



FlingGolf™

How To Bring FlingGolf Success To Your Course

- **Order your FlingSticks at FlingGolf.com**
- **Engage with your current golfers** to bring out their friends/kids/spouses with them next time. They will be your best ambassadors.
- **Offer FlingStick rentals** for low price (or free loaners).
- **Offer an introductory rate or discount for group instruction.** Extend this to off-peak times to help integrate FlingGolfers and golfers.
- **Offer regular clinics / demos** (i.e. Every Saturday afternoon at 3:30) and 3 holes of play for free to get them started. Should not necessarily be a golf pro – could be any staff member who is good at it. This person could become the FlingGolf Pro/ Ambassador. Follow and promote with a voucher for another free round.
- **Encourage play** from forward tees to start.
- **Engage your local TV news** to do a piece on new sport and differentiate your course from others.
- **Play some Rock and Roll** in your clubhouse and allow it in the carts.
- **Reach out to local Athletic Directors** at Schools, Colleges, YMCAs. If lacrosse is big in your area, focus on the popularity of that.
- **Discount greens fees** for FlingGolfers during low use times.
- **Create a fun tournament or event.** Create leagues and have teams. Offer FlingGolf at corporate outings or host night FlingGolf.
- **Be consistent and persistent.** It is a new sport and will take some time. Just get the sticks in peoples hands and make it easy for them to get going. They will become returning customers.

Millennials Love FlingGolf



FlingGolf™



FlingGolf Case Study

Woodstone Meadows Golf Course, Massanutten Resort, Virginia

Adopted FlingGolf - April 2015

Surpassed 1500 paid rounds in 2015

Surpassed 1700 paid rounds in 2016

Started with 18 FlingSticks and grew

Received revenue through:

- Greens Fees
- Stick Rental
- Stick Sales
- Driving Range
- Cart Rental

Millennials Love
FlingGolf

FlingGolf was played both
with and without golfers

Players were mostly younger

Majority of rounds were new players and non-golfers playing during the traditionally slow tee-times of late afternoon.



They have exceeded \$100,000 in additive revenue in 2015 and 2016.

This does not include pro-shop sales or food and beverage.