



Targeted Advertising Increased Sponsorship Revenue

Nothing reaches the premium golf audience like the premium GPS golf network.

The same GPS technology that is enhancing the golf experience for millions of players, offers you a powerful marketing opportunity for your event.

For the Golfer - Golfers remain actively attuned to these vivid full colour displays throughout their rounds of golf to obtain precise distance measurements and strategic playing tips. 10.4" LCD monitors are mounted at eye level on each motorized golf cart in the fleet.

For the Event - The Infomer system elevates your tournament for the golfer and provides another level of sponsorship increasing revenue potential for your event.

The Tournament Sponsor - The Infomer uniquely enables the direct communication of sponsorship ads to players on the course, while they are playing. The ads are also displayed in the clubhouse after the golf round further increasing the sponsor visibility. Each ad will be shown over 100 times during the event as compared to traditional "Tee Block" signage which is seen just once.

Targeted reach - efficiently delivered.

A Leader Board appears automatically every hole when utilizing the GPS scoring system so players can see their standing in the tournament in real time!

How Tournament Sponsorship works:

Infomer HDX cart mount displays deliver ads at eye level in vivid full colour on 10.4" LCD monitors.

Full Screen ads have rich media capability, even delivering full motion video. Ads are displayed in 15 second durations rotating throughout the entire round of golf.

Our programming consists of full screen, banner and panel ads, which accentuate the depiction of each golf hole. The advertising format is "best in class" and our patented technology delivers ads in standard png or jpeg formats.

Message Options



▶ 640 x 480 Pixels

Full Screen ads appear as the cart leaves the tee-box or approaches a green.



▶ 320 x 82 Pixels

Banner ads appear across the top of the full screen positioned next to a live feed of CBS Sportsline



▶ 197 x 235 Pixels

Panel ads appear on the left quadrant of the full screen and are positioned next to the individual hole graphics.

Rates & Options

Tournament Packages

18 Holes:

\$500 - includes electronic scoring
\$1000 - includes electronic scoring plus up to 10 ads
\$1500 - includes electronic scoring plus up to 20 ads
Any additional ads over 20 are \$50 each

36 Holes:

\$750 - includes electronic scoring
\$1600 - includes electronic scoring plus up to 20 ads
\$2500 - includes electronic scoring plus up to 40 ads
Any additional ads over 40 are \$50 each

Technical Specs

Banner Ad - 320 x 82 pixels
Panel Ad - 197 x 235 pixels
File Type - .jpeg or .png
Maximum File Size - 100 KB
Full Screen Ad - 480 x 640 pixels
Maximum File Size - 200 KB

Contact

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View our video demonstration at
www.golfsmartmedia.com

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Targeted Advertising - Efficiently Delivered