

2019 GPS ADVERTISING OPPORTUNITIES



The Deerfield Golf Club & Learning Center is a premier, public, 18-hole golf course and practice facility located in the heart of the North Shore, 25 minutes from Chicago. Designed by renowned architect Roger Packard, the course offers a superbly conditioned 5 Tee layout, Championship to Beginner, in a serene setting.

With over 27,000 cart rounds in 2018, our new GPS system provide a tremendous opportunity for advertising both goods and services to our captive upscale consumer.

The bright 7 inch HD screen is mounted to the front of the golf cart with viewing access for both players and provides an average of 6 minutes of ad exposure on each hole. At a fraction of the cost of print ads, it's an affordable way to reach affluent consumers, on the course, in a relaxed atmosphere, from the 75 yards to the green to the next tee.



(sample screen)



(sample screen)

DGLC CONSUMER DEMOGRAPHICS

- 85% are males over the age of 40
- 55% earn more than \$100,000 annually
- 46% own a Corporate Credit Card
- 90% have attended college or hold a degree
- 76% attend sporting events
- 73% dine out more than once per week
- 58% use professional financial advisors
- 94% own their own home

ADVERTISING PRICING — PARTNER BENEFITS

Per hole packages start at \$500.00 annually (Hole Dependent)

- Advertisers logo / website link on deerfieldgolf.org partner web page
- Free Hole Sponsorship in (8) 2019 Deerfield Golf Club sponsored events (Pro-Am Scramble, Two Person Scramble, DGC Club Championship & Chili Open)
- Four 18 Hole Rounds w/ cart valid anytime Mon-Fri & After 1 pm on Weekends & Holidays (transferable)
- * The Deerfield Park District will make the final decision on GPS advertising partnerships and ads.



For more information contact:
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