



# 1PUTT

BRAND PARTNERSHIPS

[WWW.1PUTTGOLF.CO.UK](http://WWW.1PUTTGOLF.CO.UK)

# ABOUT US

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**1PUTT** is a new golf concept designed to excite and inspire the new generation of players.

**1PUTT Events** leverage an exciting new format, a heightened atmosphere and the latest technologies to create the ultimate golf experience.

This year, we are launching **The 1PUTT Players Club**, London's first ever virtual golf club, to satisfy a modern, urban lifestyle.



*"The world's first virtual Golf Club designed for a modern urban lifestyle"*

A 1PUTT Players Club member receives:

GOLF - access to a network of golf courses in and around London to play at a discounted rate

EVENTS - Flagship 1PUTT events and non-golf members-only events in London

CLUBHOUSE - lifestyle benefits from a network of partners, including exclusive access or special offers to corresponding and compatible brands, restaurants, shops and venues around the city.

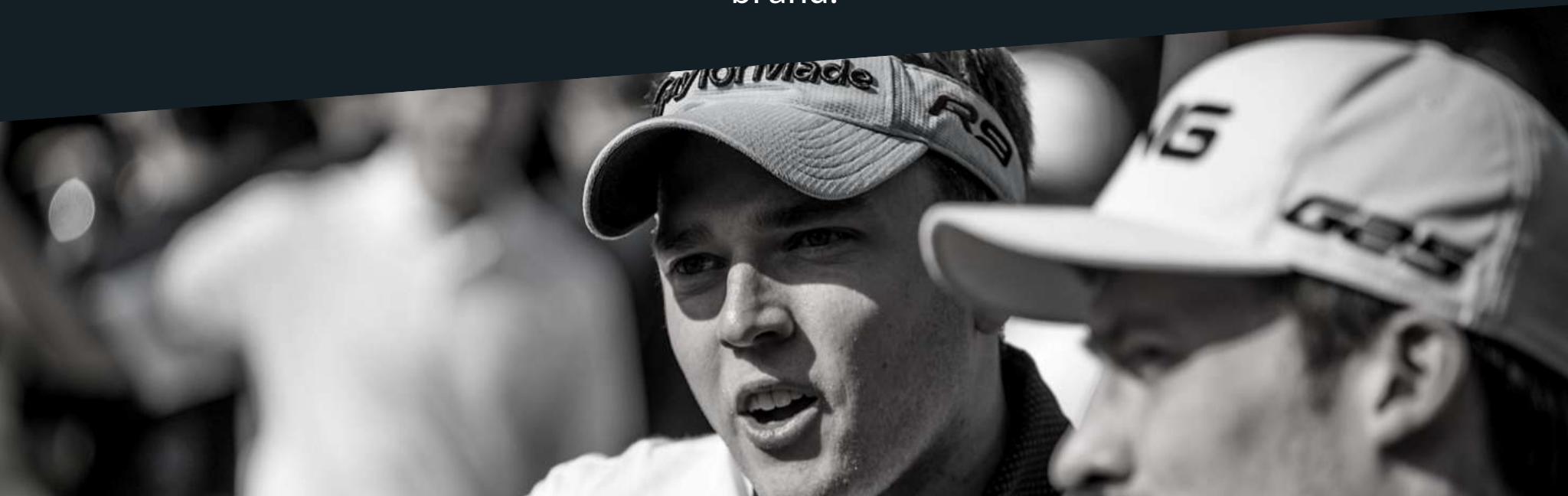
COMMUNITY - consistent club content in the shape of news and partner offers

# Aims of the partnership

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We are looking to partner with brands that fit with our vision. There are different partnership opportunities available including becoming part of the 1PUTT Players Club virtual clubhouse and also to sponsor our events.

Partnering with us offers your brand a very unique opportunity to connect with a niche market through a revolutionary new sporting and social experience, helping you reach a desirable target audience to drive revenue and awareness for your brand.





# Our Community

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## OUR MEMBERS

Our core community can be described as the young professional living in London who has left university between 1 and 10 years ago.

Our community is a mixture of male and female albeit mainly male and they are active, very sociable and interested in a variety of sports. While they obviously play and have a good knowledge of golf, it is not necessarily something they take seriously or do competitively. It does, however, make up one of their main social activities with their friends. Our community tends to be outgoing, respectful and fashion-conscious and in touch with current trends.

## HONORARY MEMBERS

We are currently in talks with several famous sporting stars and well-knowns to be honorary members, including Jason Roy, Sam Billings, Chris Hughes, Laura Robson and Jamie George.

# The Numbers

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The 1PUTT Players Club is set to launch in March 2018.

Up to now, we have had over 300 people attend our 1PUTT events, of which 50% have been repeat attendees. The feedback on the new golfing experience we have created has been extremely positive.

We have several events planned in both London and Universities across the UK. We also have an extensive marketing campaign planned for 2018/2019, so we are expecting the Club to gain a core user base of London members very quickly.

**We are aiming for 2,000 members by the end of 2019 and 5,000 members by December 2020.**

At this moment in time you have a unique opportunity to be a part of our innovative new club which is set to grow quickly right from the start and at no up-front cost.

# What we are looking for

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We are looking to partner with brands that want to connect to our members but also add considerable value to the 1PUTT Players Club offering. These brands can include, but are not limited to:

Restaurants, bars, fashion/lifestyle brands, health clubs, driving ranges, golf bars, golf clothing & equipment brands, barbers and bike brands.

**ARE YOU:**

**Poised for growth?**

**Targeting an aligned audience?**

**Offering a unique value proposition?**

**Aligned with your vision and values?**



# Partnership Options

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## 1. Virtual Clubhouse Partner

- a) Provide a special offer to our members
- b) Offer exclusive or free access to our members
- c) Offer a limited edition product to our members
- d) Hold an event for our members

## 2. 1PUTT Event Sponsorship

- a) Main event sponsor
- b) Individual or Team competition Sponsor
- c) Sponsor a hole





# FOUNDING TEAM

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Harry McNley

Ross and Harry McNley are brothers who have been playing sports and socialising in their free time for as long as they can remember.

After graduating from Bath and Durham University respectively, they moved into London and worked in the city and noticed that it was difficult to live their desired London lifestyle. In particular, they struggled to play golf with the experience they wanted on weekends with their friends due to a number of barriers.



Ross McNley

They created 1PUTT, an event experience which attempts to break down these barriers. The community of regular attendees of these 1PUTT events has evolved into The 1PUTT Players Club and their combined vision is to enhance and innovate the lifestyle of young professionals living in metropolitan cities.



1PUTT

REACH A NEW AUDIENCE.

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