



The Winning Choice to Generate New Rounds, More Revenue

We invite your course to participate in the 2019 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 2019 Victory Golf Course Agreement.

[Your Victory “Deal” – The Basics](#)

- **Free Advertising.** Receive a **FREE 1/2 Page Golf Course “Deal”** in the 2019 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 help 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.** The Victory Golf Pass is a “Must Have” for golfers each year for its ease of use and premium quality. Our format is the Easiest to Read, Use and Fulfill at the Pro Shop. Your staff simply checks off the box in the 2019 Victory Golf Pass book for the Deal used.
- **A Trusted Brand. Award Winning. Charitable.** For over 14 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”](#) *Attract 6 or More Players!*

- **Want More Players? Subscribe to the Victory “Group Pass”.** 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! (See attached “Victory Group Pass” Flier)



[Quick + Easy Renewal - Choose “Same as Last Year”](#)

- **Renew Fast.** Want to run the EXACT SAME Victory Deal you promoted in 2018? Check the “Use Same Deal” Box at top left of Form. If you’d like to also ADD the Victory “Group Pass” option for your course in 2019 - check the “Use Same Deal + Group Pass” Box at top left corner of the Form. Just Sign, Date & Return. Easy!
- **Custom – Your Deal, Your Way.** If you are new to Victory, or if you’re a returning course that would like to try something new in 2019, use our Agreement Form to help customize and create your Deal. As you plan for your 2019 Deal, consider the promotions you ran in 2018 that were most successful.

[Earn FREE Books - Up to \\$1,375 Value!](#)

- **Victory Incentive Program - Look for the “Starred Deals”.** Include “starred deals” – part of Victory’s golf course incentive program – to earn from \$275 to \$1,375 in FREE 2019 Victory Golf Pass books to sell! Victory’s Incentive Program is designed to help golf courses create a well-rounded, full featured “Deal” for your customers. To get Victory’s best FREE Marketing value for your course, complete Page 1 & 2 of your Agreement.

Get Started! Choose, Sign and Return your 2019 Victory Agreement Today. We look forward to a successful 2019.

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[Tips – Get the Most Out of Your “Deal”](#)

- **Super Saver!** *Fan Favorite!* This is a “Hot Deal” exclusive to Victory Golf Pass. Super Saver Deals drive golfers to YOUR course. Note: Super Saver Deal must be a substantial discount. *Example: a 1 Time Use– Free Greens Fee (with paid Cart), or 40% Off Regular Rates.*
- **Weekday / Weekend.** Victory has created Morning, Midday, and Twilight Options to drive customers 7 Days a Week to your course with attractive, accurate savings at the Times and Number of Uses you choose. *This is Your “Deal” to Your Customer!* A successful Victory Deal will bring golfers – new and repeat – to your course for years to come.
- **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.
 - HERO Rate: 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.
 - Junior Special: Grow the game! Our “Kids Play Free” with a Paid Victory Adult option is a great way to advertise that your course is forward thinking.
- **Off-Season & Extra Values.** Encourage golfers to play during November-March by customizing specific, accurate Off-Season Rates. This will generate more rounds at your course with appropriate incentives seasonally. You can customize months to meet your needs. Entice customers to spend more at your facility – add Lesson, Range, Pro Shop, Restaurant Specials.

[Don’t Forget Page 2 of Your Agreement!](#)

- **Victory “Group” Pass.** *Big!* Attract Groups of 6 or More Players! Based on the number of players, offer simple, per person bonus discounts off your course’s Victory “Weekday” or “Weekend” Deals (see Group Pass Flier attached). Get Noticed! “Victory Group Pass” courses stand out in the Book, and receive additional exposure Online.
- **Victory Day!** *Maximum Exposure!* Showcase your Public or Private Course by holding a Victory Day! Pick your Victory Day Date(s) & Rate, and add custom options to boost play at your course. Victory Days are prominently featured in our book – and website – providing our *maximum* level of FREE marketing and exposure for your course! Perfect for Private Courses = invite Victory golfers to be a “Member for a Day”.
- **Lessons – PGA Lesson Center Directory.** Promote a Lesson Deal and your PGA/Teaching Staff will be featured in our book’s “Lesson Center Directory” special section and Online.
- **Victory Hope Foundation.** Donations to our 501(c)(3) private foundation are tax deductible and benefit local charities & needs.

Bonus!

2019 Victory Course Deal Incentives

Choose the "Starred Deals"

Get FREE Books + Earn up to \$1,375 in Value! It's Easy! Look for the "Starred" Deals on the 2019 Victory Golf Course Agreement Form. In addition to your Weekday/Weekend Deals, select options based on Incentives below.

Receive 5 FREE 2019 Victory Golf Pass Books

(\$275 value) by providing:



Super Saver!

Choose a Super Saver "Best" Extra Deep Deal such as:

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

Receive 5 FREE 2019 Victory Golf Pass Books

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



Senior Special (Age 60+)



Off-Season Rates (Nov-Mar)

Receive 5 FREE 2019 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 2019 Victory Golf Pass Books

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



Victory "Group" Pass

For 6 or More Players. More Players = More Money!

- Per Person Group Incentive Discounts off Victory Deal (See Chart Attached)
- Discount Based off Number of Players in Group
- Each Player MUST Have a Victory Book in hand to Receive Special Pricing
- Get Noticed! Victory Group Pass Courses stand out with a special "Group Pass" logo in Book, and additional exposure online.

Receive 5 FREE 2019 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, 2019.

VICTORY GOLF PASS, 128 KAREN DRIVE, RISING SUN, MARYLAND 21911 | victorygolfpass.com | 877-VGP-5316

Big!



2019 Victory "Group Pass" Overview

6 or More Players = More Money!

What is the Victory Group Pass?

The Victory Group Pass option is a new and exclusive way for golf courses to incentivize six or 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 money 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 - For Any Size Group:

Rule #1 - EVERY player in the Group MUST have a 2019 Victory Golf Pass book in hand at Pro Shop to receive special group discount. No exceptions.

Rule #2 - Group Pass savings ONLY applicable off your Victory **WEEKDAY** and **WEEKEND** deals.

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

Customer: Calls Course to reserve group tee times for 6+ players, identifies as a Victory "Group".
Note: unless course says otherwise, Victory Groups 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 each MUST have their own 2019 Victory Golf Pass book in hand to receive discount.

Pro Shop - Step 2: 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 Victory 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.