



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.

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