

Finally, the **Digital Golf Pass** Play the Best Courses, Across Your Region... for Less

Just like your favorite paper passbook — only way better.

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Where do you want to play?

SEARCH

If you and your golf facility are frustrated by the madness of third-party tee-time providers — by a prevailing system that creates no price floor on bartered tee times — we welcome you to the exciting, utterly sane world of Digital Golf Pass, the first all-digital passbook system that drives golfers to the slow times on your tee sheet while never compromising your pricing, your brand or your bottom line.

With Digital Golf Pass, we invite golf course owner-operators to...

STOP THE MADNESS!

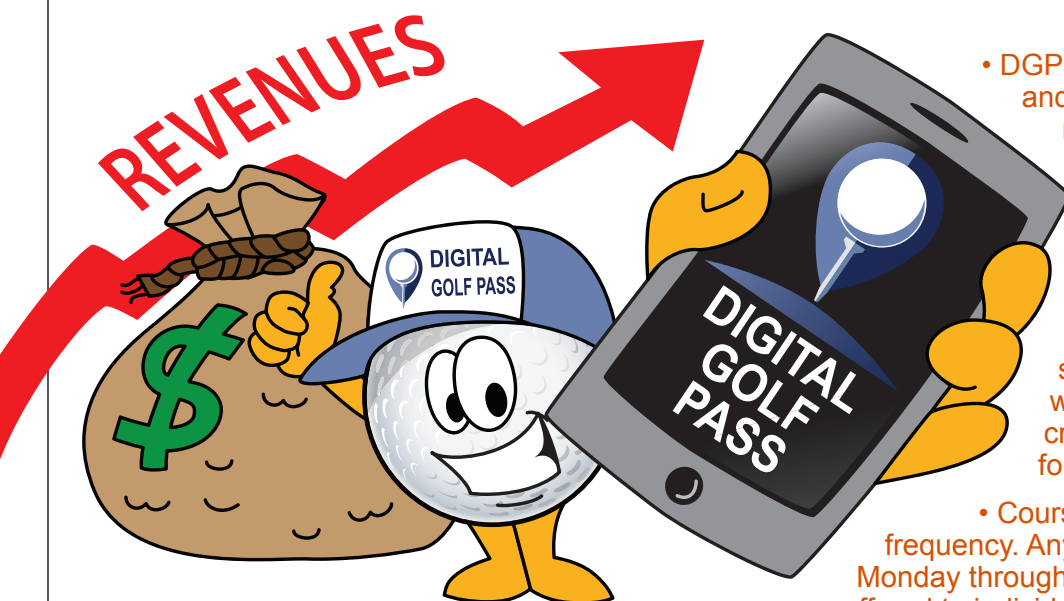
Your golf facility has received this invitation because the Kentucky Section PGA has partnered with Medal Play Management to provide the Digital Golf Pass to golfers who play within the section, at facilities like yours.



Digital Golf Pass (DGP) was crafted to benefit golfers, sure. For the price of membership, golfers can redeem special offers posted by participating courses within a region — in your case, the region served by the Kentucky Section PGA. DGP operates just like a traditional passbook, only better — because it's administered completely online. DGP's revolutionary all-digital approach allows valid offers to be redeemed via smart phone or tablet device right there in your golf shop. For "old school" members, deals may be conveniently redeemed via personal computer, printed at home, and brought to your course on the day of play.

But let's be clear: Digital Golf Pass is an even larger step forward for participating courses. Our aim from the outset has been simple: Stop the Madness! Here's how we do it:

- Course participation in the Digital Golf Pass system is free. There is **NO CHARGE** to golf facilities, period.
- DGP course partners register their courses via www.digitalgolfpass.com. Once registered, courses are free to post *multiple value offerings exclusively to DGP Members*. These offers are valid at times, days and discounted rates of the course's choosing.



- DGP will share the first name, last name and email address of every DGP member who redeems a deal at your course.

- DGP's digital model has far-reaching implications for the marketing of your course. DGP doesn't just help build your database of golfers. Our website's social media capabilities intertwine with your own. Every time a deal is created or redeemed, friends and followers can be alerted to it.

- Courses also control deal-redemption frequency. Any deal — say, a Weekday Special Monday through Thursday after 1 p.m. — can be offered to individual DGP members 1 time, or 2 times, or 3 times. It's up to you. The DGP system tracks usage until the member has exhausted the deal frequency specified by the course.

- Unlike traditional passbooks, all deals are entered by the course, digitally, via www.digitalgolfpass.com. Say goodbye to the annual fall ritual of sending deals to passbook purveyors by mail or fax or print/scan/email.

- What's more, DGP can accommodate additional course deals all year long. This is huge. Traditional printed golf passbooks are static — courses can't add new deals during the golf season. Digital Golf Pass expands as the golf season progresses. It allows courses to determine what deals are working best — then quickly add effective, tee-sheet-filling deals to its portfolio of listings, all year long.

- We recognize that some percentage of deal-seeking golfers might not be comfortable with redemption via smartphone. Yep, we're talking about older folks who want something in hand. No problem. DGP members can redeem via smartphone OR print their redemption tickets at home (straight from their personal computers), and bring them to the course on the day of play. The DGP system tracks all redemptions, print or mobile.



You set the pricing. You craft the deals. You target the times, the frequency, the value offerings that best fill that tee sheet of yours. In this maddening era of third-party tee-time behemoths, Digital Golf Pass provides a heavy, much needed dose of golf business sanity — strategic, revenue-producing sanity.

There's more. Digital Golf Pass operates locally, and we've crafted a revenue-sharing model that helps support and grow the game, locally. DGP's partners are golf's trusted governing bodies in your specific geographic region of the country. They include your local PGA Section. They also include your state or local golf association, whose member courses already comprise the must-play list in any region. DGP gives back to golf in your locality, through these partners. How? A generous portion of each and every Digital Golf Pass subscription is donated to our local partners. This charitable contribution is earmarked specifically to *enhance local grow-the-game initiatives*. In other words, when golfers spend to participate in DGP, they save money while simultaneously funding initiatives like The First Tee, junior scholarship and tournament programs, Play Golf America, even Wounded Warrior programs.

DGP was devised by course owner-operators, just like you, to combat the maddening state of affairs that now prevails in golf. DGP is the first step in reclaiming your tee sheet, while simultaneously supporting the development of new players. You have the ability, with the access code, to visit www.digitalgolfpass.com, sign up your course and start creating deals for 2015. Questions? No problem. Contact us via 856-986-3648 or dgp@medalplaymgmt.com

