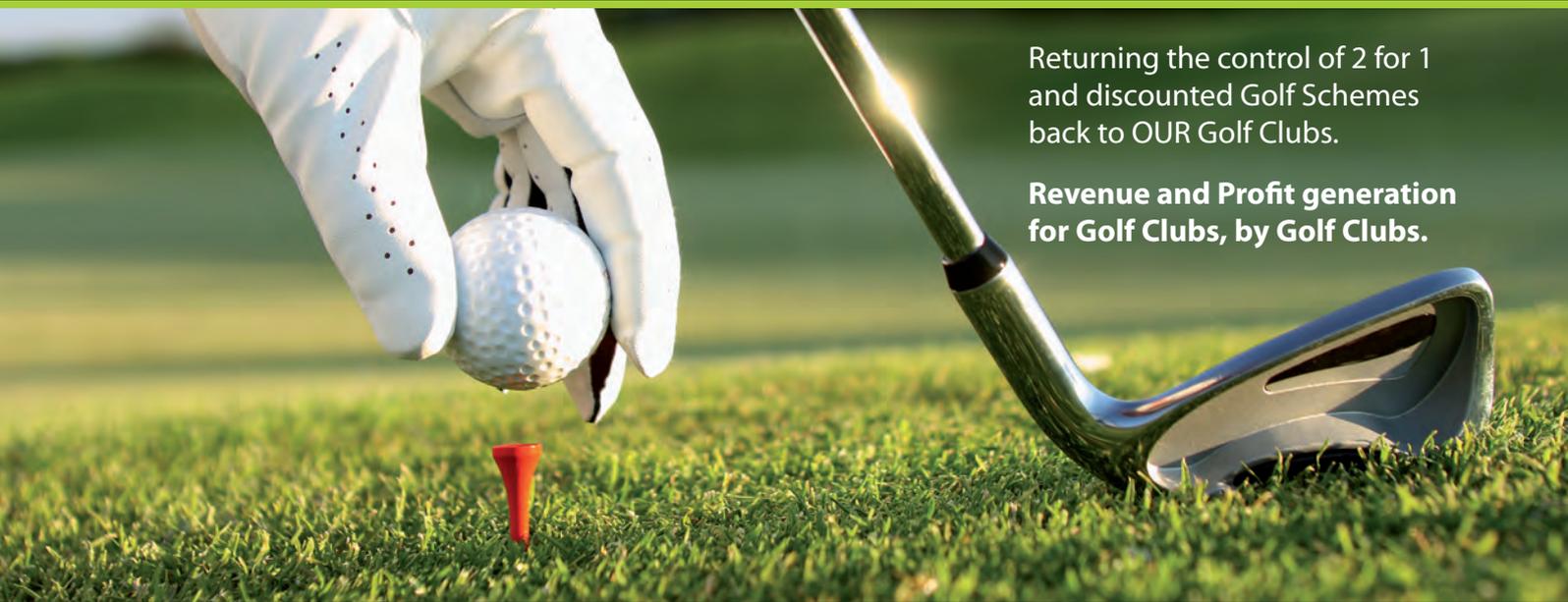




Regain the initiative & Safeguard our future.



Returning the control of 2 for 1 and discounted Golf Schemes back to OUR Golf Clubs.

Revenue and Profit generation for Golf Clubs, by Golf Clubs.

Our courses. Our customers. Our future.

www.e-teeoff.co.uk

We're in a bunker...

THE REALITY...FACTS.

- **2 for 1 golf and discount schemes detract from and devalue Club Membership.**
- **The golf discount schemes take revenue for their vouchers and take it from the industry and do not return any part of it.**
- **If Clubs continue to allow the erosion of green fee values and in turn, membership values, the current trend of course closures can only continue and increase.**
- **We, the Golf Clubs, have allowed this to happen and the situation is at crisis point. Golf Clubs CANNOT sustain half price green fees and reducing membership numbers as more golfers leave to become nomads.**

There are now more than 20 different golf discount voucher schemes offering cheap golf at our venues.

Between £6 - £10 MILLION PER ANNUM is being taken OUT of the golf market. That revenue should come TO THE GOLF CLUBS.

Course closures for 2011/12 are now into double figures. Golf Courses in some areas are more valuable as agricultural land!

The figures from England Golf show that the numbers of people playing golf have remained reasonably static over the past 10 years at around 4,000,000 golfers in the UK and Ireland.

THE SOLUTION

...time to e-teeoff!

Golf Clubs must take control of the market and protect our membership and green fee values.

e-teeoff limited is that solution. A three stage process that will deliver both new, increased revenue and control of the market, back where it belongs: WITH THE GOLF CLUBS.

- A scheme run by golf clubs, in the interests of golf clubs by pooling a collective resolve and supporting each other to fight the controlling grip of current voucher profiteering.
- Produce our own Golf Voucher scheme to directly go head to head and challenge existing schemes, the **single most overriding difference** will be that more than **70% of the sales revenue/profit will come back to you and other member clubs to reinvest.**
- Stop the devaluation of our Membership Structure and our Green Fees. Control the leak of revenue from the golf industry and put it back into OUR Clubs.

Introducing...

e-teeoff limited is a company formed by Steve Rumball, Managing Director of Chalgrave Manor Golf Club in Bedfordshire. The purpose of the company is to act as a vehicle to operate a golf voucher scheme by golf clubs, for golf clubs as detailed within this brochure.

Steve Rumball has built and run his own golf club from scratch, commencing construction in 1992. In 2009, he established the **SmartGolfer Network**, championing the concept of reciprocal golf between clubs to enhance membership values. The SmartGolfer Network now has 23 golf clubs working closely together. In addition, Steve has assisted with many other Clubs across the country, helping them to set up their own networks on the same basis.

Steve has written numerous articles for Golf Club Management Magazine, on the benefits of reciprocal golf and also on the impact of 2 for 1 golf vouchers and discount schemes. Since 2009, Chalgrave Manor Golf Club have almost doubled their Full Membership base and are now almost at full capacity.

In owning and operating his own club he has faced exactly

the same challenges that are posed to all clubs across the country, of reducing membership numbers and the rising demand of cheaper green fees, Steve has a comprehensive understanding of why it is so difficult for individual golf clubs to break the grip of the discounted golf voucher promoters.

Steve has invested significant time and money into setting up this scheme, for Golf Clubs. The benchmark of **70% of the profit, OR MORE, being returned to the golf clubs** leaves 30% to enable future development and improvements to the scheme, as well as a reasonable return on the work carried out and capital investment made.

Why return the lions share of the profits to the Clubs? In not doing so, this scheme would simply be the same as all of the others, a company looking to make money on the back of Golf Clubs. It would be completely contrary to every article Steve has ever written about the future impact of these discount schemes. The existing discount voucher schemes rely, ultimately, on the fact that golf clubs operating individually are unable to counteract it.

No Contracts

There are no contracts with clubs. There is no fixed time to be involved. If **e-teeoff limited** fails to live up to its promises to distribute profits and revenues back to the clubs, then clubs can withdraw their acceptance of the vouchers immediately.

...finally

Steve Rumball is an entrepreneur who values the reputation that he has established over the past 30 years. The long term success of the golf industry, and golf clubs of which his own is one, is of primary importance in setting up this scheme.

e-teeoff limited and the web domains of **e-teeoff.co.uk** and **e-teeoff.com** enables the golf clubs to establish a central brand that will create a database and marketing resource for the Golf Clubs.

The screenshot shows the e-teeoff.co.uk website interface. At the top, there is a navigation bar with the e-teeoff logo, a search bar for "Name of course/club", and a "BUY Vouchers from £3 each" button. Below the navigation bar, there are several search filters: "Find Golf Course" (Name of course/club), "Find a Course By Post Code", and "Find a Course By County" (listing various counties like Aberdeen, Berkshire, Cambridgeshire, Cornwall, Devon, Herefordshire). The main content area features a search result for "Chalgrave Manor Golf Club" in Bedfordshire. The club's details include its address (Chalgrave Manor Golf Club, Dunstable Road, Bedfordshire, LU8 4LN), telephone (+44 (0)1525 876356), and email (stuart@chalgravegolf.co.uk). A "Voucher times" table is displayed, showing tee times from 9am to 3pm for various days. The voucher details include a fee rating of £25 - £41, a course par of 1867yds, and a handicap of 36. A "BUY Vouchers" button is also present. On the right side, there is an advertisement for "Get CarriConed" featuring a cartoon illustration of a golfer and a caricature of a man.

The Website which the golfer will order vouchers from

The scheme strategy: **STAGE 1**

Establish a voucher system that exactly replicates the main market; the 2 for 1 schemes

The initial phase has to provide reassurance to both the clubs that accept vouchers and most importantly, the golfers that use them, that **OUR** system is reliable and effective. There are around 1,000 clubs in the UK that currently accept discount vouchers. The website will be constructed with a database holding all the relevant details of those clubs.

Build a Golfers Database

Every golfer that purchases a voucher on the e-commerce platform, has to provide an email address and a residential address to which the vouchers can be sent. This creates a valuable database of the ABC1 social demographic, which in stages 2 and beyond enables additional revenue to be created for the Golf Clubs.

Sell Vouchers and return profit to Clubs

4 million golfers, 2.5 million are not club members. If just 10% buy **ONE** pack of 2 for 1 vouchers at £25, the total market size is already at least £6.25 million. **70% or MORE of that revenue can AND WILL be redistributed back to the Golf Clubs.**

Added Value

The scheme will include bonus lifestyle benefits for the golfer who buys the vouchers; cinema vouchers; restaurant deals; shopping vouchers etc. to make our vouchers more attractive in value for money than any other product.

The scheme objectives: **STAGE 2**

Maximise the Returns

Having proven the reliability of the scheme, and already returned profit to Golf Clubs, revenue and profits will be maximised by Clubs by ceasing to accept other organisations vouchers. The golfer using such vouchers will be forced to buy more and more from one source. **OUR SCHEME.** One source for vouchers means one thing for Golf Clubs; more revenue, more profit. Much more profit.

Control the Market

At this point, **EVERY** voucher sold, has to come from **OUR** system. The total market, possibly as large as £10 million or more (sale value of vouchers only, not green fees) is then controlled by the Golf Clubs with that revenue being distributed back to those clubs. All revenue that comes back to a Golf Club through this system is 100% profit. There are no overheads for the Golf Clubs from this scheme.

Revenues and Profit

We estimate that **70% or more of the profit made by this scheme can be returned directly to the golf clubs.** Complete success in Stage Two equates to potential of £7,000 OR MORE per annum, per club. Reinvestment of the balance will generate even more profit, adding to the returns to the Clubs.



Branded vouchers will provide reassuring familiarity to the purchaser

The scheme objectives: **STAGE 3**

Change the System Values

Retain the vouchers, change the value structure.

Gold Time = 10% Discount

Silver Time = 25% Discount

Bronze Time = 35% Discount

Less discount equates to more money for existing green fees. Who would not want **25% MORE REVENUE AND PROFIT** for existing levels of business?

Additional Revenues

The e-commerce site will, by default, create a database of golfers that purchase vouchers. This database and the website itself, become valuable assets. Golf magazines are packed with adverts from major manufacturers. Our website and database will be immensely attractive to those companies. Advertising revenues could add significant profits to our scheme.



Advertising opportunities for Equipment - Travel - Lifestyle goods

Opposition from the competitors

The existing organisations that make profits on the back of Golf Clubs are welcome to go and construct their own courses and then sell the green fees at half price to all and sundry if they want to maintain their own voucher schemes.

...the long term benefits

Communication and Benefits

A central business, working solely **FOR** golf Clubs, will enable a new era and an improved level of communication to happen directly between Golf Clubs. Improved communication will enable clubs to obtain better deals on all manner of items, from utilities to catering, signage to brewery deals.

Summary

e-teeoff.co.uk is the vehicle that can make this work for Golf Clubs. Even as early as Stage one there is the potential that each quarter, **e-teeoff limited** will request an invoice from each and every participating Golf Club, so that the **PROFIT** can be distributed. That profit may be small to start with, but the growth potential is enormous.

The situation is close to breaking point. Clubs have already closed and others are teetering on the brink. Doing nothing, allowing vast revenues to go outside of the Golf Clubs will continue to make this worse.

Involvement of Golf Clubs

Other than accepting the vouchers to initiate stage one, this scheme does not require any additional input from clubs.

However, if Clubs assist in promoting awareness of **e-teeoff** vouchers, particularly at the point of use when opposition vouchers are presented at your club, then the scheme can become more effective in a shorter timescale.

Steve Rumball would like to appoint a number of Regional Directors, spread across the UK, to work with their Region to promote the scheme, to show clarity and transparency of revenues and returns and to guide the scheme for the future. If you are interested in performing a Regional Directors role, please email **steve@e-teeoff.co.uk**

Clubs already supporting in this role include:

Sean Clark, **Royston Golf Club**, Hertfordshire

Stuart Walker, **Epsom Golf Club**, Surrey

Brian Lever, **Great Yarmouth & Caister Golf Club**, Norfolk

Daniel Barker, **Bourn Golf Club**, Cambridgeshire

Take part for change - **Complete your Application NOW!**

What have you got to lose?

Nothing.

What could you gain?

Everything; Revenue, Profit, and an increased value for what you already provide instead of third party organisations devaluing it.

Participation

The names and addresses of all clubs that appear on discount scheme websites should already be pre-loaded onto the **e-teeoff.co.uk** website. Please ensure that your details are correct.

In order to ensure the correct course description, general information and times that you accept vouchers is up to date, please complete and return the Application and Database form opposite, or provide the information via the email links on the website. Any errors on your club details can be notified in the same manner.

In addition, please supply up to three photographs of your course for marketing purposes.

All clubs that appear on the website listings and accept e-teeoff vouchers, will receive an equal share of the profits.



Success in establishing and fully supporting this scheme will mean that NEVER AGAIN will outside, third party, non-golf organisations, be able to trade profitably at our expense.

Our courses. Our customers. Our future.

Call 01525 876344

email: info@e-teeoff.co.uk

Your Application and Database entry

Complete form and return to: *e-teeoff limited*
c/o Chalgrave Manor Golf Club, Dunstable Road,
Toddington, Bedfordshire LU5 6JN

COMPLETE AND RETURN

Club Name: _____

Address: _____

County: _____

Post Code: _____

Telephone: _____

Email: _____

Website URL: _____

Handicap Certificate required?: Yes No

Par _____

Course Length _____ Yards

Visitor Green Fee Pricing Bands: (tick all that apply)

Under £24 £25-40 £41+

Holes: 9 18 27 36 54 Other

Please email up to 3 photographs of your golf course for use with marketing purposes. **Email: steve@e-teeoff.co.uk**

Standard visitor Voucher times

Low season - Winter

Mon _____

Tues _____

Weds _____

Thurs _____

Fri _____

Sat _____

Sun _____

Standard visitor Voucher times

High season - Summer

Mon _____

Tues _____

Weds _____

Thurs _____

Fri _____

Sat _____

Sun _____

Club/course description (25 words max)

Parkland Heathland Links Other

Signed _____ Name _____ Date _____



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THE REALITY...FACTS.

**It's not their customer.
It's not their course.**

**£10 Million is going out of
golf and into the pockets of
discounted golf profiteers.**

e-teeoff limited

c/o Chalgrave Manor Golf Club, Dunstable Road,
Toddington, Bedfordshire LU5 6JN



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