

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.