Maximize Engagement and Unlock Your Facility’s Profitability
“Anyone who is motivated to grow the game and get more kids playing golf should implement the Junior.Golf platform. It’s perfect for any golf facility looking to maximize the revenue of their junior golf initiatives while making it fun for parents and kids alike.”

- Annika Sorenstam
  Golf Professional
ONE PLATFORM.
IMMEDIATE IMPACT AT YOUR FACILITY.

Ask any golfing parent if they would like their child introduced to the game of golf and the answer would be a resounding “Yes!” Junior Golf provides marketing communication, database management, programming and reporting, helping maximize any youth golf program. Our partners include industry leaders like Callaway Golf, helping up provide a best-in-class service that increases facility engagement and overall revenue potential.

- Improved communication with Pro and facility
- Tracking and measuring player’s progress
- Fun and gamified learning experience
- Social and connected with friends
- Centralized data and programming
- Full visibility and reporting analysis

“Junior.Golf provides me resources that make my job easier. I now have one location where I can effectively run my entire youth golf program, better equipping my staff and I for success.”

Aaron Chilek
Director of Golf
The Hills of Lakeway
Junior.Golf provides Golf Professionals tools to build, grow and manage a great youth golf program.

- Dynamic facility dashboard
- Organized player database/player groups
- Email marketing
- Player tracking
- Program scheduling (Clinics, Camps)
- Gaming video library
- Lesson scheduling
- Pro-to-parent communication
JUNIOR.GOLF FOR PARENTS

Through Junior.Golf, parents are given a roadmap for their child and a better way to connect to their facility’s youth golf program.

Dynamic player dashboard
Player development pathway
Program enrollment and scheduling
Integrated communication

Junior.Golf guidebook
Lesson scheduling
Gaming video library
Local tournament resources
Junior.Golf provides youth players a fun and social youth golf experience that keeps kids coming back to the course.

- Player-to-Player social connection
- Gamified learning mechanics
- Practice Drills/Games
- Recording Play/Practice Statistics
- Player Journal by skill
- Rewards: Points, Badges, Levels
- Junior.Golf Leaderboards
- Mobile App designed specifically for the junior golfer
REPORTING TO MANAGE YOUR BUSINESS

Junior.Golf provides reporting and tracking tools that allow Golf Professional and ownership groups to make informed business decisions. Through Junior.Golf, courses and ownership groups have access to important metrics such as member engagement as well as how they compare to similar facilities.

Management/Ownership Groups
» Leaderboard by facilities
» Comparative analysis vs similar facilities
» Facility health report

Parent Reports
» Play and practice statistics
» Junior.Golf leaderboard ranking
» Trend reports

Professional Reports
» Facility trend reports
» Player activity reports
» Lapsed golfer reports

“The reporting tool through the Junior.Golf platform gives us greater insight into our key performance metrics at each of our public facilities. Through this data, we can identify best practices and scale across our network.”

Daniel Pedrotti
CEO
Foresight Ownership Group
JUNIOR.GOLF PLATFORM

We provide facilities (private and public) with the tools, guidance and best practices to maximize any youth golf program, no matter the facility size or goals.

Junior.Golf Guidebook

» Marketing tool for facilities
» Outlines all programming for upcoming year
» Provides player development best practices

Content

» Video library of games and drills
» Best practices for programming and player development
» Program improvement feedback

PGA Resources

» Access to local and regional tournaments
» An easier way to connect with PGA Professionals

Marketing

» Branding for events
» Branding for player progression
» Branding for rewards

“Junior.Golf can be a real game changer for facilities, professionals, kids and parents. The portal is easy to use, fun and can provide information to help kids improve and grow their love for the game.”

Mark Harrison
CEO
Northern Texas PGA
“As someone whose workdays are spent growing the game of golf, my excitement for Junior.Golf could not be higher. An interactive approach to introducing kids through gamification is something our industry has been desperately waiting for. Parents will enjoy a simple roadmap of golf activities which will allow them to create wonderful memories on the golf course with their youngster.”

Chuck Higgins
Player Development Regional Manager
PGA of America
BUILDING A JUNIOR GOLF PROGRAM

“Before teaming up with Junior.Golf we a had a very few number of juniors that would use the Club here at Briggs Ranch. Since our partnership our increase in junior participation has grown by nearly 200%! The platform is one of kind, easy to use and makes learning golf fun.”

Trevor Salzman
Head Golf Professional
Briggs Ranch Country Club

GOAL
Active youth golf program of 30 kids within 12 months

SOLUTION
A formula for marketing and communicating

Marketing strategy to get families to the course

Programming to get them coming back (player activation)

Junior.Golf ROI Impact for a Teaching Pro

45 NEW KIDS playing golf
$35-75 PER MONTH on lessons & classes
$2,475-4,275 estimated monthly ROI impact

ROI Calculator: 1 new golfer = $20/month
EXPANDING A JUNIOR GOLF PROGRAM

“Junior.Golf is the perfect platform to grow a junior golf program. They provide an extremely well rounded, family-based platform that allows for parents to stay connected with their kids while they learn how to play golf.”

Mike Sizemore
Director of Golf
Barton Creek Country Club

GOAL
Double the size of the number of active golf players

SOLUTION
Align player data and programming strategy

Database/group organization
Program activation

Junior.Golf ROI Impact for a Head Pro

40 NEW KIDS playing golf + $25-100 PER PLAYER on equipment and merchandise = $2,000-6,000 estimated monthly ROI impact

ROI Calculator: 1 new golfer = $20/month
“Junior.Golf takes care of everything so we can focus on instruction and engaging with the players. Even better, is that they surface the data to help make our programs stronger and a better fit for our membership.”

Dale Morgan
Austin Country Club

**GOAL**
Better organize player and programming data

**SOLUTION**
Review of data and reporting for improvement

Tracking and reporting of players

Optimized programming based on player data

**Junior.Golf ROI Impact for Management**

- **$50-150** per month increasing member engagement (F&B, Programs)
- **$5k-50k** per member increasing member acquisition
- **$1,000-4,000** estimated monthly ROI impact

ROI Calculator: 1 new golfer = $20/month
Junior.Golf has done exhaustive research over the past few years, meeting with 100s of facilities and professionals. We have invested our time and money in order to better understand the areas that challenge golf pros and facilities. The result is a platform that uses technology, business processes and best practices to elevate a facility’s youth golf program.

<table>
<thead>
<tr>
<th>CURRENT CHALLENGES</th>
<th>WHAT JUNIOR.GOLF PROVIDES</th>
</tr>
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<tbody>
<tr>
<td>» Financial constraints</td>
<td></td>
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<tr>
<td>» Lack of centralized database</td>
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<tr>
<td>» Inconsistent communication</td>
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<tr>
<td>» Complexity of managing a youth golf program</td>
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<td>» Single platform for all youth golf activity</td>
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<td>» Streamlined communication and marketing to parents</td>
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<tr>
<td>» Tracking and reporting of youth golfers</td>
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</tr>
<tr>
<td>» Ongoing best practices for continuous improvement</td>
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</tbody>
</table>

- **PROS**
  - No single place for all junior golf resources
  - Inconsistent programming and communication from golf professional
  - No clear pathway for “what to do” and “when”
  - Single platform for all youth golf information and communication
  - Visibility into all facility programs
  - Tools to better track their child’s progress

- **PARENTS**
  - Individual sport of golf (lack of team and social opportunities)
  - Lack of tools to measure progress
  - Practice can be boring
  - Leaderboards to recognize success
  - Games for player improvement
  - Tools to connect with friends

### “Junior.Golf checks a lot of boxes for me. I have one place that gives me all the info I need to support my kids, and they are having a blast.”

Adam Johnson
Junior.Golf Parent
ADVISORS

Annika Sorenstam
8-time LPGA Player of the Year

Joe Ogilvie
PGA Tour Professional

Tom Barnett
Vice President Callaway Golf

Joe Black
Former President PGA of America

Cathy Harbin
President On Course Operations

Kevin Callahan
Founder Former Map my Fitness/Under Armour

Kevin Kirk
Director of Instruction The Woodlands Country Club

Dale Morgan
Head Golf Professional Austin Country Club

Brech Spradley
Director of Instruction Barton Creek Golf Academy

Scott Robbins
Founder Scott Robbins Golf

Glenn Lee
Section Director Southern Texas PGA

Aurora Kirchner
Director of Golf The Clubs of Kingwood

Wendi Weise
Founder Texas Team

Chuck Higgins
Player Development Director PGA of America

Brendon Elliot
Founder Little Linksters

Eva Rogers
Junior Golf Instructor Jim McLean Golf School Trump National Doral

PARTNERS

Callaway Golf

PGA
Northern Texas Section

PGA Southern Texas Section

Foresight Golf

ClubCorp

ClubEssential

Escalante
JOIN A GROWING LIST OF FACILITIES LIKE THESE

Alamo GC
Austin CC
Balcones CC
Barton Creek CC
Bay Hill CC
Black Hawk CC
Briggs Ranch CC
Brook Hollow CC
Cimarron Hills CC
Colonial CC
Corpus Christi CC
Crown Colony
Cypresswood CC
Eagle Point GC
El Niguel
Emerald Isle GC
Fair Oaks Ranch Golf and CC
GC of Houston
High Meadow Ranch
Lago Vista
Lakeside CC
Lakewood
Las Colinas
Lozano GC
Oso Beach
Plantation GC
Plum Creek GC
Riverbend Resort and GC
Royal Oaks CC (Houston)
San Antonio CC
Scott Robbins Golf
Sherrill Park
Stonebriar
Stonebridge
The Bandit
The Buckhorn
The Clubs of Kingwood
The Hills of Lakeway
The Legend at Bergamont
The Legend at Brandybrook
The Legend at Bristlecone
The Legends Club
The Republic GC
The University of Texas GC
The Woodlands CC
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Twin Creeks CC
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