

# *2023 Advertising Opportunities*





## **About Cardiff Golf & Country Club**

Cardiff Golf & Country Club located just north of St. Albert is a semi private golf course built on top of one of Alberta's first underground coal mines. Our unique setting and great backdrop will test golfers of all skill levels. Our facility is equipped with a fully-stocked Pro Shop, all grass driving range and full service restaurant.

At Cardiff, we can offer your business numerous advertising channels throughout our club locations that will suit your business advertising needs. In the upcoming season, we are excited to offer bench, leaderboard options and golf application advertising opportunities as well as the addition of another advertising channel in our new golf simulators. All four channels are sure to ensure eyes on your business, no matter which channel you choose to explore. The information displayed on any channel is guaranteed to reach all of our resident and guest golfers.

### **Advertising Details**

**Bench** - We currently offer three different levels of bench advertising; Bronze, Silver & Gold. All bench advertising signs are 12" (H) x 42" (W) and we have over 18 benches on course along with additional benches on our driving range and around the clubhouse.

**Leaderboard** - In 2020, we introduced live leaderboards for our evening men's league which are projected on the TV's in the clubhouse. Our evening men's league has a weekly average of 120 players. Our live leaderboards can accommodate up to three logos at a time and multiple advertising pages.

**Our App** - Continuing for the 2023 season after the initial launch in 2021 we are currently sitting at over 850 active users, this app will be a one-stop shop for all participating golfers as it features a functional scorecard, stay up-to-date with Club happenings, hole-by-hole flyovers, pro tips and GPS yardages. As an advertiser, your ad will appear between holes when golfers are using the app. You will also be able to create your ad to your preferences with the options of having a re-direct to your website, deals and many more options including push notifications to all users.

**Simulator Room** - Our simulators have been very popular and we are now offering limited advertising spaces in our simulator room. On course bench signs can be transferred from on course to inside as well as new advertising options moving forward.

*For further information or to place your advertising package please contact:*

***Dallas Cantera***

***General Manager & Head Golf Professional***

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# **Bench Advertising**

## **Bronze Level**

**\$480 receive eight 18-Hole passes for the 2023 season.**

## **Silver Level**

**\$660 receive twelve 18-Hole passes for the 2023 season.**

## **Gold Level**

**\$1150 receive sixteen 18-Hole passes for the 2023 season,  
with power cart and large range basket.**

**\*\* All prices Include GST\*\***

**\*\*All bench advertising signs are 12" (H) x 42" (W) \*\***



# **Simulator Advertising**

## **Sim Title Sponsor—\$2,000 (1 Spot)**

Sim title sponsor will have their company name attached to that simulator. All members and public booking through our website/app will see that sim title when booking their simulator times. Along with this advertising package you will also receive a banner spot, 8 free hours or 1 league entry and member pricing when using the simulators.

## **Winter League Title Sponsor—\$3,000 (1 Spot)**

As a winter League title sponsor you will receive the same signage as a sim title sponsor along with prominent signage and acknowledgement throughout any league communication emails and promotions. Along with these great benefits the title sponsor will also receive up to two league fees along with member pricing when using the simulators.

## **Bench Signs – \$500 (4 Spots)**

Bench signs from the golf course can be transferred into the simulator room, we currently have space for 8 signs to be placed throughout the 2 simulator bays. With purchase of this option you would receive member pricing when booking simulators and 4 hours free.

**\*\* All prices Include GST\*\***

**\*\*All bench advertising signs are 12" (H) x 42" (W) \*\***

**\*\*Banner dimensions are 42" (H) x 96" (W) \*\***



# **Leaderboard/League Advertising**

## **Evening Mens Title Sponsor - \$1,800.00 (1 spot)**

- League presentation by your company
- Company logo on live leaderboard, scoring app & event portal
- Company logo on results sheet posted around club
- Company logo on scorecards
- Free league entry and up to 3 guests at member rate entry fee
- Twenty 18-hole passes including cart and range

## **Deuce/Skins Sponsor - \$1,100 (2 spots)**

- Company logo on live leaderboard, scoring app & event portal
- Company logo on results sheet posted around club
- Company logo on scorecards
- Free league entry and up to 3 guests at member rate entry fee
- Fourteen 18-hole passes including cart and range



POS.	PLAYER	TOTAL TO PAR NET	R1	R2	TOTAL NET
1	Johnson, Jim	-9	74	61	135
T2	Belluomini, Dave	-8	69	67	136
T2	Tibbs, Mayson	-8	68	68	136
4	Kennedy, Theodore	-6	69	69	138
T5	Brown, Jeff	-5	72	67	139
T5	Lambert, Greg	-5	70	69	139
T7	Cleveland, John	-1	73	70	143
T7	Montgomery, Jim	-1	70	73	143
T9	Andrade, Patrick	E	70	74	144
T9	Burson, Bruce	E	73	71	144
T9	Close, Mike	E	73	71	144



## **Club Event Title Sponsor - \$450 (8 spots)**

- Club event presented by your company
- Company logo on live leaderboard, scoring app/score card & event portal
- Eight 18-hole passes included

## **Club Event Scoring Sponsor - \$350 (16 spots)**

- Company logo on live leaderboard, scoring app & event portal
- Company logo on results sheet posted around club
- Six 18-hole passes

***\*\*All sponsors will be acknowledged during prize presentations and all pricing includes tax\*\****



# **Mobile App Advertising**

Our mobile golf app will give our advertisers the chance to create unique, customized and interactive advertisements to those players using our app when playing a round of golf at Cardiff. There are many ways to advertise within this limited spacing for hole-by-hole advertising. Further opportunities in regards to geo fencing and push notifications may be arranged.

## **Golf App Advertising - \$500.00 (12 spots)**

- Customizable advertisement throughout the 2023 golf season
- Recognition on our sponsors page on both website and app
- Twelve 18-hole passes included

