



Are you game?

SASSY GOLF A VALUABLE TARGET AUDIENCE

What type of woman is attracted to Sassy Golf? That's easy: the same type of woman you want as a customer, consumer, or client. You will agree that this high-value market segment, the affluent and growing Sassy Golf membership, is an excellent medium for your advertising dollars!

Our market research and survey of current members have yielded an in-depth profile of the savvy, sassy women who will want to purchase your product or service. Whether you're a retailer, service, or product-driven company, this information will help you focus your marketing efforts and dollars on the market segment likely to generate a profitable return.

Who Is the Typical Sassy Golf Member?

Demographics

- Age - 25-45
- Gender - Female
- Occupation – Corporate as well as entrepreneurs
- Individual Income - Over \$75K
- Marital Status - Single and married
- Children - 0-3
- Home Value - \$395K and above
- Geographic Distribution - 30-mile radius around Denver Metro
- Job Title – Majority upper management - directors, VPs, presidents

Psychographics

- Need for status - Prominent
- Role of money - Enjoy buying material goods, luxury services
- Self-image - High self-esteem
- Type of personality - Risk-taker vs. conservative
- Attitude toward money - Spendthrift vs. hoarder
- Personal attributes - High-energy, successful, decision-makers, community leaders, movers and shakers, up and comers



Are you game?

ADVERTISE ON SASSYGOLF.NET

Sassy Golf is an effective avenue for all businesses small or large, manufacturers, retailers, boutiques, and home-based craft and service businesses to reach a huge untapped market of women golfers....and you don't need to have a website in order to advertise! Your ad can contain direct contact information, just like a print ad, so no Web presence is required which is a very unique and inventive feature.

Here are some things you might not know about women golfers:

- More than 12 million women play golf
- 40% of all new golfers are women
- Women are the fastest growing segment of golfers
- Women golfers significantly outspend men
- More than 72 percent of women golfers buy non-sports apparel to play golf
- Women prefer a non-threatening environment where they can learn, have opportunities to network, build friendships, and play to have fun

Our goal is to make advertising on our site easy and affordable for businesses of all shapes and sizes. You don't have to be in a golf-related business either, just have a great product that will appeal to vibrant, active women of all ages.

Here's what makes us different: Instead of the complex "pay-per-click" structure you'll find on the mega-sites, we keep it simple with flat, reasonable fees geared to the level of exposure you want. Think of our site as an electronic version of print advertising — but at a much lower price.



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SASSYGOLF.NET HOW IT WORKS

Our site, sassygolf.net, is divided into seven sections: Home, About Us, Golf Tee Times, Coupons, Membership, Giving Back, and Contact Us. We have four areas in each section where you can place your ad and logo. We offer Hole-in-one, Eagle, Birdie, and Par sponsorships, each area adding value to your potential customers. You can choose a single page or can advertise on two or more pages. Discounts are offered for multiple placements.

Becoming a Sassy Golf Hole-in-One, Eagle, Birdie or Par supporter delivers benefits unlike any other branding opportunity. Here's why:

- We're not a one-shot deal. With golf events every week year-round, your brand gets continuous exposure to a highly desirable demographic, women 25-45 who have money to spend. At five to six events every month over a seven-month golf season, that's at least three dozen opportunities to increase your brand's visibility.
- Better value than print. Your brand is in front of 2000+ potential targets every week in e-mail newsletters people look forward to reading. Contrast that exposure with a monthly magazine that's seldom read cover to cover. Publicity doesn't get better than this.
- Boutique niche with wide appeal. Targeted print ads, as well as radio and TV spots and interviews, will draw visitors to Sassy Golf's site, where your brand will be prominently displayed and cross linked.
- Hands-on involvement. Owner/founder Nancy Collins attends every event to actively promote your business and help you build brand recognition in an active, upscale demographic.



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HOLE-IN-ONE SPONSORSHIP | \$1000 per month

Customize your sponsorship. Payments can be paid in partial and/or full through the use of your company's products and services (trade/barter).

Why a Hole-in-one ad?

- Receives approximately 6,000 impressions per month
- Limited inventory
- Typically generate the highest response rate
- Premium, top of the page placement; the first place viewers look

As a Hole-in-one sponsor, you will enjoy the following:

- Logo & link to your site
- Most prominent logo on all print advertising
- Most prominent logo on all collateral materials
- 25 free Sassy Golf memberships
- Discounted memberships for company staff
- Most prominent logo and designation as Hole-in-one Partner on all weekly e-mails to more than 2000 people
- On-site marketing materials at all golf outings
- Opportunities to present company highlights & services at each 19th-hole event throughout the golf season





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EAGLE SPONSORSHIP | \$500 per month

Customize your sponsorship. Payments can be paid in partial and/or full through the use of your company's products and services (trade/barter).

Why an Eagle ad?

- Receives approximately 4,000 impressions per month
- Limited inventory
- Typically generates response rates similar to a Hole-in-one ad

As an eagle sponsor, you will enjoy the following:

- Logo & link to your site
- Logo on all print advertising
- Logo on all collateral materials
- 10 free Sassy Golf memberships
- Discounted memberships for company staff
- Logo on all weekly e-mails to more than 2000 people
- On-site marketing materials at all golf outings
- Twelve (12) opportunities to present company highlights & services at 19th-hole events





Are you game?

BIRDIE SPONSORSHIP | \$350 per month

Customize your sponsorship. Payments can be paid in partial and/or full through the use of your company's products and services (trade/barter).

Why a Birdie ad?

- Receives approximately 2,000 impressions per month
- Limited inventory
- Placement near the top of the page

As a birdie sponsor, you will enjoy the following:

- Logo & link to your site
- Logo on all print advertising
- Logo on all collateral materials
- 4 free Sassy Golf memberships
- Discounted memberships for company staff
- Logo on all weekly e-mails to more than 2000 people
- On-site marketing materials at all golf outings
- Six (6) opportunities to present company highlights & services at 19th-hole events





Are you game?

PAR SPONSORSHIP | \$500 per season

Customize your sponsorship. Payments can be paid in partial and/or full through the use of your company's products and services (trade/barter).

Why a Par ad?

- Receives approximately 500 - 1,000 impressions per month
- Limited inventory
- Placement at the bottom of the page

As a par sponsor, you will enjoy the following:

- Logo & link to your site
- Logo on all print advertising
- Discounted memberships for company staff





Are you game?

COUPON SPONSORSHIP – No Cost, It's FREE!

Why place a coupon on sassygolf.net?

- An easy and affordable (no out of pocket expenses) for businesses of all shapes and sizes
- An effective way to draw members to your establishment and try your service or purchase products
- Added value to gain their buying loyalty
- On-site marketing at no cost
- Opportunity to present your products and services

Company name _____

Address _____

Phone _____ Fax _____

Website _____

Contact name _____

Contact phone _____

Contact email _____

Description of Coupon _____

Expiration date (if applicable) _____

Coupon promotional code (if applicable) _____

High Resolution Logo supplied Y / N