



## UNIQUE ADVERTISING SPONSORSHIP PROPOSAL OFFERED BY HODSON GOLF LLC

### KEY FEATURES

- Unique branding exposure and/or product awareness for your business .
- Prime location within the area's highest median income corridor, centered around the prestigious Independence Golf Club.
- Uncommon exposure within a luxury residential development, in addition to the area's high-income golf consumers.
- Over 650 square feet of total premium outdoor advertising space available, encompassing all 4 sides .
- Placement of trailer is clearly visible alongside the main thoroughfare, in addition to all golf and clubhouse visitors.
- Unique competitive advantage for advertising medium not typically available in this market.



# Hodson Golf



## SPONSORSHIP ADVERTISING BENEFITS

- Exceptional outdoor advertising medium which can provide a unique way to promote brand awareness or a broader corporate message such as sustainability, safety, transparency, or community service.
- A cost effective advertising medium which will gain your business uncommon exposure to both increasing upscale/luxury residential traffic, in addition to upscale public destination golf traffic. A recent study by the American Trucking Association and Robinson, Yesawich & Peppperdine, indicated that vehicle graphics offer many advantages, including:
  - 75% of the people surveyed developed a first impression about a company and its products from truck advertising.
  - 91% of people notice ads mounted on the sides of trucks and can recall the ad days later.
- There are no other comparable forms of media advertising in this premium target market which will allow more specific branding or corporate exposure to such a specific and ideal target audience.
- As our trailer is an officially approved PGA Tour Trailer, approved sponsor may have larger temporary regional and/or national exposure during potential transportation to, and on-site placement during, certain requested PGA tour events. The primary year-round “home” of our tour trailer will be its current location and placement at Independence Golf Club.

## LOCATION AND DEMOGRAPHICS

Independence is located within the neighborhood of Founders Bridge, which straddles the Powhatan County and Chesterfield County Line, and bounded by the James River to the North and I-288 to the West. Founders Bridge is a large luxury community with home values exceeding 1 million dollars. The median family income within a 10 mile radius is the highest within the metropolitan area and consistently ranked as one of the wealthiest locations in the state based on median household income and property values. Current realtor data indicates a median home list price of \$550,000 within the immediate 23113 zip code.



## FOUNDERS BRIDGE SUBDIVISION AND INDEPENDENCE GOLF

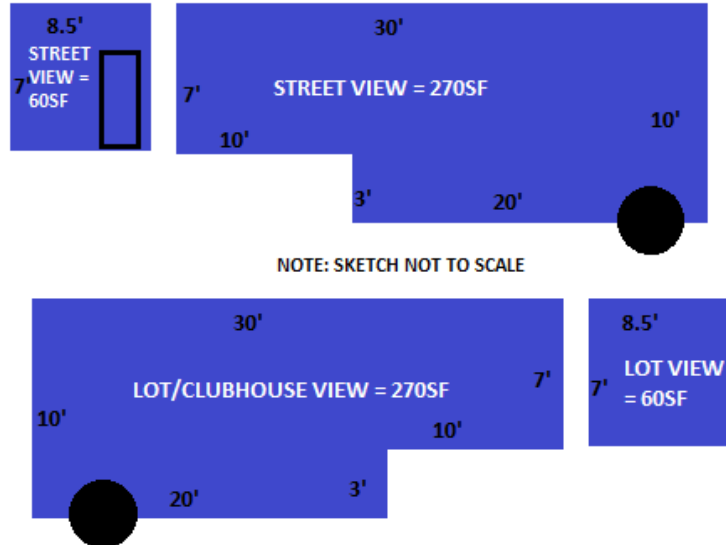


- The trailer is strategically located along the main thoroughfare within Founders Bridge subdivision, directly between the main clubhouse of Independence Golf Club and the community clubhouse and swimming pool of Founders Bridge. The Founders Bridge Community center also hosts numerous large scale events throughout the year, including swim meets.
- The desirability of this market, coupled with the higher median family income range, is supported by a recently announced development along the southeastern boundary of the golf course. "Winterfield Place" will be centered around a luxury style "village concept" featuring over 220 residential units including high-end "golf villa" style homes. This development will also feature over 75,000sf of retail, commercial, and office space.
- Traffic and exposure to Independence Golf Club is only expected to increase due to the extensive and diverse programs and amenities now being offered. A comprehensive marketing program is currently being implemented through the new marketing and sales force which is continually striving to drive more customers and guests through the doors. A recent large-scale ballroom addition to the clubhouse and restaurant will significantly increase traffic now that large group meetings, weddings, and special events are offered.
- The trailer is parked and located on the grounds of Independence Golf Club, which is a commercially zoned and operated property with no restrictions per zoning or proffers regarding the trailer's location on site.
- Significant potential for larger regional and international exposure based on anticipated future hosting of various large scale events and/or golf tournaments on the Amateur, PGA, Senior PGA, and LPGA circuits.
- Independence Golf Club has experienced a tremendous growth of consumers and exposure due to numerous new programs centered around its recent major golf course renovation and clubhouse renovation and expansion. Newly implemented and updated programs such as large-scale junior camps, overnight lodging, banquets, fine dining, corporate golf outings, corporate meetings, weddings, general golf play, foot golf, night golf, art classes, and cooking classes are some examples. Numerous other programs will soon be offered at Independence, which will only increase traffic and exposure to a broader upscale consumer target base.
- Since the extensive renovations to the golf course, Independence Golf Club is now a nationally ranked public golf course drawing increasingly more upscale "destination golfers" to its facilities



**INDEPENDENCE**

## OVERVIEW & LAYOUT



## DIMENSIONS WITH LINE OF SITE

- Curb side (Clubhouse, Golf Course, main entrance, and parking lot frontage/view) = 270SF
- Street side (Founders Bridge Boulevard and main entrance frontage/view) = 270SF
- Front (Clubhouse, Golf Course, and parking lot frontage/view) = 60SF
- Rear (Founders Bridge Boulevard and main entrance frontage/view) = 60SF

***Exclusive sponsor will have primary exposure and coverage along all four sides of vehicle. Hodson Golf will have a minor placement on each side of the vehicle (typically along the bottom) denoting our contact information, hours, etc—as an example:***





## SUMMARY & TERMS

- The exclusive sponsor that is awarded this opportunity will be responsible for all costs associated with the design and installation of their graphic advertisement on the trailer (once approved by Hodson Golf and Independence Golf Club).
- Due to the anticipated costs associated with wrapping the full trailer (4 sides) the contractual term would be for no less than 5 years with the first three years to paid up front.
- Potential sponsor and graphic layout of proposed advertisement will need to be approved by both Hodson Golf and Independence Golf Club owner. Only responsible, family oriented advertisements will be considered (no tobacco, alcohol, firearms, etc.).
- For unique exclusivity, Hodson Golf is primarily interested in a single corporate sponsor to custom wrap all 4 sides of the trailer for maximum exposure. If no single advertising sponsor can be approved, then multiple advertisers/sponsors would be considered with final graphic layout to be approved by all parties.
- The exclusive advertiser/sponsor to whom this unique opportunity will be awarded, will be notified in a timely manner, with the understanding that the graphic approval, installation, and payment will be expedited, in order to have the trailer wrapped prior to the 2016 spring golf season, to maximize immediate exposure.



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