

19th Hole - A Partnership Approach

19th Hole

**The Premium
Golf Experience**



Why Prestige Venues Need a New Guest-Pulling Experience

- Limited fresh experiences for repeat guests
 - Regular visitors and corporate clients demand new, Instagrammable activities — reusable but premium-feeling activations are rare.
- Operational and capex concerns
- Venues are wary of attractions that require investment, heavy staffing, or ongoing maintenance.
- Difficulty monetising “dead spaces”
 - Squash courts, meeting rooms and old bedrooms are under-utilised. Venues lack low-effort ways to convert them into revenue generators.

HOLE 7 Pebble Beach

Why the 19th Hole is an Innovative Solution

CARRY **135** YDS

LAUNCH **27.5°**

BALL SPEED **98** MPH

SPIN RATE **6800** RPM

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



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

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

A golfer in a grey shirt and white pants is captured in the middle of a golf swing on a simulator. The simulator screen displays a virtual golf course with a large body of water in the foreground. The screen is overlaid with various data and controls. At the top, it says 'FULL SWING' and 'READY'. On the left, there's a scorecard for 'WOODS' showing '17th 131 14' and 'Ev' with a '1 2 3' progress bar. On the right, there's a control panel with icons for 'MULLIGAN', 'FLYOVER', 'TARGET', 'GRID', and 'MENU'. At the bottom right, there's a detailed shot display showing 'TO HOLE 124 YD', 'ELEV 2.8 FT', and 'WIND 0.0 MPH'. A small map of the hole is also visible. The golfer is standing on a green mat, and the background is dark, suggesting an indoor facility.

Designed for premium branding and brand ethos to protect venue reputation.

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

Example Economics (Illustrative Monthly)

- **Assumptions:**
 - Average hourly rate - £30 ph
 - 40 hours per week (conservative) = 175 hours/month
 - Gross sales = £5250.00
- **Example split (negotiable):**
 - Venue share 35% → £1837.50
 - Operator & prize reserve 65% → £3412.50
- **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 training requirement
- Site flexible: short-term trials, seasonal installations, or long-term flagship.
- White-glove design options for prestige events.



Next Steps?

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

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