



# Are you game?

## **SASSY GOLF** LICENSING OVERVIEW

Women are the fastest-growing segment of the golf market, representing about 40 percent of new golfers. As consumers of golf-related items and services, women significantly outspend men, and they play golf more often than men. While numerous golf leagues for women exist, they follow the traditional men's league model that emphasizes fixed schedules, unchanging locations, competition, handicaps, and rules. That model doesn't work for many women. They feel intimidated by the rules and conventions and dismissed by the negative attitude toward women that still pervades the golf world. According to a report by Women in the Golf Industry, women are eager to learn the game, but they prefer to learn with other beginners in a non-embarrassing environment.

Sassy Golf's target demographic comprises of single and married educated professional and family women with disposable income to spend on golf and related products. Most are between the ages of 25 and 45, but women of all ages and skill levels are welcome. Our members are multi-taskers who constantly juggle priorities and can't be tied down to rigid schedules. Because their recreation time must be penciled into crowded calendars, they seek variety and flexibility in selecting their golf dates. They appreciate frequent special events and discount coupons to make their membership even more valuable. And because their leisure time is so precious, they want their encounter above all to be fun and hassle-free, an opportunity to make new friends and business contacts while improving their golf games in a friendly, noncompetitive environment.

This unique women's league model will attract mainstream women who want to play golf but have felt intimidated by the rules and competition of other leagues. Not affiliated with a single golf club, Sassy Golf plays at fine golf courses around the Denver Metro area so members can enjoy the challenge of playing on a different course configuration every week — or as often as they can find time.

Sassy Golf's unique "play and pay as you go" membership structure takes the pressure off members to meet arbitrary schedules set by someone else. There is no requirement to play a certain number of games each year, as in conventional leagues. Sassy Golf's business model emphasizes improving women's golf skills a non-threatening, supportive environment. Unlike conventional golf leagues, Sassy Golf stresses fun, friendship, and learning over handicaps and competition.



# Are you game?

## **SASSY GOLF** WOMEN & GOLF, THE FACTS

- More than 12 million women play golf
- 40% of all new golfers are women — a potentially important source of new revenue for manufacturers and retailers.
- 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 net work, build friendships, and play to have fun

**FACT** – Women are a growing force in golf.

Approximately one-quarter of all golfers age 18 and above are women. ~ **National Golf Foundation**

Women aged 18 to 29 are the fastest-growing segment of women golfers, but older women play golf more often, primarily as a social activity. ~ **Nancy Berkley, CyberGolf**

Women want a woman-friendly golf experience. Of 12 million women who had stopped playing golf, 3.7 million left the sport because the entry barriers were too high. Women prefer a non-threatening learning environment where they can learn with friends, have opportunities to network and build friendships, participate in a variety of programs, and just plain have fun. ~ **“What Women Want from Golf”: Women in the Golf Industry**

**FACT** – Golf is big business, and women spend big.

In 2002, public and private green fees and dues accounted for 81 percent of golf spending — \$19.7 billion. Golf aficionados of both sexes also spent \$4.7 billion on equipment (clubs, balls, bags, gloves, shoes).

~ **National Golf Foundation**

On the whole, women golfers significantly outspend men. Excluding old-line, well-to-do male golfers, men of all interest levels spent nearly \$600 less per person per year on golf-related expenditures than did women golfers.

~ **Women in the Golf Industry, quoting PGA of America**

Women played more, too — 33.2 rounds of golf per year vs 20.2 for men (excluding old-line male golfers).

~ **Women in the Golf Industry, quoting PGA of America**

Women take golf seriously, but they also want to look great on the green. More than 72 percent of golfing women buy non-sports apparel to play golf. This amounts to a nearly \$10 billion market. ~ **The NPD Group**

For more information and interest in discussing future franchise opportunities, please email Nancy Collins at [nancy@sassygolf.net](mailto:nancy@sassygolf.net).