



NATIONAL PARTNERSHIP PROGRAMME

GOLF GROWTH GROUP



CONNECT YOUR BRAND WITH GOLFERS ACROSS THE UK & IRELAND

The Golf Growth Group provides national brands with access to one of the UK's most desirable audiences through a unique combination of golf clubs, business networking, corporate hospitality and digital engagement.

Working with a growing network of more than 150 golf clubs across the UK and Ireland, we help brands build awareness, create meaningful relationships and engage with golfers, business owners, professionals and decision-makers throughout the year.

Whether your objective is brand awareness, customer acquisition, lead generation, product promotion or relationship building, our partnerships provide a platform designed to deliver long-term value.

THE GOLF GROWTH GROUP NETWORK

150+ Golf Clubs Across The UK & Ireland

- Affluent Consumer & Business Audience
- Prestigious Golf Venues
- Premium Business & Golf Networking Events
- Corporate Hospitality Opportunities
- National Brand Partnership Opportunities

The Golf Audience

- 81% of golfers are involved in business decision-making.
- Golfers typically have significantly higher-than-average household incomes.
- Golf attracts professionals, business owners and senior executives across a wide range of industries.
- 70%+ of golfers regularly entertain clients or business contacts through golf.

WHY GOLF?

Golf provides access to a highly influential audience that is often difficult to reach through traditional marketing channels.

Our network includes:

- Business Owners
- Company Directors
- Senior Decision-Makers
- Professionals
- Affluent Consumers
- Corporate Buyers

Golf remains one of the few environments where relationships are built, business is conducted and purchasing decisions are influenced in a relaxed and engaging setting.

THE OPPORTUNITY

Our national partnerships are designed to create meaningful engagement between brands and golfers through a combination of venue presence, networking, hospitality and customer engagement opportunities.

Unlike traditional sponsorships, our approach focuses on creating genuine connections with golfers and business professionals both online and in person, helping partners build stronger relationships with their target audience.

Did You Know?

- Golf is played by over 5 million people annually across the UK.
- Golf contributes more than £6 billion to the UK economy annually.
- Golf clubs attract millions of visits each year from members, guests and visitors.



MORE THAN SPONSORSHIP

Our partnerships are designed to help brands achieve measurable commercial objectives through a combination of visibility, engagement, networking and hospitality.

Every partnership is tailored to align with your business objectives and target audience, creating opportunities for meaningful interaction throughout the year.

Partnership Benefits:

- Venue Branding
- Digital Exposure
- Business Networking
- Corporate Hospitality
- Product Placement
- Customer Engagement
- Relationship Building



BUSINESS NETWORKING & EVENTS

Partners gain access to our programme of premium business networking events and corporate golf days hosted at prestigious venues including:

- The Belfry
- The Grove
- Celtic Manor
- Turnberry
- Rudding Park
- Mottram Hall

These events provide opportunities to engage directly with golfers, business owners, senior executives and decision-makers in a professional yet relaxed environment.

CORPORATE HOSPITALITY

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Partners can utilise our golf club network to:

- Entertain Clients
- Strengthen Supplier Relationships
- Reward Employees
- Support Sales Initiatives
- Run Customer Promotions & Competitions

Golf remains one of the most effective environments for building long-term commercial relationships and creating memorable experiences.

Corporate Hospitality Benefits

- 74% of clients report stronger relationships following hospitality experiences.
- Businesses consistently rank hospitality among their most effective client retention tools.
- Experiential marketing generates significantly higher brand recall than traditional advertising.

ON-COURSE & EVENT ACTIVATION

Bring your brand to life through:

- Event Branding
- Product Demonstrations
- Vehicle/Product Displays
- Sampling Campaigns
- Competition Sponsorship
- Prize Sponsorship
- Promotional Give-aways

Create memorable experiences that leave a lasting impression.

Why Event Marketing Works

- 74% of consumers are more likely to buy after experiencing a brand at an event.
- 85% of consumers are more likely to remember a brand after a live experience.
- People are far more likely to share positive event experiences on social media compared with traditional advertising.

TAILORED NATIONAL PARTNERSHIPS

Whether your focus is:

- Brand Awareness
- Customer Acquisition
- Lead Generation
- Product Launches
- Business Development
- Relationship Building

Our team will work with you to create a bespoke partnership designed to maximise value and support your commercial objectives.

Every partnership is customised around your target audience and desired outcomes.

LET'S START THE CONVERSATION

The Golf Growth Group

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National Partnerships | Business Networking
Corporate Hospitality | Golf Marketing

