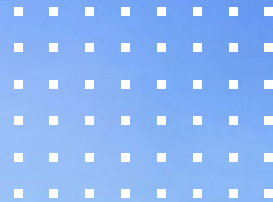


RACE TO
SUMMER

RACE TO SUMMER CLUB OPPORTUNITY



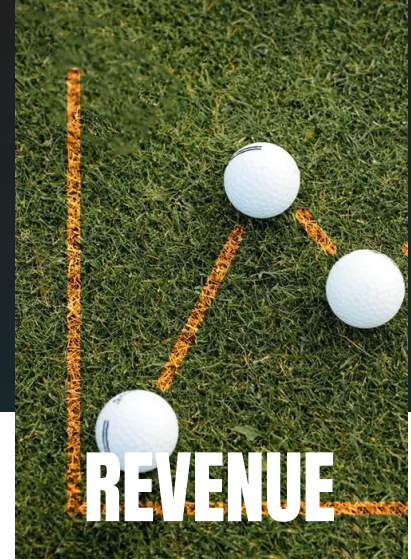
The Race to Summer starts here, will you be a part of it?



-
- Through innovation
 - Through being first
 - Through engagement



-
- Through evolution
 - Through participation
 - Through incentivisation



-
- Prizes
 - Bar and Pro-Shop engagement
 - Weekly / Annual events
 - Social / Member Incentivisation plans



01

THE CONCEPT

Executive Summary

02

COMPETITION FORMAT

How does it work?

03

CLUB PARTICIPATION

Why should you join?

04

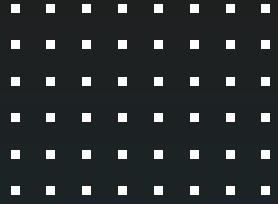
RTS MISSION

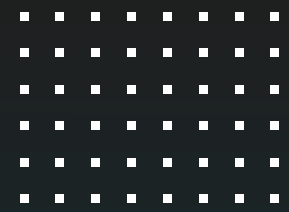
Why we exist

05

SIGN UP

Creating a buzz





01

THE CONCEPT

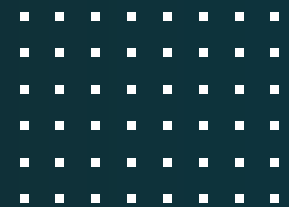
Why and what, executive summary

PROBLEM

The “every club golfer” gets to compete in their daily comps, monthly medals, club championship as well as a few other smaller club events. There is nothing more inside the club to keep members engaged and excited all year long. No buzz around the club other than seeing the same old names competing for the club championship.

SOLUTION

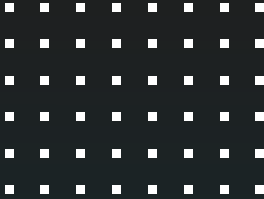
The “every club golfer” wants more, and to be part of something bigger. The Race to Summer, a season long event that pits club members against one another all season, as well as against state, country and world finals, where the best of each club compete for the ultimate prize in club golf - The Race to Summer and Champion Club Golfer of the Year.





Executive Summary

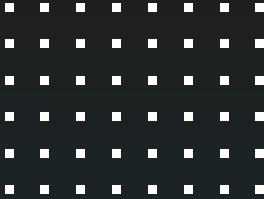
The Race to Summer has been set up to provide the members / players the chance to compete for something bigger outside of the club, but **within the club**. A season (winter) long event that's built on top of your already set club competition and infrastructure, leading to player excitement and engagement. Whilst enticing more players to the club, prolonged engagement during the off season, longer dwell time in the bar, more prizes from the pro-shop and ultimately greater retention of your members.



02

COMPETITION FORMAT

How does it work?



The Race to Summer is a season long golfing event where any and every club can enter. Providing a competitive platform for club golfers to enjoy a new and exciting challenge. The simple format works like this.

ENTRY

Club participation and entry at no fee.

Working into set days, a minimum of 10 x Rounds are played, with (tbc) playoffs to crown the RTS 'Club' Champion.

CLUBS



MEMBERS

Members sign up to participate at an annual subscription fee (\$150 AUD) with a **30 player minimum per club.**

RTS CLUB SEASON



RTS STATE / COUNTRY

The top player/s of each club enter into a final 18 hole playoff event to battle it out for state / country glory.

MORE IDEAS COMING





EXAMPLE - Season Long Event

- 12 x Rounds of club golf from February to August
 - During this period (on set and aligned golfing days at the club) player scores will be recorded from the clubs competition into the RTS website where they'll be able to see their RTS club league and position.
 - The scoring system works on points provided from places 1st - 20th place.
- 2 x Cuts after the 12 Rounds
 - Cut 1. After 12 rounds, the best 10 rounds of the 12 will be calculated with the top 20 going through to battle it out for a top 10 Spot.
 - Cut 2. The final 10 will play it out for the RTS club win.
- RTS Finals
 - The top 3 of each club will attend a final event to be held at TBC (**St Michaels**) golf club over 18 holes.
 - The winner takes all and biggest prize in club golf - crowned the Champion Club Golfer of the Year.
 - A 3 man team event will also be held with all 3 player scores counting to crown the club champion.

How does it work?

The points system to be incorporated across each club to score your performance on specific Saturdays.

Over the X rounds, your scores will accumulate as a standard league.

Each of the X Cuts is a straight handicapped shootout.

POSITION	STABLEFORD	MEDAL / BLUE TEE
1	500	600
2	300	330
3	190	210
4	135	150
5	110	120
6	100	110
7	90	100
8	85	94
9	80	88
10	75	82
11	70	77
12	65	72
13	60	68
14	55	64
15	50	61
16	45	59
17	40	57
18	35	55
19	30	53
20	25	51
+ 21	0	0

RTS CLUB PRIZE

- The winner of each club will receive a 1st place prize valued up to \$1,350 , \$500 for 2nd place and smaller prizes for 3rd and beyond (number of players dependant).
- Sponsorship opportunities will also be available per club, with further prizes awarded on each major RTS event day.
- In keeping with the R&A and PGA of Australia, no individual prize will exceed \$1,350 in value nor cash prizes given.

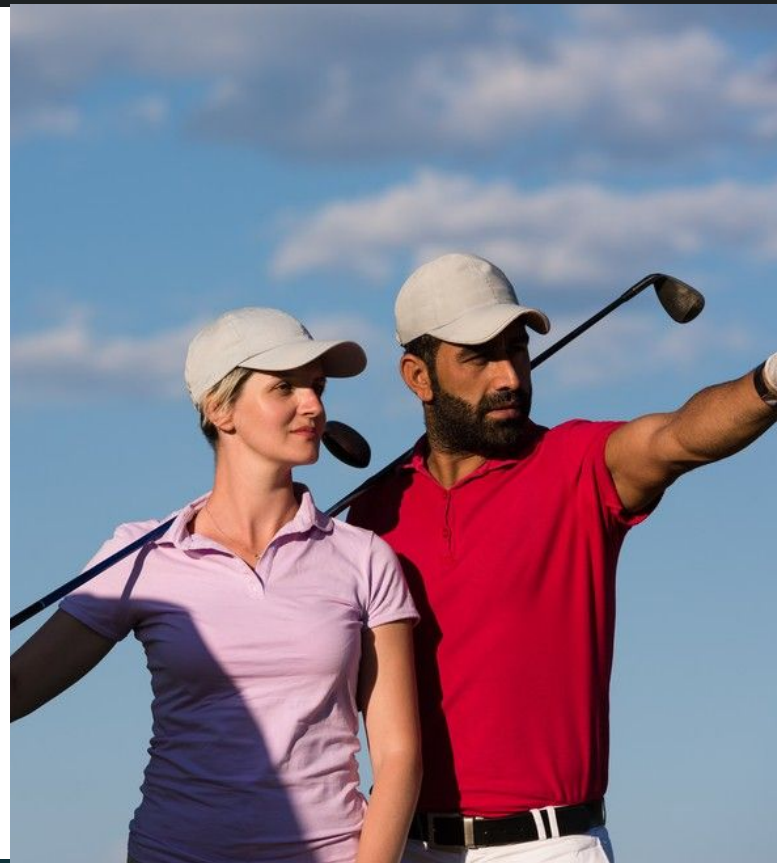
RTS ULTIMATE WINNER

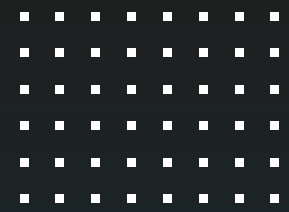
- Be crowned the the Race to Summer winner and The Champion Club Golfer of the Year.
- The winner will receive a 1st place prize valued up to \$1,350 , \$500 for 2nd place and smaller prizes for 3rd and beyond (number of players dependant).
- Future innovative events will also be developed based on player participation.

The Every Gofer

Very simply, this is for the every golfer, men and women, of all levels and abilities. This is “hyper inclusive” and here to ensure everyone has fun in playing the game they love.

No discrimination and no fuss.





03

CLUB PARTICIPATION

Why should you join?



GROW MEMBERSHIP

The RTS provides a unique and exciting opportunity to entice members to your club.



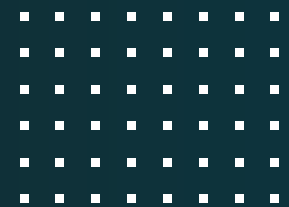
MEMBER ENGAGEMENT

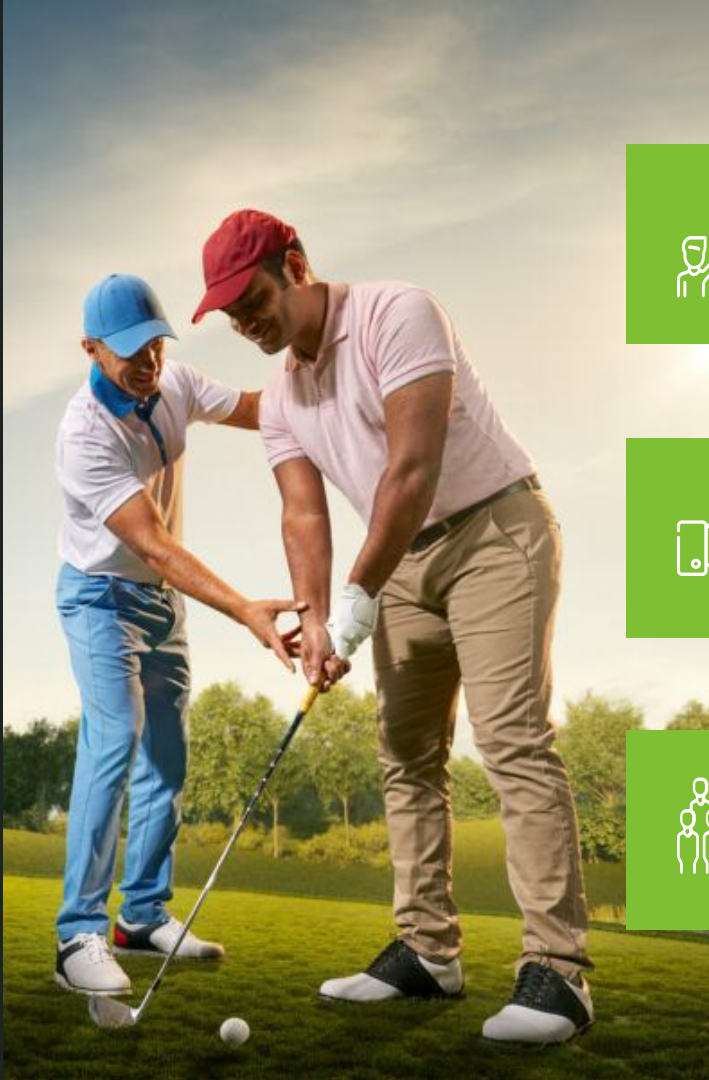
Boost engagement, participation and fulfillment through innovation at no cost.



MEMBER DWELL TIME

Our aim to to build deeper and richer engagement with players to the club. Maintaining memberships and encouraging greater comradery for longer dwell time at the bar each week.





SALES

Weekly prizes will be in the form of vouchers that can be used in the pro-shop boosting sales / revenue.



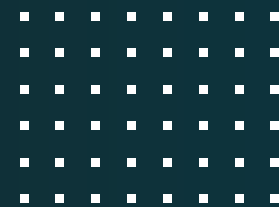
LESSONS

With player leaderboards and requirements to sharpen skills all year round, will increase drive and need for lessons.



PARTICIPATION

With more innovation added to already set events, we want to see greater club participation.





INCREASED \$

Weekly prizes to be used in the bar, providing greater sales revenue.



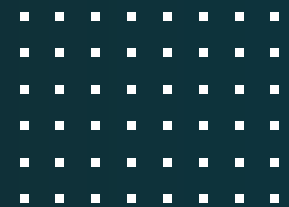
DWELL TIME

Increased dwell time in the club house building more sales and buzz around the club each week.



ANNUAL EVENT

Annual prize giving lunch / dinner to boost sales.



MEMBERS

ENGAGE

Build deeper **ENGAGEMENT**, excitement and buzz at your club. So the Every Golfer gets to compete in something bigger!

COSTS

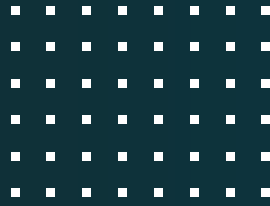
ZERO

There are **ZERO** fees for clubs to enter or join. The RTS will take care of all the admin and set-up.

MORE

Club bar and pro-shop prizes, weekly events and an annual presentation to drive **MORE** revenue to your club. Social buzz to increase membership and build greater camaraderie and spend.

REVENUE





12 x WEEKLY PRIZES

Anywhere from \$25 - \$200 to the club each week (bar tab, pro-shop voucher etc). Pro-Shop involvement through lessons and merch prizes also.



ANNUAL PRESENTATION AND DINNER

Every season a dinner and prize giving event will be held to boost revenue. The RTS will support with additional funding and raffle prizes to ensure engagement and participation.



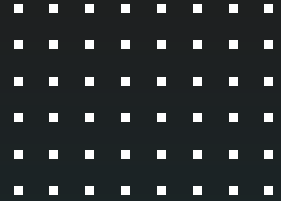
RTS CLUB WINNER

Each season the prize purse will be allocated based on a minimum of 30 players with possible revenue to club between \$1,000 and +\$2,000 depending on players.

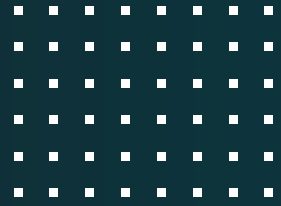


POSSIBLE HOST OF RTS FINALE

Our current model is to present the RTS winners club with the option of hosting the Finale the following year and +\$30k (tbc) cheque to the club.



SHARED RTS AND CLUB GOALS



WHAT'S THE IMPACT

Acquisition of new members
to the club and RTS



X%

Retention and renewal of
members

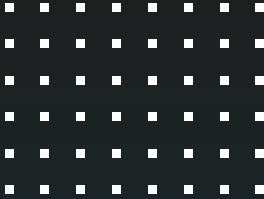


X%

Incentive plans to players,
clubs to boost revenue



X%

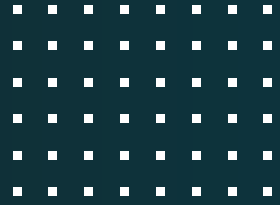


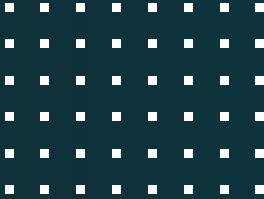
04

OUR MISSION

Why?

**TO BE THE WORLD'S BIGGEST
AND BEST CLUB GOLFING
COMPETITION.**

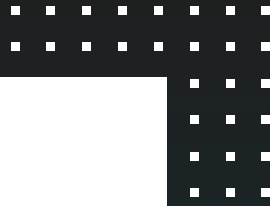




**TO BUILD A SEASON LONG
CLUB EVENT THAT DELIVERS
FUN, EXCITEMENT,
ENGAGEMENT AND GROWTH.**

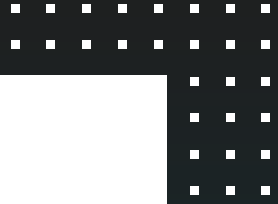


To build club golf, ensuring innovation leads to inclusivity and the chance for the every golfer to win the biggest prize in club golf - The Race to Summer and the Champion Club Golfer of the Year.





To build club golf, ensuring innovation leads to member acquisition, retention and participation each and every year.





EXPERIENCE

We believe fun should be at the heart of everything we create, as this will keep the RTS engaging and the every golfer excited through world class experiences.



INCLUSIVITY

We're for the every golfer, building the game and ensuring we're part of something bigger.



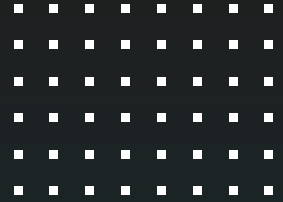
INNOVATION

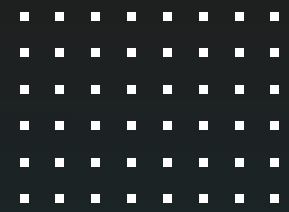
We develop and apply world class thinking. We listen learn and seek out the best ideas. We continually improve.



SUSTAINABLE

Investing in the future of golf both in environmental and golf itself to ensure sustainability.





05

WHERE DO WE SIGN UP?

How to get you onboard

CLUB



Agree to participate in the Race to Summer



Agree on dates of the competition



Set up scoring via clubs system



Support in finding a RTS ambassador



Commit to minimum 30 players



Logo featured on the RTS website

PLAYER



Review the competition online



Review the rules and terms and conditions



Sign up online



Pay the \$120 annual subscription

RTS



Will work with clubs to align dates and scoring



Supply weekly comms and updates

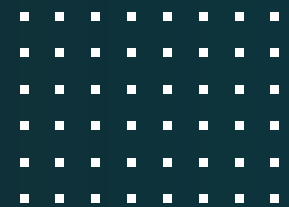


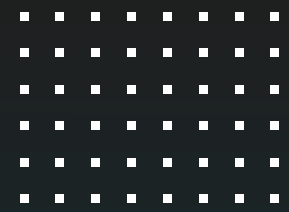
Provide winners prizes



Hold the RTS State event

RACE TO SUMMER





THANKS!



Do you have any questions?

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