2024

CENTURY GOLF PARTNERS

FUTURE MEMBERSHIP OPPORTUNITIES

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Questions:

What are the goals for me? Teaching the fundamentals? FWWL all clubs?

Priorities...which clubs need the most attention?

How important is digital? Social?

MBI - The best in the business...we need to stay that way with constant communication channels, collateral, cohesion among clubs and leadership

I have a relationship with the 9 new courses and the Membership Directors; they need direction and leadership to teach them the CG fundamentals of membership (Angel, Jason, Dylan, Tracey, Jessica, Cyndi, Caitlin, Molly)

I work extremely well with Ken as a mentor to me

New Invitations / New SignUp sheet - modernized (pedestrian)

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What I Bring to the CG Team

PASSION - Golf is my life and I live, eat, sleep and breathe it everyday.

CREATIVITY - Innovative, forward-thinking in my approach and mindset.

ORGANIZATION - Multi-Tasker, critical eye for detail and perfection.

DETAIL ORIENTED - Consistency with precision research and information.

STRONG COMMUNICATION - People person, natural leader and collaborate well with others.

AGILITY - Adapt swiftly to changing needs and priorities, able to pivot easily to achieve goals and deadlines.

PROACTIVE APPROACH - Leading the evolution through intuition and creation.

FRONT LINE - Professional, on-the-ground representation of the company and brand.

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What I can add:

MOBILE is the device everybody uses for golf booking, on-course management, stats, analytics and is a key element to compete now and in the future. I am connected to developers who could create all of the mentioned options for all the programs.

SOCIAL MEDIA is currently not being managed and utilized at many of the clubs. I have the experience and knowledge to manage those channels (Instagram, Facebook, Twitter, Snapchat, TikTok, etc.) with content, images, news and updates.

MARKETING is my expertise and I can create new collateral for the clubs, mailers, email blasts, promotions and any and all marketing pieces needed. The message can be updated and I have unparalleled copywriting skills and content creation.

WEBSITE(S) are typically revamped every 3-4 years. The new portfolio of websites should be rebranded to fit in the CG aesthetic. I can work on this with with the outside designers and update imaging and content.

A.I. is already proving to be a viable tool for the future. I have been working in tech, web3 and even the metaverse. I have a connection with a company to create interactive invitations that could be the biggest game changer in membership.

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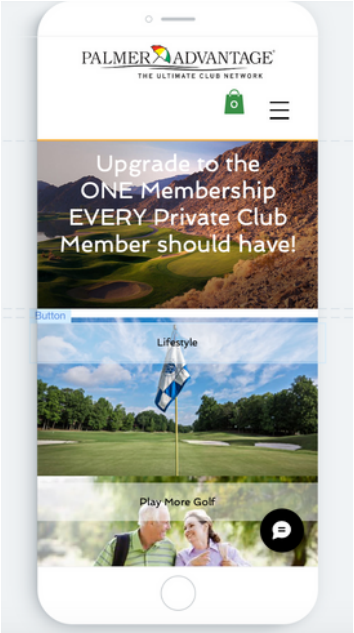
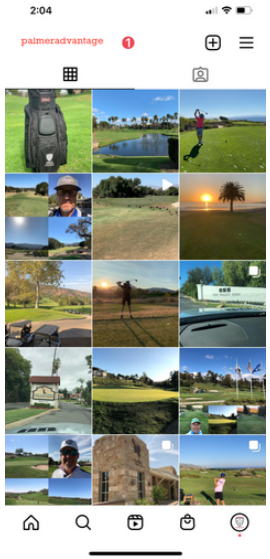
Sample assets:

MOBILE



SOCIAL



MARKETING

WEBSITE

A.I.

(Interactive Invitations)

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First Steps;

I have a wealth of multi-channel experience. I can manage all the membership directors and teams and work with marketing on campaigns and collateral and develop plans to expand the existing programs and strengthen the brand awareness.

THINGS TO DO:

- Relearn the CG Fundamentals and best practices
- Develop a plan of Communication with MD's at Clubs – daily calls and weekly meetings with MD's, travel to clubs to educate team on CG fundamentals and best practices
- Review existing membership and marketing collateral to edit and create modernized content
- Create social media strategy and plan
- Update messaging and modernize design across all channels including website, course list, mobile and social for cohesive branding and identity

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Future:

I bring thousands of direct contacts for membership including personal relationships with members and third party properties who are interested in exploring other options of membership.

If there is a desire to introduce a new, higher level of Membership (comparable to The NGC) that will bring in new members and another flow of incremental revenues, I have mapped out a plan.

The sweet spot for Initiation Fees is $10,000 and all-inclusive dues around $18,000-$20,000.

Members would upgrade to a club that offered more play at alternate courses and have restrictions and limitations.