



1PUTT

PLAYERS CLUB PARTNERSHIPS

WWW.1PUTTGOLF.CO.UK

ABOUT US

1PUTT is an innovative new golf experience for the modern player.

Following the success of our pop-up 1PUTT events held in London in 2017, we have grown an engaged community of active & sociable young professionals living in London.

We plan to launch the 1PUTT Players Club in March 2018. For an annual fee, we aim to provide our members with the world's first virtual Golf Club designed for a modern urban lifestyle. The 1PUTT Players Club is designed to satisfy on-course golfing needs but will also upgrade their lifestyle off-course.

As a result, we expect our community to grow rapidly over the coming years within this demographic.



"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



Our Community

PROFILE

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

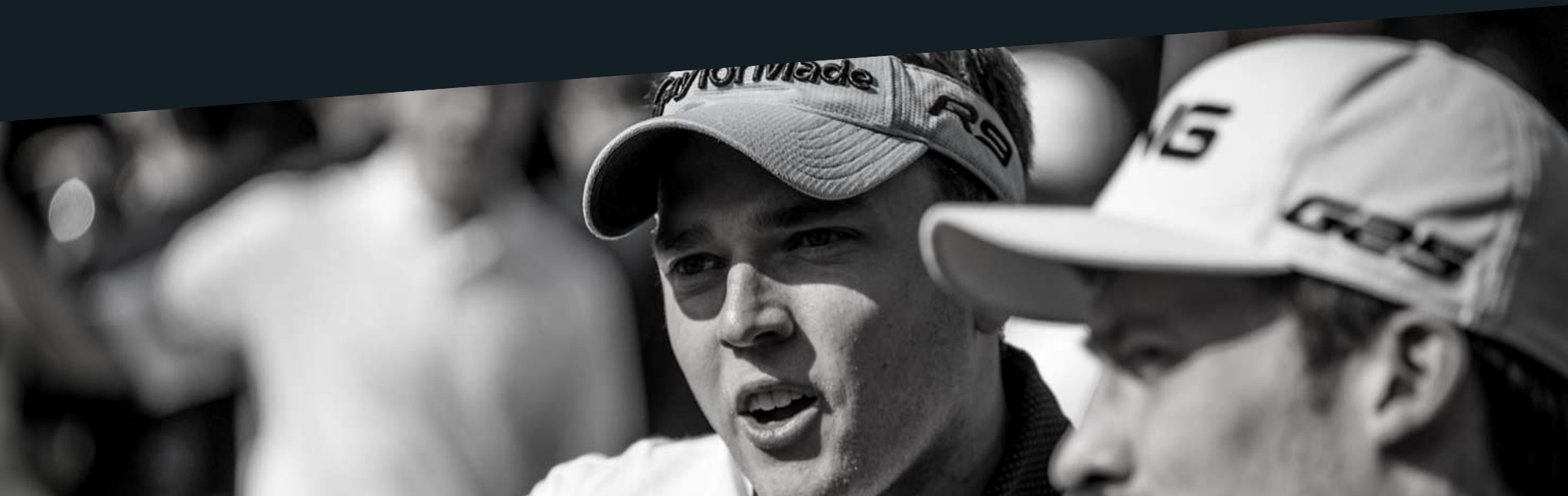
Our community is a mixture of male and female albeit mainly male and they are active, very sociable and interested in a variety of sports.

They play and have a good knowledge of golf and it's etiquette, with most holding a handicap between single figures and the low twenties. Our community tends to be outgoing, respectful and fashion-conscious and in touch with current trends.

Aims of the Partnership

We are looking to partner with a Golf Club on an exclusive basis in each region of London who are looking to generate additional green fee and potentially membership revenue from this audience.

The Golf Club will be aligned with our vision and values and offer our members value in return.



Benefits of the Partnership to You

Reach a New Audience

We market ourselves solely to a modern, younger golf audience. By partnering with us, you leverage our brand to connect with a relatively untapped market.

Drive Revenue

You are paid the agreed rate directly before players play at your course without any cost to you up front.



The Numbers

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

We choose the Golf Clubs that we partner with carefully to ensure they are aligned with what we aspire to.

Accessible

A testing and well kept golf course

Excellent clubhouse & general facilities

Mid-range green fee pricing

Willing to embrace new approaches to move forward as a club

Looking for additional revenue from a younger demographic

How it Works

1. We agree a special offer or preferential rate with you:

e.g. 1 x round of golf and a drink each in the bar afterwards (pint or glass of wine) for £25 between set times on a weekend.

2. The offer is promoted to our paying members through our online portal.

3. Golfers wishing to play notify us during the week.

4. We then get in contact with you, letting you know how many players are wanting to play on the weekend.

5. The reservation is made and you are paid in full before the players play their round.

Terms & Conditions

The partner contract is reviewed each month and can be terminated or renewed by either party at one month's notice.

Golfers must abide by your golf club's rules, dress codes and regulations. This will be communicated clearly on the voucher.

We will not partner with another 18-hole course within the same immediate area at the same time we are partnered with you. The barriers of this zone will be outlined in the contract.

NB: To be clear, these standard rounds of golf does not include big holes, music, on-course bars are the like, these are just part of 1PUTT flagship events!

Founding Team



Harry McNley

Ross and Harry McNley are brothers who have been playing golf and socialising in their free time for as long as they can remember. Their Dad runs Eagle, a leading supplier of golf courses in the UK.

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, a golf 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 game of golf as well as the lifestyle of young professionals living in metropolitan cities.

Supported By



EAGLE

We are supported by EAGLE, who have been helping Golf Clubs for over 30 years.



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