



The National Golf Card Scheme

Firstly, this is not a third party organisation selling discounted green fees and charging you commission for the privilege of doing so.

This is a limited company, owned equally by any and every golf club that wants to participate.

The revenues that derive from the scheme, will be shared back with all of the participating clubs, after covering our (and by “our” I mean all of the registered clubs) expenses/advertising/ salaries/ etc. It will be entirely self-funding, and will generate revenues for all participating clubs.

The principle of the scheme is simple.

What we are seeking to achieve through, our own **National Golf Card (NGC)** club reward scheme is an app/website that the nomadic golfer wants to use, which in turn allows us to data-capture and communicate with them on a local, regional and national basis. These golfers are not seeking traditional membership. Golf Clubs will have a vehicle through which we can promote their involvement in the game in a manner that keeps ALL of their revenue spend within the Golf Clubs.

Here’s how it works:

Virtually every club accepts green fee golfers. All Clubs have a range of green fee prices that depend upon the status of the golfer, ie visitor/guest/society for example. Clubs need to encourage nomadic golfers, at the point of use, to join our NGC scheme.

Through the use of technology and channels such as social media, Facebook, Instagram and others, our marketing will create a viral advertising process to connect with every golfer in the UK. Nomadic golfers ALL play at our courses, we need to change the way we see and communicate with them.

All that is required to participate, is for your club to offer an Exclusive NGC.com Visiting Green Fee rate that is a minimum **£3 lower** than a Standard Visiting Green Fee.

You can do this very easily, by increasing your baseline Visiting Green Fee Value and creating a two-tier price structure (see page 3).

Any green fee that you charge is **100% yours**. There are **no commissions** to pay to the card scheme **AND** you will **receive an INCOME** for your club from the scheme*.



REGISTERED CLUBS

Equal share of Fund balance

see page 3

Requirement: minimum of £3 lower than the standard green fee rate. Display at least one POS promotional or marketing item at point of sale.



You can incentivise people to pay/play and offer guest green fee rates, or £4/£5 off the standard fee, or the rate at which you offer County Card access, or whatever you are happy with charging as a green fee.

The visiting golfer can join the NGC via a mobile app for just £2 at the point of use. They can choose between your Clubs' Standard Visitor Green fee, or join the app and then get the Exclusive NGC green fee for that round and every other round at ANY registered golf club for the rest of that month. The app will then automatically charge them £22 annually or £2 each month (inc VAT) for continued access until they cancel it. If they miss/stop a payment then they will revert to a normal membership fee profile of £4 per month (inc VAT) or £44 per annum.

Once they have joined, they can then play as a NGC member immediately.

NGC allows you to structure your rates anyway you want, ie. midweek, times of day or weekends and bank holidays. It's your club, you decide, as long as the rate offered to NGC members is less than your standard visitor advertised rate.

NGC will provide a wide range of **FREE downloadable generic marketing materials** such as POS cards, poster and social media ads/posts. Each will carry the app QR code for both Apple and Android phones, so that the NGC Membership Application can be done in a matter of moments, at the point of use in your club.

The NGC website allows golfers can see all the courses in the UK where the card will be accepted, allowing them to sign up from home before they visit. The most powerful selling point we can have to the nomadic golfer is that the card is accepted at ALMOST EVERY GOLF CLUB!

As a launch offer, we will offer the nomadic golfer the opportunity to pay £22 per annum or £2 per month, a LIFETIME RATE GUARANTEED so long as they maintain a continuous unbroken membership of the card.

As a club you will have your own secure access to a Club admin area where you can populate your own data entry and green fee rates. You will have full flexibility and management of your NGC fee and advertised information.

If you already use online booking platforms, you just continue to use them. Nothing that you do at the moment needs to change at all.

There are a range of add-ons to the app, which will ensure that we engage with every golfer who downloads and joins. We want them to use the app to keep a record of where they have played and their scores. This interaction massively encourages the ongoing renewal of the monthly/annual fees. The National Golf Handicap app is a fantastic new simplified score record system, which in turn calculates for the golfer, a “handicap” based upon a rolling record of their last 20 games against the par of the courses that they have played.

So how does this stack up financially?

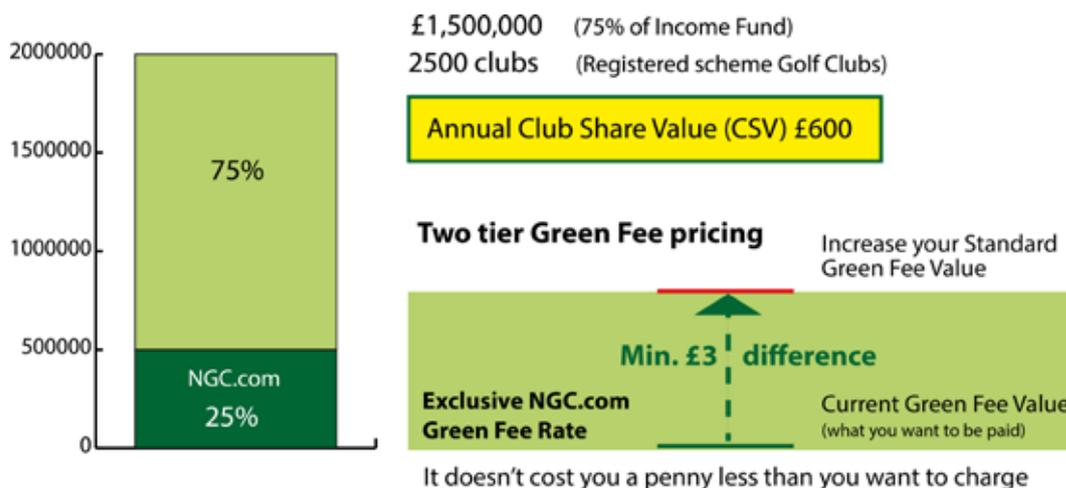
There are approximately 1 million golfers who are not members of golf clubs and around 650,000 golf club members. If just 10% of the nomadic golfers joined our scheme at £20 (plus VAT) this would produce revenue of £20 x 100,000 = £2 million (per annum).

If we achieved close to 60% rate – and why wouldn’t we? – as the card use builds numbers, we can simply increase the non-participation visitor fees until we do! – this would equate to 600,000 x £20 = £12 million nationally.

At the 10% membership level of £2 million, the organisational costs of salaries, technology, premises, advertising at £500k (25%), leaves £1,500,000 (75%) in the central dividend fund for redistribution to the participating clubs.

Example income and fund sharing redistribution

10% UK acquisition membership 100,000 golfers/income £2 million pa.



All you have to do to be entitled to a share of that pot, is provide a minimum of £3 ngc.com card rate lower than a standard green fee, or whatever you want to offer that gives you the greatest footfall for the green fee that you want to receive.

If, and when, we achieve a 60-70%, nomadic membership base, then the revenue at £12-13 million would give us huge scope for the promotion of golf to new generations, technology for tee-sheets, websites, apps and more... We could spend £3 million per annum doing that and still **distribute £9 million back to the participating Clubs.**

Club Benefits

- **Equal share in the fund** – no matter what size or status of your club.
- **No Risk strategy to the Clubs** – there is no upfront cost with automatic qualification for a share of the annual revenue streams generated through card membership sales.
- **The National Golf Card will promote your club** to all card members, showcasing your green fees and offers to golfers on a local/regional/national basis.
- **Host up to 4 tournaments per annum**, which we will advertise through the app to the golfers in your local area and wider region. Let's say you run a tournament midweek, at £20 green fee for 50 golfers maximum or in an afternoon at the weekend. Essentially your off-peak times. You choose the times/dates and green fee cost. For example: 50 golfers @£20 green fee x 4 tournaments could be £4,000 in green fee revenue and we will market that for you, for free!

Technology and Other Details

We already own **nationalgolfcard.com** and **nationalgolfcard.co.uk**
We also own **National Golf Card Limited.**

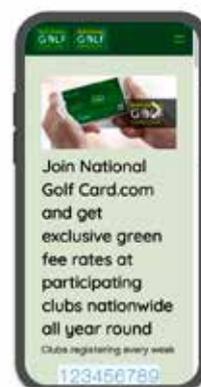
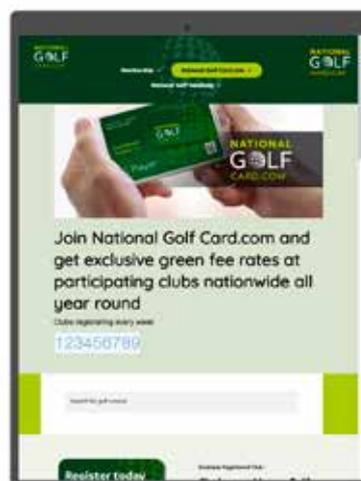
We have an app-based membership card ready to go. The Membership Card is LIVE on the Golfers smartphones and tablets and shows their name, handicap and when their membership card is valid until.

The website is currently under development and construction:

<https://www.sitemodify.com/preview/78b4774a?device=all>

This is only for illustration purposes. Text and content are not final or correct at this time, but it will help to demonstrate where we are at the moment.

Our **Unique Handicap Calculator** linked with membership and their mobile devices.



What do we need from Golf Clubs?

The only thing we need and ask, is the support of the Golf Clubs.

Do you accept green fees? If the answer to that is yes, then simply create an Exclusive green fee rate for the National Golf Card, and display our POS posters at the point of use, get your staff to promote the scheme and download the app to nomadic golfers. That's it. You can leave the rest to us.

Golf Clubs have absolutely nothing to lose and everything to gain.

How much additional revenue do you think we, as a national group of golf clubs, can generate from having a direct communication line to EVERY golfer who is not a Golf Club Member?

To sign up, you just need to complete the form at the end of this document.

If you would like to discuss any part of the scheme, you can call Steve on **01525 876556** or email him at **steve@chalgravegolf.co.uk**

We need the following details to set up your Clubs registration, we will keep you updated on progress and launch dates when we have them. You will then get access to your secure login area online to manage your club registration and add your account details for future income remunerations.

See the last two pages for the Contact and Club Registration Form
Online form also available at
<https://www.sitemodify.com/home/site/64d7ed3b/club-registration-form>

We hope that you will be able to support this initiative. We are also looking for regional NGC scheme champions to join us in forming a National Network, so if you feel this is your calling...

We would love to hear from you.

Steve Rumball

Managing Director, Chalgrave Manor Golf Club Limited
Founder of the National Golf Card Ltd for Golf Clubs





Contact and Club information for registration

*required

Email Address*:

Club Owner/Representative Name* :

Registration Type* ✓ : ACTIVE – Min. £2 Exc. NGC Green Fees
 PASSIVE – Min. £1 Exc. NGC Green Fees

Club Name*:

Club Address EXCLUDING Post Code*:

Club Post Code* :

Club Contact/Reception Phone Number* :

Club Public Contact Email (opt.) :

Website Address/url (inc. <http://> or <https://> prefix)*:

Phone No.*:

Green Fee – Standard/Visitor – Midweek* : £

Exclusive NGC Member Green Fee – Midweek* : £

Green Fee – Standard/Visitor – Weekend/Bank Holidays* : £

Exclusive NGC Member Green Fee– Weekend/Bank Holidays* : £

Course Information

1. White Course Information – Yards :

1. White Course Information – Par :

2. Yellow Course Information – Yards :

2. Yellow Course Information – Par :

3. Red Course Information – Yards :

3. Red Course Information – Par :

4. Other Course Information – Yards :

4. Other Course Information – Par :

Other Club information or comments :



EXAMPLE ONLY COMPLETED FORM

Contact and Club information for registration

*required

Email Address*: **steve@chalgravegolf.co.uk**

Club Owner/Representative Name*: **Steve Rumball**

Registration Type* ✓: [] ACTIVE – Min. £2 Exc. NGC Green Fees
[] PASSIVE – Min. £1 Exc. NGC Green Fees

Club Name*: **Chalgrave Manor Golf Club**

Club Address EXCLUDING Post Code*: **Dunstable Road, Toddington, Bedfordshire**

Club Post Code*: **LU5 6JN**

Club Contact/Reception Phone Number*: **01525 876556**

Club Public Contact Email (opt.) **info@chalgravegolf.co.uk**

Website Address/url (inc. <http://> or <https://> prefix)*: **https://www.chalgravegolf.co.uk**

Phone No.*: **01525 876556**

Green Fee – Standard/Visitor – Midweek *: **£ 20**

Exclusive NGC Member Green Fee – Midweek *: **£ 17**

Green Fee – Standard/Visitor – Weekend/Bank Holidays *: **£ 26**

Exclusive NGC Member Green Fee– Weekend/Bank Holidays *: **£ 21**

Course Information

1. White Course Information – Yards : **6406**

1. White Course Information – Par : **72**

2. Yellow Course Information – Yards : **6107**

2. Yellow Course Information – Par : **72**

3. Red Course Information – Yards : **5510**

3. Red Course Information – Par : **72**

4. Other Course Information – Yards :

4. Other Course Information – Par :

Other Club information or comments :