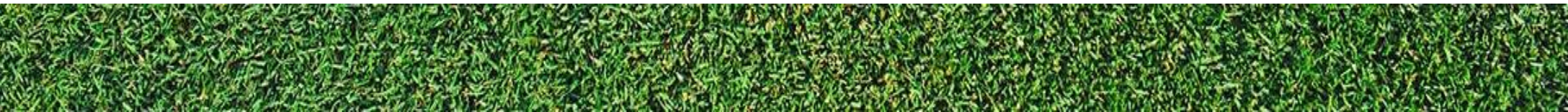


underpar.com

Database Development & Marketing Support Services

Powered by

PRICELOOPER & **SANT STREET** 



WHO WE ARE

underpar.com

Founded in 2010, UnderPar has partnered with more than 750 resort, public and private golf courses across North America, working with each course to monetize email marketing, while also supporting their efforts to grow their own marketing databases through a variety of digital campaigns and on-course engagements.



SANT STREET 

Based in Orange County, CA, Saint Street is a leading digital marketing agency with vast experience supporting hospitality and golf industry clients. From email marketing to digital ad buying to lead-gen promotions, Saint Street works with companies to squeeze out the most ROI they can from their marketing efforts.

Working together tightly, like the fit of a fresh glove out of the box, UnderPar and Saint Street collaborate with golf properties to create digital marketing programs with a focus on developing monetizable marketing databases. Simply put: their combined resources help each golf course they work with to grow their own database and optimize the money they directly make from it.

TESTIMONIAL

“Working with UnderPar and the team at Saint Street has helped us grow our database significantly over the past four years. And with their guidance, we’ve been able to establish what the true value is of every email we gain through marketing efforts. That knowledge helps to drive our marketing planning and budgeting.”



Eric Lohman

PGA GM

Monarch Beach Golf Links

TOP 5 REASONS WHY YOU SHOULD GROW YOUR MARKETING DATABASE

1. The bigger your database, the **more customers you will serve** throughout the year.
2. As your database grows, more golfers will be kept abreast of course news, promotions, tournaments and more, and they will likely share that news with their peers—avid golfers who **will become your customers.**
3. If—or better yet, when—you partner with UnderPar to facilitate a PriceLooper Direct white label promotion ([info](#)), the bigger the database you have at that time, the **more top line revenue** you will gain, leading to a filled tee sheet.
4. The **average annual value of every marketing email** added to a property's database is **\$21**. This figure was calculated by surveying dozens of golf course partners throughout North America.
5. The bigger your database, the **more revenue** your golf course will generate this year and into the future.

WHY DATABASE DEVELOPMENT IS IMPORTANT FOR GOLF PROPERTIES

For years, we've been working with golf courses and resort properties to grow their email databases. Through these efforts, and in collaboration with a sampling of properties across the U.S., we have been able to calculate an annual **true value per email** for each new email that is added to an existing database. Here is a breakdown of the average UnderPar partner and the obtainable growth we project after a one-year commitment of focused efforts.

The Key Takeaways

1. **Grow your database!**
2. Become a smart email marketer
3. Work toward increasing the average TSPR for your course

Average UnderPar Partner

Your Database Size = 25,000



Your TSPR = \$70.00



Your Conversion Rate = 20%



Your Annual TRUE Value Per Email

\$21.00

Estimated Annual Revenue (Based on Course-Driven Email Marketing Efforts)

\$525,000.00

Projected One-Year Growth Potential

Your Database Size = 35,000



Your TSPR = \$75.00



Your Conversion Rate = 20%



Your Annual TRUE Value Per Email

\$22.50

Estimated Annual Revenue (Based on Course-Driven Email Marketing Efforts)

\$787,500.00

TSPR = Total Spent Per Round

Course-Driven Email Marketing Efforts = Strategic marketing planning and execution

Conversion Rate = The percentage of your database that visits and plays your course in a 12-month window (new and existing golfers)

[LEARN MORE >](#)

OUR SERVICES MENU

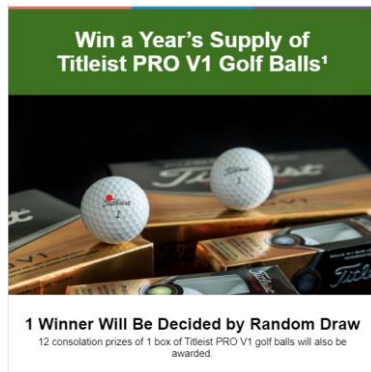
No two golf properties are alike. And because of that, we never recommend cookie-cutter solutions to the properties we work with. We're committed to helping each of our partners grow and maximize the value of their database while generating brand awareness in and out of market.

Sample Services and Solutions We Provide Our Course Partners

- Marketing Audits (digital-only and comprehensive marketing audits)
- Marketing Planning and Budgeting
- Database Development Campaign Management (enter-to-win promotions and contests: concepts, graphic design and tactical management)
- PriceLooper Direct Campaigns (100% turnkey, personalized email campaigns targeting existing databases)
- Hole-in-One Promotion Programs – including professional remote camera installation
- Email Marketing Planning & Template Design (set-up or ongoing management)
- Media Buying: social, Google, print, radio, etc.
- Web Development

SAMPLE UNDERPAR/SAINT STREET DATABASE DEVELOPMENT CAMPAIGNS

The quickest way to grow your database is to facilitate a series of well-run, strategic enter-to-win promotions.



Tier Level: I

- Number of Partners: 2
- Creative Support: Yes
- Submission Platform Management: Yes
- Media Buy: No
- Total Entries: 6,000
- New Emails Generated: 4,000

Year's Worth of Titleist:

<https://www.underpar.com/titleist>

Mystery Bag of Clubs:

<https://www.underpar.com/mystery>

Gift Certificate Giveaway:

<https://www.underpar.com/gift-cert-giveaway>



Tier Level: II

- Number of Partners: 3
- Creative Support: Yes
- Submission Platform Management: Yes
- Media Buy: Yes
- Total Entries: 21,300
- New Emails Generated: 14,500

Free Golf for a Year:

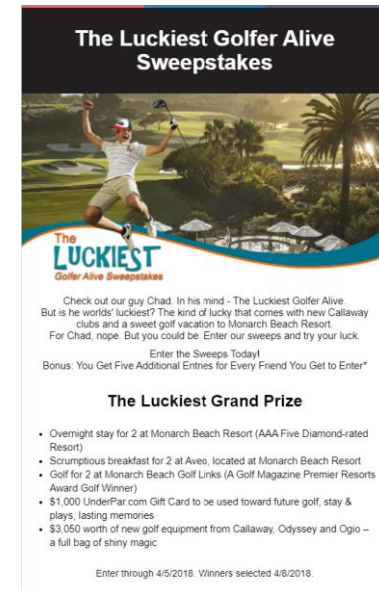
<https://www.underpar.com/monarch-tieras>

World Junior Girls Championship Pro-Am:

<https://www.underpar.com/goodwood>

Maple Leafs Pro-Am:

<https://www.underpar.com/leafs-classic>



Tier Level: III

- Number of Partners: 6
- Creative Support: Yes
- Submission Platform Management: Yes
- Media Buy: Yes
- Total Entries: 26,000
- New Emails Generated: 20,000

Phoenix Open:

<https://www.underpar.com/waste-management>

Riviera: <https://www.underpar.com/riviera>

Phattest Trip Ever :

<https://www.underpar.com/phattest-trip>

PROJECT/RETAINER EXAMPLES

These are not packages, just examples to help provide context around pricing and ROI. We create programs for clients based on their goals, timelines and budgets.

Example 1 (Entry-Level)

- One PriceLooper Direct Campaign (rev. split)
- One Tier III Database Development Promotion
- ROI:
 - 6,000 new emails
 - Estimated new revenue gained = \$172,500*

Example 2 (Mid-Level)

- Promotions Marketing Audit (analyzing past campaigns and comp set)
- One PriceLooper Direct Campaign (rev. split)
- Email Marketing Planning & Template Design
- Two Tier II Database Development Promotions w/Media Buying
- ROI:
 - 11,000 new emails
 - Estimated new revenue gained = \$285,000*
 - Marketing Plan and Tools

Example 3 (Mid-Level)

- Full Digital Marketing Audit (thorough review of all things digital and email marketing)
- Two PriceLooper Direct Campaigns (rev. split)
- Email Marketing Planning & Template Design
- Ongoing Media Buying
- Two Tier III, Four Tier I Database Development Promotions w/Media Buying
- ROI:
 - 25,000 new emails
 - Estimated new revenue gained = \$600,000*
 - Marketing Plan and Tools

Example 4 (Pro-Level)

- Comprehensive Marketing Audit (360-degree review of all marketing efforts)
- Four PriceLooper Direct Campaigns (rev. split)
- Email Marketing Planning & Template Design
- Ongoing Branding & Creative
- Ongoing Media Buying
- Two Tier III, Two Tier II, and Four Tier I Database Development Promotions w/Media Buying
- ROI:
 - 45,000 new emails
 - Estimated new revenue gained = \$1,050,000*
 - Comprehensive Marketing Plan and Tools

*The estimated revenue is forecast using our proprietary formula featured on slide 5 of this deck. During our initial planning session together we would establish a specific estimate based on your property's average total spend per round, current size of database, and other factors particular to your property. 8

PAYMENT OPTIONS FOR MARKETING SERVICES

We will work with you to ramp up your program as quickly as possible so you will begin to see a return on your investment within the first few months.

Three Ways of Paying for Services

1. **Cash*** – The best option when you have a budget set aside for marketing and you're ready to invest it towards growing your marketing database.
2. **Cash and Trade*** – Ideal for when you have a budget set aside for marketing, but it isn't sufficient to support the new goals we establish together. We are set up to take cash and cash-equivalent trade in rounds that will be sold on underpar.com.
3. **Exclusively Trade** – The right choice if you and your management team have big goals, but you don't have any budget earmarked to scale your marketing. UnderPar will work with you to trade your hard-to-sell, unused tee times to pay for services. With this option, you'll have the opportunity to grow your database without breaking your budget.

*One solution to establish a marketing budget for the program we create is for your property to run a PriceLooper Direct white label campaign(s) ([info](#)) targeting your existing database. Monies generated can be set aside to cover the cost of services.

NEXT STEPS

- **Audit (Weeks 1-2)** – We ask a bunch of questions. You provide smart answers. We look under the hood. And then we pull together recommendations
- **Review (Week 3)** – We set up a follow-up call to review our recommendations, prospective timelines, costs and potential ROI
- **Proposal (Week 3)** – We present a formal proposal for you and your management team to review
- **Agreement (Week 4)** – Once we are aligned on a marketing and promotion program (the details), we'll send through an agreement for cross-execution
- **Kick-off/Discovery/Planning (Week 5)** – We dive right in
- **CELEBRATE!**



TOP 10 WAYS TO SPEND THE MONEY YOU'LL MAKE FROM YOUR BIGGER EMAIL MARKETING DATABASE

1 Make budget & pop some corks

2 Stock the ponds with some of them fancy Koi

3 Two words: Golf Boards. Mahalo!

4 Ridiculously charming robotic marshals

5 Bagpipes at dusk

6 Ryder Cup boondoggle

7 Truckloads of the finest feldspar and quartz (hint: Augusta National)

8 Food Truck Fridays

9 Ribbon-winning Westminster coot hounds

10 Golf Shop Roomba

LET'S TALK...

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