

GOLF CART WRAP ADVERTISING



Wikads **Golf Wrap** Marketing

THE BOTTOM LINE FIRST:

1. Smart, **targeted** marketing gives high return on investment
2. Golfers, especially private club members, have the means to make significant buying decisions: a **rich** market
3. Wikads golf wraps powerfully addresses potential buyers during leisure hours when they are most likely to absorb the message.

**BUSINESS IS DONE ON THE COURSE EVERY DAY.
WIKADS GOLF WRAPS PUT **YOU** IN THE REVENUE STREAM.**



Why Golf?

Unlike some of the other professional sports in Canada, the game is currently underserved by corporate Canada. This presents a unique and potentially exclusive opportunity for you to attach your brand, your dealer network, and your product line, in full and lasting partnership with the game and its 5.95 million passionate participants.



THE OPPORTUNITY

Golf is recognized worldwide as the sport of business. There's no better time to address this powerful and affluent market.

Golfer Statistics

70 MILLION

Number of rounds played annually by Canadians, making it No.1 in the world on a per capita basis.

5.95 MILLION

The Number of Canadians who played golf representing 17.5% of the total population and six per cent more than play hockey.

413 MILLION

Number in dollars of charitable funds raised annually by golf tournaments.

12.9 BILLION

Annual spending on golf-related products including \$1.8 billion on travel within Canada and \$1.7 billion on travel outside of Canada.

THE OPPORTUNITY Golf is the No. 1 recreational activity in Canada.

THIS IS THE AUDIENCE THAT YOU WANT TO REACH!



The **Golfer** Demographic

Purchases

	Golfer	Non-Golfer
7+ roundtrip flights/yr	228	97
\$5,000+ on domestic trips	624	89
Take cruise	212	98
10+ stock transactions/yr	264	81
\$25,000+ in stock transactions	267	81
3+ business suits/yr	243	83
Smoke cigars	187	89
Drink Beer	152	94
Drink Whiskey	158	93
Drink Alcohol	158	93
Foreign business trip	219	86
Own a vacation home	181	95
Purchase/lease an SUV	145	95
\$1000 on fine jewelery/yr	166	92

High Income

Average Household Income	\$85,960
Households over \$100k/yr	44%
Households over \$125k/yr	24%

High Net Worth

Average Investment Portfolio	\$245,000
Own Primary Residence	91%
Own a Second Home	17%
Average Investment Home Value	\$228,000

Highly Educated

Attended College, Graduated, or Post-Grad	84%
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Influential

Recommend, Order, or Approve	
Products or Services at their Business	75%
Average Annual Value of Recommendations	\$176,000

Golfers **Spend More**



Sources: National Golf Foundation, NGCOA-Golf 20/20, Pellucid Corp., Edgehill Consulting, The Boomer Project, Golf Digest-Publications-Research Resource Center

Private Club **Members**

- ❖ Play more rounds than non-members (43 vs. 25)
- ❖ Are older (60 vs. 50)
- ❖ Have higher household incomes (\$130,000 vs. \$95,000)
- ❖ Spend heavily on golf-related goods and services (Purchased/12 Months):

Golf Shirts	75%
Golf Balls	74%
Golf Shoes	58%

PRIVATE CLUB MEMBERS ARE YOUR **PREMIER** MARKET



Sources: National Golf Foundation, NGCOA-Golf 20/20, Pellucid Corp., Edgehill Consulting, The Boomer Project, Golf Digest-Publications-Research Resource Center

Why Golf Wraps?

Wikads-branded golf carts are highly visible to a narrowly targeted, high-income, business-aware market.

Golfers are on the course an average of 4 hours per visit. Golf wraps provide unparalleled message saturation time.

Carts are often lined up in front of the club house, giving the advertisement premium exposure. Wrapped carts demand the highest attention.



Comparable Media

Billboards \$600-\$1500 Setup + \$600-\$1200/m
Very little impression time (3-5 seconds)
Uncontrolled demographic pool
Distracted audience.

Bus Advertising Expensive
Very little impression time (3-5 seconds)
Uncontrolled demographic pool
Distracted audience.

Golf Magazine Very expensive
Western Rates (circulation 45,000)
Full page - \$5900 per issue
½ page \$2600

Some of our Partner Courses



Kamloops, BC, Canada
(250) 573-2453



Golf Wrap Rates

It's **simple**.

\$2400 per cart including print and install.

Design time is extra. We estimate 2-4 hours per project at \$85/hr.

Any course, any city, any number of carts per course.

Call us today 1-800-282-6098

