



GFA CANADA INC.

GOLF FLAGSTICK ADVERTISING (GFA) Inc. (MEDIA KIT)

GOLF FLAGSTICK ADVERTISING

Is the innovative way for advertisers to be “seen on the green.”

FLAGSTICK ADVERTISING

Provides up to 18 unique opportunities to reach “niche” golfers, having them interact with one to 18 different messages, plus additional putting green messages, over 4+ hours.

ON COURSE! ON TARGET!

Due to the nature of the nature of the product and of the game of golf, the increased brand visibility obtained by utilizing the Golf Flagstick is phenomenal. Anyone playing on the course will be exposed to the advertising.

The Golf Flagstick is manufactured to the highest specifications and consists of a regulation course flagstick (or putting green stick) with a specially designed outer removable sleeve for the advertising message.

The removable outer sleeve is UV and water resistant, and capable of withstanding extremely strong winds. It is easily removed and replaced for both multiple uses and advertising opportunities.

The course stick sleeve is 42” long by 2” wide and the production wrap can contain any print, photograph or design required for the advertiser. The putting green stick sleeve is 24” long by 2” wide and like the course stick the sleeve is easily removed. Both offer high visibility and “behind the ropes” impact.

****GOLF FLAGSTICK COMPLIES WITH ALL R&A AND USGA REGULATIONS**

OUTDOOR MEDIA RESEARCH

Although golf course and driving range advertising is a relatively new media opportunity, independent auditors have conducted studies that prove its effectiveness as a media channel.

- According to the **Trans-Search Media Group**, exposure to advertisements at driving ranges translates to an average of **25 impressions per golfer visit**.
- A **Nielsen Intercept** study showed a **200% ad recall** above other Nielsen new media research data place-based media.
- In a pilot study, over 300 practise range respondents (aged 21+) showed an advertising recall of 61% for tee divider advertising compared to a 24 hour television ad recall of roughly 20%.
- Golfers have to physically interact with branding. Each golf hole has roughly **24,000 views per month**, equating to roughly **430,000 views per month per course**.

OTHER OUTDOOR AND MEDIA EVENT MEDIUMS

We have other unique outdoor products that compliment the flagsticks. Please visit our websites at www.golfflagstick.com (US) and www.gfa-canada.com (Canada).

PRICING

Prices are determined based on the scope, duration and goals of the specific media agency. Each program is custom designed to fit their specific needs.

For more info contact:

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