

# MEMBERSHIP CARD



SCOTTISH  
GOLF™

Adding Value to Membership | Growing your Visitor Income



## ADDING VALUE

The Scottish Golf Membership Card adds value to being a member of a golf club by delivering a range of attractive benefits, including preferential green fee offers, helping your club retain and recruit members.

## BOOST INCOME

You can offer fellow club members a preferential green fee or special offer package to utilise tee-time capacity at your club. Scottish Golf will market your offers to membership card holders at no cost!



## SOCIAL MEDIA

We'll promote your special offer green fee through our ever growing social media channels and a highly targeted golf audience:

- 15,000 Facebook followers
- 13,000 Twitter followers

## E-NEWSLETTER

We will include a range of preferential green fees and special offer packages in our monthly golfers e-newsletter which reaches more than 54,000 members



## MEMBERS CLUBHOUSE

Our online Members Clubhouse is the go-to portal where over 57,000 golfers access all the benefits of being a golf club member in Scotland. Your offers will be included within the Clubhouse.

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Build Your Own Special Offer | Examples



## 4 - BALL SPECIAL?

- Play for £100 per 4-ball seven days a week
- 4-Ball: £120 Mon - Fri, £160 Sat - Sun
- April and November: £100 per 4-ball & May to October: £140 per 4-ball

## TWILIGHT OFFER?

- £80 per four-ball after 3pm Monday - Friday
- Afternoon special £20pp after 2pm Mon - Fri & after 4pm Sat - Sun



## GOLF & BURGER?

A round of Golf, tasty burger & chips and a drink for only  
£40pp - saving of £10 (Available Mon - Fri)

## 36-HOLE TICKET?

- Summer special 36-hole ticket for only £75 per person
- Saving of £30 on single round green fee
- Offer is valid to play over any 4-day period



## WINTER WARMER?

Stay active this winter with our special offer 4-ball for only £80,  
a saving of £15 on our full rate (1 October - 31 March)

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Don't Just Take Our Word For it



## DUNDONALD LINKS

- 4-Ball Offer | Monday – Friday for £160 | Saturday - Sunday £180
- Facebook post reached over 7,000 followers
- Twitter post reached over 3,400 followers
- 75 Likes, Shares and Comments per post

## IAIN COLQUHOUN, DUNDONALD

"The Scottish Golf Membership Card has been a great platform for us to promote special offers to other golf club members. It's generated good income and helped raise the profile of our club across Scotland..."



## CLUB OPEN PROMOTION

We can also help you market your Club Opens to Scottish Golf club members through our website, e-newsletter and social media channels, all as part of your club affiliation

## SCOTSCRAIG GOLF CLUB

- Texas Scramble Mixed Open
- Facebook post reached over 8,000 followers
- Great engagement among a targeted audience with 15 shares and over 50 comments on the post



## LET'S GET GOING...

All we need from you is an e-mail with:

- Full details of your Special Offer or Club Open
- Include any restrictions
- High-resolution image