



The Winning Choice to Generate New Rounds, More Revenue

We invite your course to participate in the 2018 Victory Golf Pass book! Join the hundreds of Delaware Valley Public and Private Golf Courses that are promoting their facilities each year to tens of thousands of eager, loyal, avid local golfers. Participation is easy – and FREE! Simply choose, fill out, and return your 2018 Victory Golf Course Agreement.

What Your Course Gets – The Basics

- **Free Advertising.** Receive a **FREE 1/2 Page Golf Course “Deal”** in the 2018 Victory Golf Pass premium bound book. There is no cost and no fees. We simply advertise your specially created promotion to our highly targeted customer base of thousands of active golfers. A comparable newspaper ad is valued in the hundreds of dollars.
- **More Rounds = More Revenue.** The goal is to fill your tee sheet. All golf courses are looking for ways to generate more rounds and revenue. Victory makes it easy for your course to communicate directly to the consumer – to loyal fans as well as those that have never played your course before. Make the most of Victory’s targeted marketing with a strategic, special “Deal”. Get noticed, and stay engaged with your customers all year.
- **Easy on Your Staff.** Our members consider Victory a “Must Have” as it’s the Easiest to Read, Use and Fulfill at the Pro Shop. Your staff simply checks off the box in the 2018 Victory Golf Pass book for the Deal used.
- **A Trusted Brand. Award Winning. Charitable.** For over 13 years, Victory Golf Pass has been the trusted name in golf. Founded by a golf course owner, PGA Golf Professional and National Award Winner, Victory understands the industry. Our “Victory Hope Foundation” benefits junior golf, local community needs & more.

Victory “Group Pass” *New for 2018!*

- **Want More Players? Subscribe to the Victory “Group Pass”.** The more the merrier! The Victory Group Pass option is a new and exclusive way for golf courses to incentivize more golfers – 6 or more - to play with their friends as a group at your course. Based on the number of players, Victory Golf Pass members will receive additional per player discounts as a perk. It’s that easy! Let Victory Golf Pass supercharge your tee sheet!
- **A Win-Win.** Victory “Group Pass” participating golf courses will receive additional advertising inside and outside the book, making them an attractive destination for Victory members! Customers will easily search and find your course looking for the Group Pass Participating Course “G” Logo (shown left). Win Big with more players playing your course, more money coming in, and happy repeat customers. Everybody wins with Victory! For full details and application example on this exciting new opportunity to fill up your tee sheet, please review the enclosed “Victory Group Pass” Overview.



“Easy” Course Agreements – Earn up to \$1,375 Value! *New for 2018!*

Promoting your Course in the 2018 Victory Golf Pass book just got easier! Try our new “Easy” Course Agreements!

- **Quick + Simple.** Our New 2-Step “Easy Course Agreement” Forms take less than 5 minutes to fill out and sign!
- **Let’s Make a “Deal”.** Simply plug in your Normal / Regular In-Season Weekday and Weekend Rates. Using the information provided, Victory’s Easy Course Agreement Forms will automatically calculate a recommended package “Deal” for you – all with the Victory “Group Pass” included! Sign and you’re done!
- **Choose your Package Deal Level: Bronze, Silver or Gold.** Each winning package has Golf Course Incentives built-in. Your course will earn from \$825 to \$1,375 in FREE 2018 Victory Golf Pass books to sell!

Custom Agreement and “Same as Last Year”

- **Custom Agreement Form.** Use our regular 2018 “Custom” Agreement Form to pick and choose your Deal and Golf Course Incentives (“Starred Deals”) on your own. As you plan for your 2018 Deal, consider the promotions that were most successful in 2017. Please review and fill out page 1 and 2 of the Agreement.
- **“Use Same Deal as 2017” and Add “Group Pass”.** Want to run the SAME Victory Deal you did in 2017? Want to also ADD the Victory “Group Pass” in 2018? Just Check the Box at top left corner of the Form, Sign & Return.

Get Started! Choose, Sign and Return your 2018 Victory Agreement Today. We look forward to a successful 2018.

Andy Barbin

Founder, Victory Golf Pass • PGA Golf Professional
410-658-4343 x30 | andrewb@chesapeakegolf.com





New!

2018 Victory Golf Pass Easy Course Agreements Up to \$1,375 Value!

Promoting your Course in the 2018 Victory Golf Pass book just got easier! Introducing our Easy Course Agreements.

Quick + Simple! New 2-Step "Easy Course Agreement" Forms take less than 5 minutes to fill out and sign.

Get Started! Choose a winning "Deal" package below that best suits your course needs: **Bronze, Silver, or Gold.**

15 FREE Books

Victory Bronze

Agreement Package

Our recommended baseline course "Deal" package includes:

- ✓ "Victory Group Pass" Subscription
- ✓ 1 - Super Saver Deal
- ✓ 2 - Weekday Deals
- ✓ 2 - Weekend Deals
- ✓ 2 - Senior Deals
- ✓ 2 - Hero Deals
- ✓ 2 - Off-Season Deals
- ✓ 1/2 Page Promo in Book
- ✓ **15 FREE 2018 Victory Golf Pass Books (\$825 Value!)**

20 FREE Books

Victory Silver

Agreement Package

Our preferred course "Deal" package includes:

- ✓ "Victory Group Pass" Subscription
- ✓ 1 - Super Saver Deal
- ✓ 2 - Weekday Deals
- ✓ 2 - Weekend Deals
- ✓ 1 - "4 for 3" Deal
Four Play for Price of Three
- ✓ 4 - Senior Deals
- ✓ 4 - Hero Deals
- ✓ Unlimited - Junior Deals
- ✓ Unlimited - Off-Season Deals
- ✓ 1 - Extra Value Deal:
(Choice of Range, Pro Shop, Restaurant, Lessons)
- ✓ 3/4 Page Promo in Book
- ✓ **20 FREE 2018 Victory Golf Pass Books (\$1,100 Value!)**

25 FREE Books

Victory Gold

Agreement Package

Our ultimate course "Deal" package includes:

- ✓ "Victory Group Pass" Subscription
- ✓ 2 - Super Saver Deals
- ✓ 4 - Weekday Deals
- ✓ 4 - Weekend Deals
- ✓ 1 - "4 for 3" Deal
Four Play for Price of Three
- ✓ 1 - "2 for 1" Deal
Two Play for Price of One
- ✓ Unlimited - Senior Deals
- ✓ Unlimited - Hero Deals
- ✓ Unlimited - Junior Deals
- ✓ Unlimited - Off-Season Deals
- ✓ 2 - Extra Value Deal:
(Choice of Range, Pro Shop, Restaurant, Lessons)
- ✓ 1 - Victory Day!
(choose Date, Rates, Extras)
- ✓ Full Page Promo in Book
- ✓ **25 FREE 2018 Victory Golf Pass Books (\$1,375 Value!)**

New!



2018 Victory "Group Pass" Overview

More Players = More Money!

What is the Victory Group Pass?

The more the merrier! The Victory Group Pass option is a new and exclusive way for golf courses to incentivize more golfers to play with their friends as a group at your course. Based on the number of players, Victory Golf Pass members will receive additional per player discounts as a perk. It's that easy!

More Rounds = More Revenue! More golfers means fuller tee sheets, more word-of-mouth exposure, and more revenue for your bottom line at the end of the day.

How does the Victory Group Pass Work?

Applying the Victory Group Pass savings to the customer is simple for both your staff and the customer.

2 Basic Rules That Apply for Any Size Group:

#1 - EVERY player in the Group MUST have a 2018 Victory Golf Pass book in hand at Pro Shop to receive special group discount. No exceptions.

#2 - Victory Group Pass Savings ONLY applicable for Victory WEEKDAY and WEEKEND deals.

2-Step Customer Check-in Procedure at Pro Shop:

Customer - Calls Course to reserve group tee times, identifies as a Victory Group.

Note: unless course says otherwise, group pass will be tee times and not a modified shotgun.

Pro Shop Step 1 - At Pro Shop EVERY player in the Group is accounted for and MUST have a 2018 Victory Golf Pass book in hand to receive discount.

Pro Shop Step 2 - Pro Shop Staff - applies the group incentive discount to each player based on the Group Pricing Chart below. Staff checks off the appropriate Deal in each customer's Book as usual.

EXAMPLE - Group of 6 Golfers using a \$35 Weekday Deal:

Pro Shop Staff: First go to the "Victory Deal Price" column to the "\$21-\$40" Row. Slide over to the "6-8 players" column. The intersecting amount in the box is \$2. This is the per player group incentive amount that will be subtracted from the \$35 rate. **Each player now pays \$33 at the counter.**

Victory Group Pass Pricing Chart

	# of Players in Group / Per Person \$ Off Discount			
Victory Deal Price	6-8 Players	9-16 Players	17-24 Players	25+ Players
\$1 - \$20	\$1	\$1	\$1	\$2
\$21 - \$40	\$2	\$3	\$4	\$5
\$41 - \$60	\$4	\$5	\$6	\$8
\$61 - \$80	\$5	\$7	\$9	\$11
\$81 - \$100	\$7	\$9	\$11	\$14
\$100+	\$8	\$11	\$14	\$17



Get Noticed: Victory Group Pass participating courses will stand out with our special "G" Logo in the book and online for golf groups to easily locate and play.

Use Same Deal as 2017 Agreement



Public Course

Use Same Deal as 2017 Agreement + Group Pass

Private Course

2018 CUSTOM GOLF COURSE AGREEMENT

This is an Agreement between **Victory Golf Management, LLC**, and

_____ located in _____ County
Name of Golf Course ("The Course")

Course Address: _____
Street City State Zip

Pro Shop Phone: _____ Toll Free #: _____ Fax: _____

Website: _____ Course Contact Email: _____

Notable Star Rating (i.e. Golf Digest)/Awards: _____
(Notable Awards/Recognition will be published in Victory Golf Pass. Please print & cite clearly - Award, Year(s), and Publication/Organization.)

"Deal" Rates:	Valid Times:	# Uses per Victory Golf Pass Holder:
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<p>★ SUPER SAVER! <i>Best - Extra Deep Deal</i></p> <p><input type="checkbox"/> One FREE Greens Fee w/ Paid Cart</p> <p><input type="checkbox"/> Super Saver Rate: \$ _____</p>	<p><input type="checkbox"/> 7 Days Anytime <input type="checkbox"/> Mon-Fri Anytime</p> <p>Other: _____</p>	<p><input type="checkbox"/> 1 Time Use <input type="checkbox"/> 2 Times <input type="checkbox"/> Other: _____</p>
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<p>WEEKDAY</p> <p>Morning Player's Fee: \$ _____</p> <p>Midday Player's Fee: \$ _____</p> <p>Twilight Player's Fee: \$ _____</p>	<p>(Monday-Friday)</p> <p><input type="checkbox"/> Open-10 am <input type="checkbox"/> Other: _____</p> <p><input type="checkbox"/> 10 am-2 pm <input type="checkbox"/> Other: _____</p> <p><input type="checkbox"/> 2 pm-Close <input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> 2 Times <input type="checkbox"/> 4 Times <input type="checkbox"/> Unlimited <input type="checkbox"/> Other: _____</p>
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<p>WEEKEND</p> <p>Morning Player's Fee: \$ _____</p> <p>Midday Player's Fee: \$ _____</p> <p>Twilight Player's Fee: \$ _____</p>	<p>(Saturday, Sunday, *Holidays)</p> <p><input type="checkbox"/> Open-10 am <input type="checkbox"/> Other: _____</p> <p><input type="checkbox"/> 10 am-2 pm <input type="checkbox"/> Other: _____</p> <p><input type="checkbox"/> 2 pm-Close <input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> 2 Times <input type="checkbox"/> 4 Times <input type="checkbox"/> Unlimited <input type="checkbox"/> Other: _____</p> <p>*Holidays? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Custom: _____ <i>Father's Day, Mother's Day, Good Friday, Memorial Day, 4th of July, Labor Day</i></p>
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<p>SMALL GROUP SPECIALS</p> <p><input type="checkbox"/> 2 Play for the Price of 1 <i>(Posted Rate)</i></p> <p><input type="checkbox"/> 4 Play for the Price of 3 <i>(Posted Rate)</i></p>	<p>New! *Victory Group Pass -> See Pg 2*</p> <p><input type="checkbox"/> 7 Days Anytime <input type="checkbox"/> Mon-Fri Anytime</p> <p>Other: _____</p>	<p><input type="checkbox"/> 2 Times <input type="checkbox"/> 4 Times <input type="checkbox"/> Unlimited <input type="checkbox"/> Other: _____</p> <p>Notes: _____</p>
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<p>★ SENIOR (Age 60+)</p> <p><input type="checkbox"/> \$5 Off Posted Senior Rate <i>Or</i></p> <p><input type="checkbox"/> One FREE Greens Fee w/ Paid Cart <i>Or</i></p> <p><input type="checkbox"/> Senior Player's Fee: \$ _____</p>	<p><input type="checkbox"/> Mon-Fri Anytime <input type="checkbox"/> Mon-Thurs Anytime</p> <p><input type="checkbox"/> Other: _____</p> <p>Age Requirement other than 60+: Age: _____</p>	<p><input type="checkbox"/> 2 Times <input type="checkbox"/> 4 Times <input type="checkbox"/> Unlimited <input type="checkbox"/> Other: _____</p>
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<p>★ HERO (US Military & Veterans) <i>Must Show Official ID at Pro Shop</i></p> <p><input type="checkbox"/> \$15 Off Regular Posted Rate <i>Or</i></p> <p><input type="checkbox"/> Hero Rate: \$ _____</p>	<p><input type="checkbox"/> 7 Days Anytime <input type="checkbox"/> Mon-Fri Anytime</p> <p><input type="checkbox"/> Other: _____</p>	<p><input type="checkbox"/> 2 Times <input type="checkbox"/> 4 Times <input type="checkbox"/> Unlimited <input type="checkbox"/> Other: _____</p>
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<p>★ JUNIOR (Age 18 & Under)</p> <p><input type="checkbox"/> Kids Play FREE w/ pd Victory Adult <i>Or</i></p> <p><input type="checkbox"/> Junior Rate: \$ _____</p>	<p><input type="checkbox"/> Anytime <input type="checkbox"/> Other: _____</p> <p>Age Requirement other than 18: Age: _____</p>	<p><input type="checkbox"/> 2 Times <input type="checkbox"/> 4 Times <input type="checkbox"/> Unlimited <input type="checkbox"/> Other: _____</p>
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<p>★ OFF-SEASON (Nov-Mar)</p> <p><input type="checkbox"/> Off Season Weekday: \$ _____</p> <p><input type="checkbox"/> Off Season Weekend: \$ _____</p>	<p><input type="checkbox"/> 7 Days Anytime <input type="checkbox"/> Other: _____</p> <p>Additional Off Season Months: _____</p>	<p><input type="checkbox"/> 2 Times <input type="checkbox"/> 4 Times <input type="checkbox"/> Unlimited <input type="checkbox"/> Other: _____</p>
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<p>★ EXTRA VALUES <i>Entice Customer to Spend More at Property</i></p> <p><input type="checkbox"/> Pro Shop: 10% Off In-Stock Items</p> <p><input type="checkbox"/> Lessons: <i>Must Fill Out Page 2 --></i></p>	<p><input type="checkbox"/> Range: Buy 1 Basket, Get 1 FREE (same size)</p> <p><input type="checkbox"/> Restaurant: 10% Off Check <i>Tip Not Included</i></p> <p><input type="checkbox"/> Custom: _____</p>	<p><input type="checkbox"/> 1 Time <input type="checkbox"/> 2 Times <input type="checkbox"/> Unlimited <input type="checkbox"/> Other: _____</p>
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I want to sell the 2018 Victory Golf Pass in my Pro Shop and will purchase # _____ @ \$35 each. Agreement Pg 2 -->

X _____
Authorized Representative of Participating Club Print Name Title Date



2018 CUSTOM GOLF COURSE AGREEMENT

This is an Agreement between **Victory Golf Management, LLC**, and

Print Name of Golf Course _____

The Parties Agree to the Following:

The Course and its Authorized Representative agree to allow Victory Golf Management, LLC to link The Course's website to the Victory Golf Pass website, to publish, print, and promote The Course's Name and/or Logo using fliers, posters, advertisements, apps, and E-mail as a participating golf course in the 2018 Victory Golf Pass. The 2018 Victory Golf Pass will be sold and distributed throughout Pennsylvania, New Jersey, Delaware, Maryland and Virginia.

This agreement may be terminated by mutual consent of both parties or upon the insolvency or bankruptcy of either party.

The Course agrees to offer and honor holders of the 2018 Victory Golf Pass book permission to play The Course up to 7 Days a Week all season from January 1-December 31, 2018 at a Player's Fee that is a Substantial Savings off published Top Rate and includes Greens and Cart Fees.

★ "Starred" Deals - Earn FREE Books! See Victory's 2018 Golf Course Incentive Program for details.

VICTORY BONUS DEALS - Create Additional Marketing Exposure:

★ VICTORY DAY! ~ Hold a Victory Outing Day

Showcase your Public or Private Course by holding a Victory Day! Pick your Date(s), choose your **Special Victory Day Rate**, and extra goodies and custom options to get golfers to play your course. Great way for Victory Members to socialize and experience your course. Victory Days are highlighted in our book and on our website for additional FREE marketing for your course!

Step 1: **Victory Day Outing Date(s):** _____

Step 2: **Victory Day Player's Fee:** \$ _____

Valid Anytime Valid: _____

Step 3: **FREE - 1 Basket of Range Balls Prior to Round**

FREE - 1 Logo Golf Ball (your course)

Custom: _____

★ LESSONS ~ PGA LESSON CENTER Special Section

The Victory Golf Pass Book highlights local PGA Golf Professionals and Teaching Professionals in a Special Section called the "PGA Lesson Center". Great free promotion for your teaching staff!

*PGA/Teaching Professional Name(s): _____

Contact Telephone #: _____
Contact Number will be published in Victory Golf Pass Book

Please Choose One:

Buy 1 Lesson, Get 1 FREE | Buy 2 Lessons, Get 1 Lesson FREE

★ VICTORY HOPE FOUNDATION ~ Donate

The Victory Hope Foundation, our 501(c)(3) tax exempt private foundation benefits local and national charities. We thank you for contributing!

\$ _____ **Donation to Victory Hope Foundation**

All Donations are Tax Deductible. Example: a Dollar amount, Golf Foursome, or Gift of your choice.

★ VICTORY GROUP PASS ~ Get More Golfers Playing!

This is BIG! All New for 2018. More Players = More Revenue!

The Victory Group Pass is a new and exclusive way for golf courses to incentivize more golfers to play with their friends as a group at your course.

A Win-Win. The goal of every golf course is to fill tee times. Our brand new program rewards golfers incrementally - the more they bring, the more they each save. Plus - the more tee times you fill, the more money you make.

• Based on the number of players, Victory Golf Pass members will receive additional per player discounts as a perk. *(See Full Details next page and Victory Group Pass Pricing Chart below that will also be printed in the front of the 2018 Victory Golf Pass book.)*

Basic Rules:

• Every Player in the Group MUST have a 2018 Victory Golf Pass book in hand at the Pro Shop to receive special group discounts.

• Victory Group Pass savings ONLY applies to **Weekday** and **Weekend** deals.

• Pro Shop Staff - will apply the group incentive discount to each player based on the "Victory Deal Price" and "Number of Players" in group using chart below. Staff checks off the appropriate Weekday or Weekend deal in each customer's book as usual.

Get Noticed: Victory Group Pass participating courses will stand out with our special "G" Logo in the book - and online - for golf groups to easily locate and play.



Victory Group Pass Pricing Chart

Victory Deal Price	# of Players in Group / Per Person \$ Off Discount			
	6-8 Players	9-16 Players	17-24 Players	25+ Players
\$1 - \$20	\$1	\$1	\$1	\$2
\$21 - \$40	\$2	\$3	\$4	\$5
\$41 - \$60	\$4	\$5	\$6	\$8
\$61 - \$80	\$5	\$7	\$9	\$11
\$81 - \$100	\$7	\$9	\$11	\$14
\$100+	\$8	\$11	\$14	\$17

X

Authorized Representative of Participating Club _____

Print Name _____

Title _____

Date _____



The Winning Choice to Generate New Rounds, More Revenue

2018 Golf Course Incentives – “Starred Deals”

Get **FREE Books + Earn up to \$1,375 Value!** It's Easy! Look for the “Starred” Deals on the Victory Custom Agreement Form. Choose Deal Incentives below in addition to regular Weekday and Weekend Victory Deals.

Receive 5 FREE 2018 Victory Golf Pass Books

(\$275 value) by providing:



Super Saver!

Choose a Super Saver “Best” Extra Deep Deal:

- One FREE Greens Fee w/ Paid Cart or
- Super Saver Special Rate (40% Off Posted Rate Recommended)

Receive 5 FREE 2018 Victory Golf Pass Books

(\$275 value) by providing BOTH of the following:



Senior Special (Age 60+)



Off-Season Rates (Nov-Mar)

Receive 5 FREE 2018 Victory Golf Pass Books

(\$275 value) by providing BOTH of the following:



Hero Rate (US Military Active & Veterans)



Junior Special (Age 18 & Under)

Receive 5 FREE 2018 Victory Golf Pass Books

(\$275 value) by subscribing to the following:



New! Victory Group Pass

More Players = More Money! Brand New for 2018!

- Per Person Bonus Discounts off Victory Deal (See Table Attached)
- Discount Based on Number of Players in Group
- Each Player MUST Have a Victory Book to Receive Special Pricing
- Get Noticed. Course will receive a “Group Pass Badge” in book and Additional Recognition Online.

Receive 5 FREE 2018 Victory Golf Pass Books

(\$275 value) by providing TWO or More of the following:



Victory Day!



Range



Lessons



Pro Shop



Victory Bonus



Restaurant

Note: Free 2018 Victory Golf Pass Books will be delivered to courses starting after April 15, 2018



The Winning Choice to Generate New Rounds, More Revenue

[Tips for Filling Out the 2018 “Custom” Agreement Form](#)

- **Super Saver!** *Fan Favorite!* This is a 1 Time Use “Hot Deal” exclusive to Victory Golf Pass. Super Saver Deals drive golfers to YOUR course. Victory recommends 40% Off Regular Rates. Promote Your Way + your course makes 100% of the profit.
- **Weekday / Weekend Rate Options.** Victory has created Morning, Midday, and Twilight Player’s Fee Options in order to drive customers with attractive and accurate pricing at the times you choose. You determine the valid times and number of uses. *This is Your “Deal” to Your Customer!* Give them the savings they are looking for.
- **Seniors, Military “Hero”, Junior.** SENIOR Specials help fill Weekday Tee Times and generate repeat, loyal fans to your course. Seniors are Age 60+ unless you specify otherwise. Our HERO Rate is another great option. This is a simple way to thank our US Military and a perfect way to promote that your course is committed to giving back to your community. We feel once a Hero, always a Hero so we’re including all US Military – both active and veterans. Victory is passionate about Junior Golf. Our “Kids Play Free” with a Paid Victory Adult option is a great way to advertise that your course is forward thinking. Juniors are Age 18 & Under unless otherwise noted.
- **Victory “Group” Pass.** *New for 2018!* More players = More Money! Subscribe to be a “Victory Group Pass” Course! Offer simple, per person bonus discounts off Victory Weekday or Weekend Deals are based on number of players (Overview attached). Get Noticed! “Victory Group Pass” courses will stand out in the Book with a special Group Pass “G” Logo.
- **Victory Day!** Showcase your Public or Private Course by holding a Victory Day! Choose your specific Date(s), Special Victory Day Rate, and extra goodies/custom options to get golfers to play your course. This is a great way for Victory members to socialize and experience your course – a perfect option for Private Courses. Victory Days are highlighted in our book and on our website for additional FREE marketing for your course!
- **Off-Season.** Golf is a year round sport and the Victory Golf Pass is valid all year! Keep golfers playing during November-March by customizing specific rates for the Off-Season. This will encourage and generate more rounds at your course with appropriate incentives seasonally. You can customize months to meet your needs.
- **Lessons, Driving Range, Pro Shop, Restaurant.** Promote a LESSON DEAL and include your Professional Staff’s contact information in our PGA Lesson Center Directory. PRO SHOP, DRIVING RANGE, and RESTAURANT extra values encourage customers to spend more at your course. (See page 1 & 2 of your Custom Golf Course Agreement)