

19th Hole - A Partnership Approach



**The Premium
Golf Experience**

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Why Prestige Venues Need a New Guest-Pulling Experience

- **Variable footfall and seasonality**
 - Many country houses, luxury hotels and parks see sharp peaks and troughs (weekends, summer) that leave gaps in occupancy and spend.
- **Low incremental F&B capture**
 - Guests often don't linger pre- or post-dining; venues miss out on extra covers, bar spend and upsells.
- **Limited fresh experiences for repeat guests**
 - Regular visitors and corporate clients demand new, Instagrammable activities — reusable but premium-feeling activations are rare.
- **Difficulty monetising outdoor spaces**
 - Lakes, lawns and gardens are under-utilised outside weddings/golfers; venues lack low-effort ways to convert them into revenue generators.
- **Operational and capex concerns**
 - Venues are wary of attractions that require investment, heavy staffing, or ongoing maintenance.
- **Brand risk from low-quality “gimmicks”**
 - Prestige properties can't afford cheap or intrusive activations that dilute their image or annoy neighbours/wildlife.
- **Sustainability and regulatory pressures**
 - Increasing scrutiny about environmental impact and local planning means new attractions must be low-impact and compliant.

Why the 19th Hole is an Innovative Solution

19th Hole is a curated hole-in-one challenge installed temporarily, permanently or seasonally at prestige venues, offering daily small prizes and monthly headline cash prize events up to £10,000.

- A bespoke, flexible hole-in-one attraction for prestige venues — low risk, high guest engagement.

- Turns under-used outdoor assets into a revenue stream with minimal disruption.

- An entertainment and revenue driver that feels luxury, experiential, and shareable.

- Boosts dwell time and F&B spend with a shareable, prestige experience.



- Delivers a flexible, low-risk solution — zero capex and minimal operator-managed operations.

- Designed for premium branding and environmental compliance to protect venue reputation.



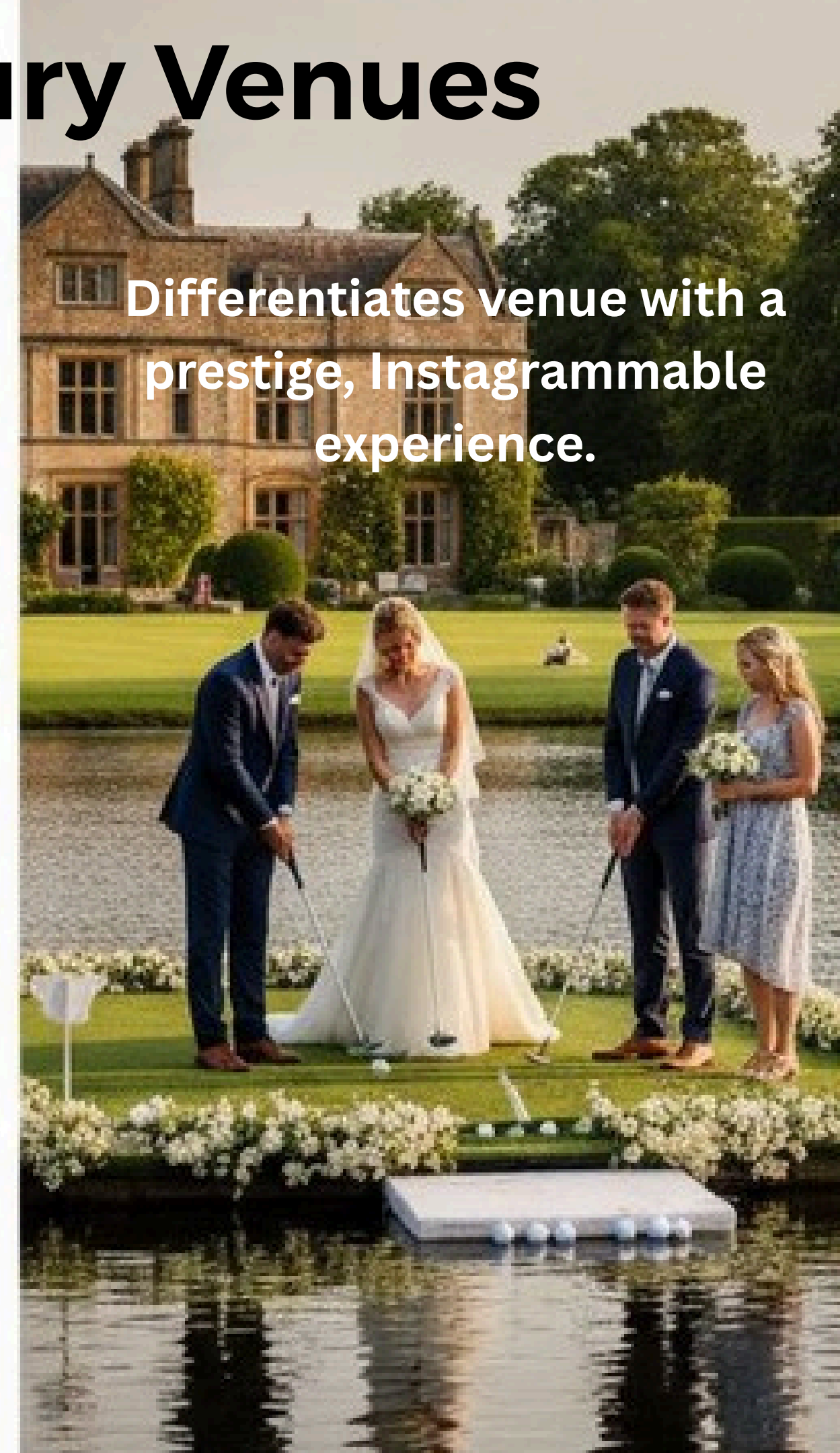


**Drives footfall and
lengthens guest stays
(pre-dinner, post-round,
events).**

Why it Fits Luxury Venues

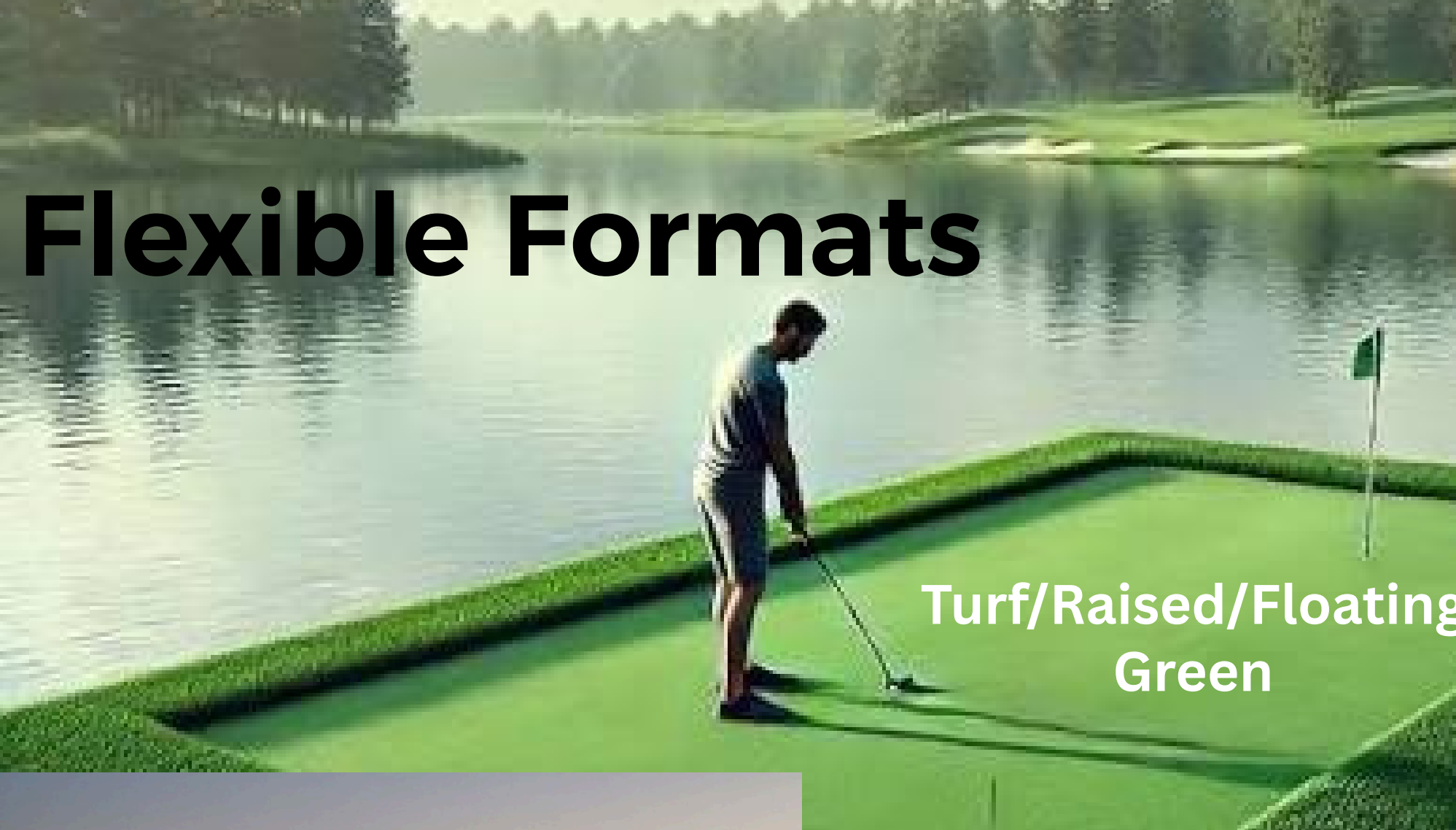


**Boosts F&B and bar revenue
from increased dwell time.**



**Differentiates venue with a
prestige, Instagrammable
experience.**

Flexible Formats



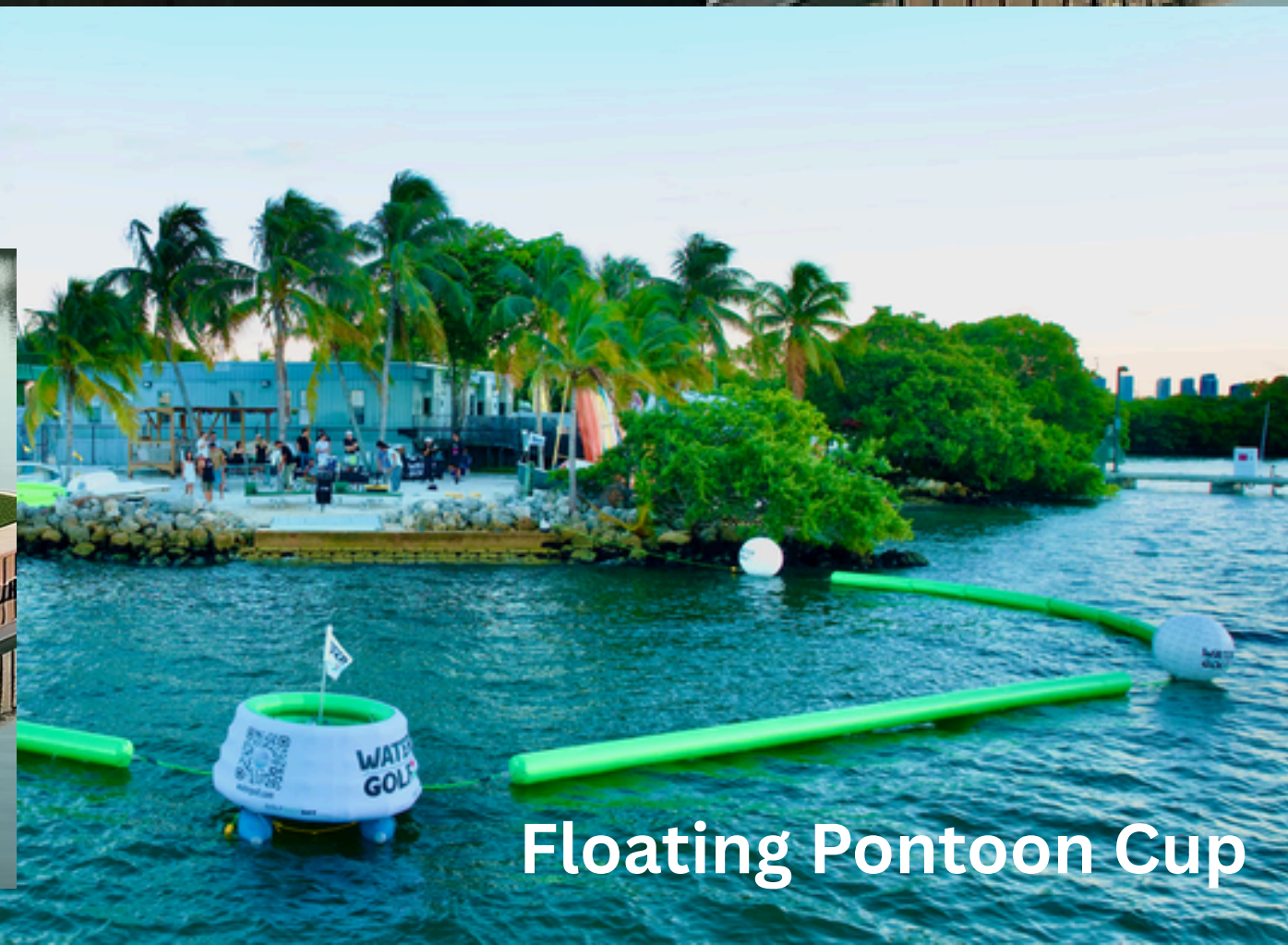
Turf/Raised/Floating
Green



Floating
Pontoon Target



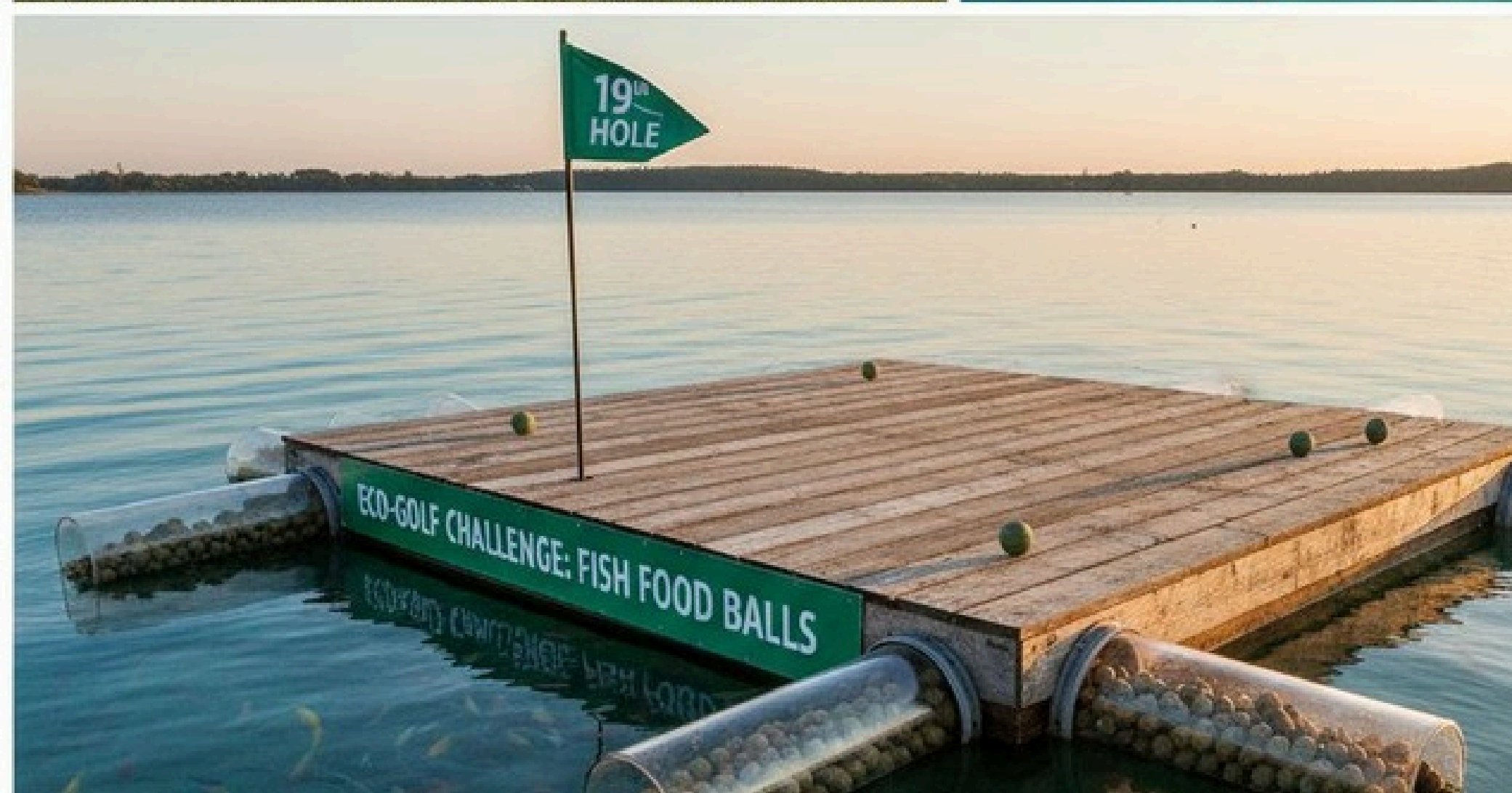
Dusk/Night Play



Floating Pontoon Cup

Environment & Safety First

- Balls are biodegradable (including fish-food balls where needed).
- Noise, wildlife and waste considerations embedded in site survey process.
- Insurance and risk mitigation included in partnership package (operator-led).



How it Works for the Venue

- Site survey and bespoke concept design (we do the heavy lifting).
- Install/operate on agreed days/hours (staffed by our team).
- Guests purchase shots on venue-branded app.
- We pay prizes, share revenue — zero capex and minimal operational staffing requirement for the venue.

Commercial Model (Simple & Transparent)

Player pricing: £3–£10 per shot (dependent on venue & prize pool).

Daily prize tiers: small cash amount, merchandise or F&B credit to increase on-site spend.

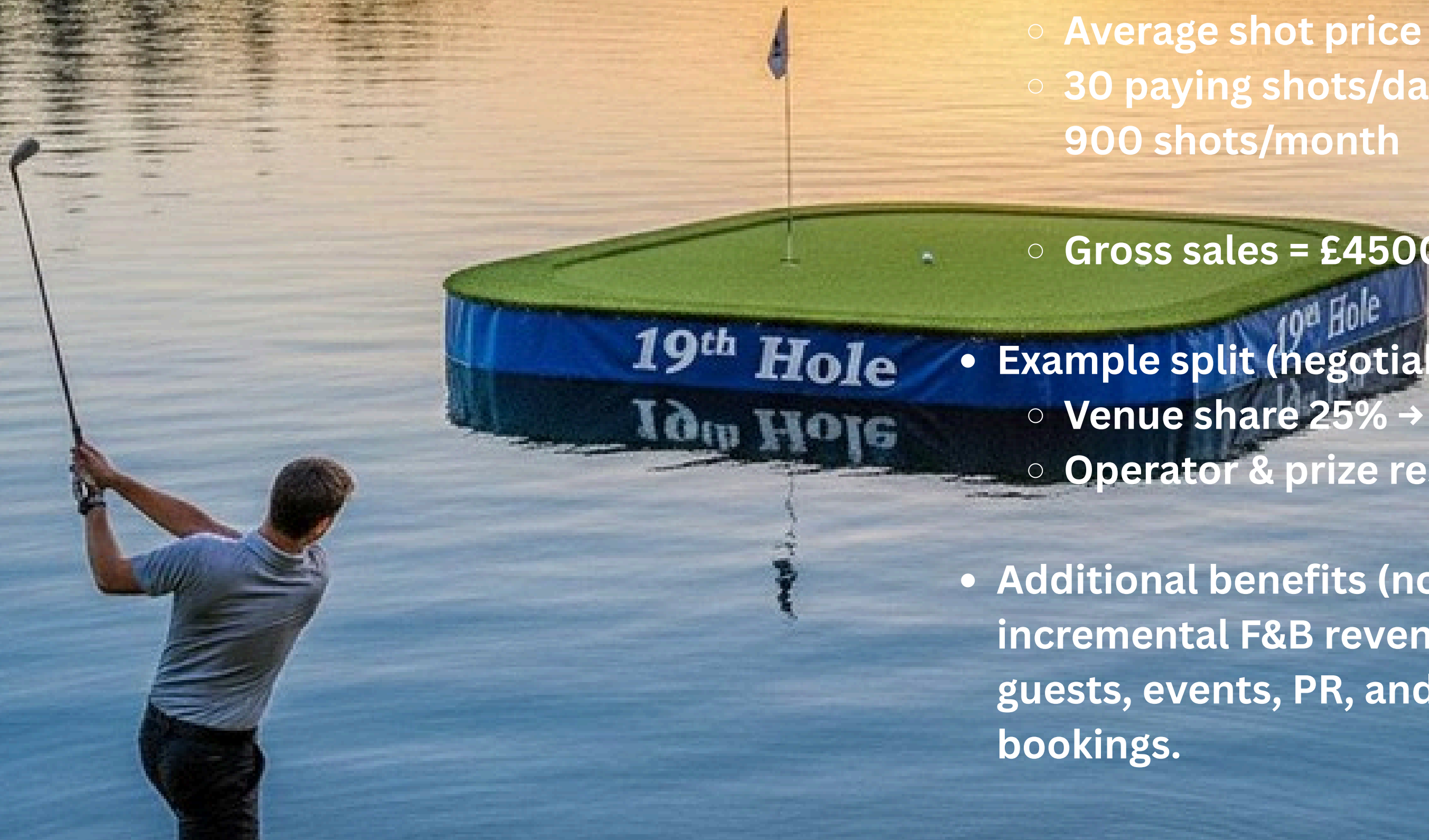
Monthly headline: special event with jackpot up to £10,000 (ticketed entry or higher-priced shots).

Revenue split: negotiated (flexible).



Example Economics (Illustrative Monthly)

- Assumptions:
 - Average shot price £5
 - 30 paying shots/day (conservative) = 900 shots/month
 - Gross sales = £4500.00
- Example split (negotiable):
 - Venue share 25% → £1125
 - Operator & prize reserve 75% → £3375
- Additional benefits (not in split):
incremental F&B revenue from increased guests, events, PR, and corporate bookings.



Headline Events & Marketing Lift



- Monthly headline jackpots create event nights (ticketed VIP experiences, sponsorship, champagne add-ons).
- Marketing support: Co-branded social content, in-house posters, PR outreach.
- Photo/clip assets for the venue to drive social engagement.



Partnership & Operational Guarantees

- No capex.
- Minimal requirement to staff
- Full regulatory compliance handled by operator.
- Site flexible: short-term trials, seasonal installations, or long-term flagship.
- White-glove design options for prestige events (branded pontoon, lighting, stewarding).



Why 19th Hole Is the Right Partner

- Tailored for prestige properties — not a mass-market roadside attraction.
- Builds on a proven concept with UK-appropriate innovations (environmental balls, luminous night play, premium hospitality integrations).
- Risk-free revenue and guest engagement with strong marketing and operational support.



Next Steps?



- Complimentary site survey & bespoke concept sketch (no obligation).
- Concept Agreement (inc marketing channels) refined and drawn up
- 19th Hole design and build phase
- Installation on agreed dates
- Flagship partnership marketed with custom designs and social media presence