

Maximum Impact

Information and Ideas for Improving Sales, Image, and Profits

Golf Promotions Drive Brand Awareness

The massive popularity of golf makes it a natural for promotions. With 26 million loyal fans and players, golf related promotional products are sure to be retained and appreciated. So join the club and tee off on this opportunity to drive home your message.

Right now many of your top customers are looking out the window thinking about golf. Imagine if every time golfing popped into their heads, your brand did too!

Golf handouts could include items such as golf balls, tees, towels, visors, and umbrellas all bearing your company logo. If you are rewarding loyal customers and courting future business items such as golf bags, Nike golf shirts, or putters may be a nice upscale product to make a great overall impression. Your items don't necessarily have to be golf related to be appreciated and still be branded with your logo.



Lifestyle gifts, such as small home appliances, DVD players, and tents can all have your name branded on them when purchased through your promotional consultant.

Coolers, golf gloves, apparel and caps are also popular golf related items. They make nice additions to goodie bags that can be given out to all contestants and contributors in a golf tournament. Golf products are more than just another promotional merchandise category. They represent a world of advertising opportunity, with an unwavering fan base that can't get enough of it, and are willing to pay for the privilege. And you can offer them products bearing your logo or ad message that they're almost sure to use.



One of the easiest and most popular ways to distribute imprinted golf items is in conjunction with a golf event. Tournaments, fundraisers, and corporate outings are all great places to reach a targeted audience. The golf course is also a great place to build and maintain business relationships. Smart usage of branded golf gear is a great way to enhance the value of your golf outings and events, while associating your brand with an activity everyone loves.

When you are contemplating your next golf promotion, consider the participant's age, sex, handicap, and lifestyle. An experienced golfer knows the difference between a Titleist and an off brand. The items you choose speak volumes about your company.

The best of companies deserve the best of corporate golf gifts. That's why we are here!



Dear Max



Q. I was recently at a Golf Tournament and won a beautiful microwave but have no idea who donated it. Is it possible to have logos placed on larger items like that ?

A. There are many lifestyle gifts that are available with a custom imprint. For many companies we provide upscale domed decals or adhesive backed medallions to brand items that are normally difficult to imprint. Don't waste your donations by not having them imprinted.



*Ask Max a question, and receive a free gift, go to: www.coastadvertising.com/dearmax.cfm

Product Spotlight

Emergency Preparedness

Personal Survival Kit

10 PIECES Survival Kits designed to provide the necessities of First Aid, Water, Heat/Warmth and Light.



Emergency Safety Hammer w/Light

Features a large hammer w/ pointed end to break glass, a built-in seatbelt cutter, and a flashlight

Call us today to help your customers and employees be better prepared.

Good Marketing



Objective:

Provide a take away item to participants that recognize sponsors at a charity golf event.

Solution:

A local charity planning a father/son/daughter tournament and barbecue wanted to create giveaways that advertise the event sponsors. They chose a permanent marker and a mouse pad. They placed two permanent markers imprinted with the tournament name in every golf cart for the purpose of marking golf balls, and placed the remaining markers on the tables at the barbecue. The mouse pad effectively recognized and advertised the ten event sponsors.

The tournament attendees loved the giveaways and the event sponsors were pleased to be recognized and advertised.

Visit us at our showroom: 266-2950 Douglas Street, Victoria BC V8T 4N4

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