

We need exposure to expand our market. How do we get our logo on

**TV &
PROFESSIONAL
GOLFERS?**

How do we

**MARKET
IN GOLF?**

*Can we afford to run our OWN
PRO-AM for our company?*

How can we get the “IT” factor?

**Can get major exposure at
MAJOR?!**

*Can NPG help us get the ‘Right
Player’? Will they be able to help us
find the best pro for us at a price?*

**WE CAN
AFFORD?**

How can we make our event

“DIFFERENT FROM ALL THE OTHER”?



**TURN THE PAGE TO FIND
THE ANSWER!**



Working with Professional Golfers



Since television and golf were married in the 1960's, companies have been using the game to promote their products and services. NPG has several years of experience working with Professional Golfers and placing our clients logos on their shirts, bags, hats and even caddies. There are a few factors you need to consider if you are going to use the game of golf to promote your logo and brand.

TOURS



PGA TOUR THE BIG SHOW.

Televised events with millions of viewers. Often discarded as 'too expensive' for most companies looking to get exposure in golf. NPG provides custom packages giving you the best 'bang for your buck'. We even offer weekly packages allowing you to hire a Tour Pro at a PGA event to wear your logo for only ONE WEEK. This allows you to focus on one tournament, invite your top VIP's, and have a player(s) in the field wearing your logo, meeting with your guests, coming to your off-site events, and even playing golf during tournament week with you and your VIP's.

WORLD WIDE PGA TOUR

Latin America, China, Canada, all have Tours which feed into the Web.com Tour and ultimately the PGA Tour. Some of the worlds best players are competing on these Tours as the game continues to expand around the world. If you are looking for international exposure, NPG has several players competing around the world who would welcome the opportunity to work with your company and expand your brand.



WEB.COM TOUR

The official gateway to the PGA Tour. The system has changed and a great young player can no longer go to Q-School and then walk onto the PGA Tour. In spite of the great talent on this Tour, the money list payouts each week are approximately 10% of that on the PGA Tour. In a similar way the golf marketing expenses on the Web.com Tour can be very affordable to the Web.com Tour now includes events in several countries, many of which are televised, and a full 4 event playoff system (similar to the FedEx playoffs on the PGA Tour).



**DEVELOPMENTAL
TOUR**

DEVELOPMENTAL TOUR

A very inexpensive, and easy way to get started in golf marketing. Tomorrow's world champions are currently playing on the Developmental Tours because the talent in professional golf is getting better and the depth of fields are getting deeper. NPG offers programs where you can invest in these up and coming players and 'lock them in' to represent your company when they reach the PGA Tour (at a significantly reduced rate).



PLAYERS SELECTION

As you will see in the following pages, NPG has worked with dozens of golfers over the last few years. We will help you select the player who:

- Will represent your brand proudly and enthusiastically
- Conduct themselves as true professionals on and off the golf course
- Will engage your VIP's and leave them with a memorable & unique experience
- Fits your budget

TOURNAMENT SELECTIONS(S)

If you are selecting one event, or a full season of events, NPG will help you select the best locations for you to hire players. You will want to consider:

- Where will be convenient for your VIP's/Customers?
- How will we coordinate lodging, meals, travel?
- Is this a televised event?
- Does it fit our budget?
- How large of our target market will we reach?

LOGO PLACEMENT

NPG has studied the television (and live fans) viewing statistics on logo placement. We will help you secure maximum exposure at the best price for the most value. Depending on existing contracts with a player we will coordinate logo placement on shirts, hats, bags and even caddies.

The Majors:

The world's best golfers competing on the biggest stage, with the most exposure. Of course securing the top players is not impossible, but is very expensive. Keep in mind, the ability to tee it up in a Major means a player is literally one of the best in the world. For as little as \$15,000 you can secure a player for the week at a Major creating great value for your guests, tremendous

NPG will help you answer these questions and more when you select the tournament you want maximum exposure of your logo and brand.



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FREQUENCY

HOURLY: Yes, you can hire a Pro for an hour! Time at the range with your guests before a round of golf, or dinner with your VIP's. You can literally hire a pro golfer on an hourly basis!

WEEKLY: NPG offers a special program for hiring players for tournament week. During the week they can attend a dinner, play golf with guests, come to a hospitality tent, wear your logo, and truly represent your company for the entire week of the tournament.

SEASON: Player (Team of players) are available on a season long, or yearly basis. This usually includes a minimum number of events on certain tours, and/or a minimum number of televised events. Season long contracts often include wearing your logo during competition and an appearance or two during the year. These appearances can be for a round of golf, a dinner, special event or other venues of your choice.

MULTI-YEAR: As mentioned the best value can be committing to a player, or team of players for multiple years. When signing players on Developmental or the [web.com](http://www.web.com) Tours, corporations will often have the option for an extension of the contract when the players reach the PGA Tour. This limits the cost of your investment, and leaves open the opportunity for significant upside.

PLAYER PRICING

NPG can provide 'traditional' packages for logo placements. As a point of reference, here is some BASE line pricing for placing your logo on a Tour player.

What has become even more popular are custom packages. You can select a certain number of tournaments, on a particular Tour, add off-site events (dinners, autograph signings, etc) and create a package that achieves your marketing and branding goals, while staying within your budget.

Developmental Tour	\$750
Web.com Tour	\$1,200
Champion's Tour	\$1,600
PGA Tour	\$2,500

FOR EXAMPLE



WEB.COM TOUR

- Logo worn in 10 tournaments
- Player appearance with you and your guests at 2 tournaments
- Player available for photos to be used in advertising and media
- Social media support

Cost.....\$10,000



PGA TOUR

- Logo worn in 6 tournaments
- Player Appearance at 1 tournament
- Player playing golf with your guests at an off-site Pro-Am
- Social media support

Cost.....\$17,000

We have put together packages for only ONE TOURNAMENT for as little as \$2,995 on the Web.com Tour. We can create packages large or small to fit your needs (and budget)!



Working with Professional Golfers



In addition to hiring golfers to promote your brand, NPG offers packages allowing you to bring in professionals to entertain your top clients, guests and VIP's. We often conduct private pro-ams for our clients which could be as small as a few groups, or a full field event.

NPG prides ourselves on attention to detail. If you want to run a golf event, sit back and relax and let us take care of everything. We will help you coordinate travel, lodging, food & beverage, contests, prizes and more. Below are some base line prices for review. As with all our packages we can easily customize a program to perfectly fit your needs!

90 MINUTE APPEARANCE

One easy, and inexpensive way for your to get started using Professional Golfers is our 90 minute appearance. NPG will coordinate to have one of our Professional Golfers be available at your event for 90 minutes. This could be an exhibit at the driving range, a meet & greet, or a mix and mingle at your cocktail party. You could even have the Touring Professional serve as the MC at an awards dinner or program.

Touring Professional	\$750
Web.com Professional	\$1,200
Champion's Tour Professional	\$1,600
PGA Tour Professional	\$2,500



PLAYING ROUND/PRO-AM

Meeting a Professional Golfer is an exciting, unique opportunity most amateur golfers do not get to experience. Spending a full day on the golf course, playing with a pro, watching how they conduct themselves on the course and getting personal tips during the round is a truly unforgettable experience!

You can have one pro play with a select group of VIP's during a day of golf. You can even have several Professional Golfers come to your outing and create a private pro-am! Either way, your client and their guests will have exclusive access and an extraordinary event.

Touring Professional	\$1,500
Web.com Professional	\$2,500
Champion's Tour Professional	\$2,500
PGA Tour Professional	\$4,800





Working with Professional Golfers



This is just a sampling of the many professional golfers who have worked with NPG in the past. NPG has had the privilege of working with professional golfers on eGolf and other developmental Tours, the Web.com Tour (now the gateway to the PGA Tour), the PGA Tour and the Champion's Tour. Let NPG help you and your clients select the right player, at the right price, to help send the right message. Our players are not only incredible athletes, but they are great ambassadors for your message. We carefully select 'True Professionals' to help you and your clients accomplish their goals. From appearances of one hour, all the way to full contracts to representing a company or organization for an entire year



Mitch Krywulycz
Champion on PGA
Tour Latino America



Adam Webb
2015 Champion on
eGolf Tour.



Rhein Gibson
Web.com Tour Pro,
and world record
holder "Mr. 55".



Andres Gonzalez
PGA Tour Pro.



Tim Wilkinson
PGA Tour Pro.



Byron Smith
Past PGA Tour, past
Web.com Tour
Champion



Cameron Percy
PGA Tour Pro, past
Web.com Champion.



Ken Duke
Over 250 Events
on PGA Tour

**These are professionals who have worked with NPG in the past. Within reason we can secure (almost) any Professional Golfer on any competitive Tour.*



Working with Professional Golfers



Josh Geary
Finished #2 on
PGA Tour China.



Neal Lancaster
Champion's Tour
Player, over \$6 Million
career earnings.



Will McGirt
PGA Tour
Winner, over \$5 Million
career earnings.



Steve Wheatcroft
PGA Tour Pro.



Dominic Bozzelli
2015 Web.com
Tour



Aron Price
Web.com
US Open Appearances



James Nitties
'Big Break'
graduate, PGA
Tour & Web.com
Tour player.



Rob Oppenheim
PGA Tour &
Web.com Tour



Bubba Dickerson
Touring
Professional and
past US Amateur
Champion



Brice Garnett:
PGA Tour Pro

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"NPG made my job really easy by keeping me on track during the planning stage and communicating solutions when questions came up. They were flexible and accommodating and once the event began they were hands on to be sure our guests were taken care of. Our customers loved every minute of it!"

Lee, NPG Customer

"Outstanding event—it was... perfect!"

Event Attendee

What a great couple of days at Hilton Head... it was one of those trips I'll always remember. The round of golf and the teaching lessons from the pros were awesome and I took away some very good tips. NPG did a great job!

Nick, Event Attendee

Thank you for an incredible event. The Pro-Am was fantastic and the personal service provided by NPG was first-class. Our employees and more importantly our clients have raved about their experience. As a small company expenditures like this don't always seem like a smart business move. You're always looking for ways to maximize return on investment. I can honestly say NPG provided us an opportunity to do just that and more.

Jeff, NPG Customer

"The entire event was well planned and I had a great time. Having the opportunity was a unique experience."

Event Attendee

I had a great time...everything at Old North State flowed smoothly and was well put together."

Event Attendee

"A top notch event!"

Event Attendee



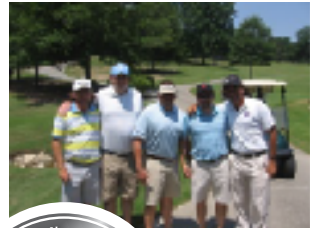
Working with Professional Golfers



At NPG we have standard packages that will meet the needs of most of our clients, and we also can customize full packages. We can coordinate appearances that cost as little as \$750. We have also had corporate clients spend tens of thousands of dollars with us to create a full programs with Professional Golfers. No matter how large or small the budget, we can provide a unique program to promote your brand, get exposure for your logo, and entertain your VIP's.

By working with NPG you can achieve your marketing goals. We work with players of great talent—but more importantly players who understand your business and truly want to help. We can help grow your bottom line, and have a lot of fun while doing it.

Contact us today to see how we can work together and make your golf future the best they can be!



Patrick Newton (973) 216-4412
pnewton@newtonperformance.com



Brad Heaven
bheaven@newtonperformance.com

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pnewton@newtonperformance.com



Brad Heaven
bheaven@newtonperformance.com