

2022 Bent Oak Marketing Partnership





Demographics

- The average demographic are males:
 - Ages 40-59 years old with an annual
 - Income of about \$95,000
- 68% of golfers are married
- 67% are college educated
- 68% are home owners
- 95%+ of golfers own an automobile
- 50% are employed in white collar occupations
- 90%+ use the internet regularly
- 67% purchase products/services online
- 73% of golfers dine out at least once a week



Level 1 Option: Par

- Yearlong cart sponsorship with your personal ad changed at-will
- Two (2) email blasts and Facebook posts with links to your company's webpage and promotions of your choosing
- Yearlong link to your business on Bent Oak's Corporate Partners page on our website
- Eight (8) rounds of golf included

Price: \$1,200 per year



Level 2 Option: Birdie

- Everything included from Level 1, plus:
- Yearlong advertisements on hole sign of your choosing (availability may vary)
- Two (2) on-course sponsor days at Bent Oak
- Yearlong advertisement on the Bent Oak Outing Scoreboard
- Cart wrap with your company's name and logo placed on one (1) cart, can purchase additional
- Title of "Official [industry title] Partner of Bent Oak Golf Club"
- Sixteen (16) rounds of golf included

Price: \$2,750 per year



Level 3 Option: Eagle

- Everything included from Level 1 & 2, plus:
- Tee marker of your choice renamed to your company's name
- Cart wrap with your company's name and logo placed on one (1) cart, can purchase additional
- Monthly email blasts and social media posts promoting your business, with links to your website, and promotions of your choosing
- Six (6) on-course sponsor days
- Twenty-four (24) rounds of golf included

Price: \$4,000 per year



Naming Rights to Bar and Grill

- Rename Bent Oak Bar and Grill to [Your Company] BAR and GRILL
- Large Sign and Logo above the bar and in high traffic areas
- Signage all around Bar and Grill area
- Logo Napkins, Cups, Coasters, etc.
- Name change on Website and ALL marketing materials
- \$500 Food and Beverage Credit

Price: \$5,000 Annually



Golf Cart Advertisements

- 5 x 7 paper advertisement with any information you like placed in all 50 carts
- Carts average two (2) rounds per day, so over 25,000 impressions per year
- Two (2) Bent Oak cart wraps

IMAGINE

REACHING A CAPTIVE AUDIENCE
FOR UP TO 6 HOURS

INFLUENCING ONE OF THE MOST
HIGHLY DESIRED DEMOGRAPHICS

A photograph of an orange and black golf cart, viewed from a three-quarter front perspective. The cart has a white roof and is parked on a green surface. The word "OUTBACK" is visible on the side of the cart.



Tee Marker and Hole Sponsorships

