



Connecticut 2015 Golf Show Recap

Presenting Sponsors

Hartford Courant



**Over 9,000
Attendees**



**March
20th - 22nd
Connecticut
Convention Center**

Supporting Sponsors



CTGolfShow.com

Mark Your Calendar for Next Year's Show!

March 18th - 20th 2016

Stay up-to-date on new sponsors, show activities and more at
ctgolfshow.com



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Event Owned, Managed & Marketed By Varsity Communications, Inc.



For more information contact the show producer;

Dick Stephens

Toll Free at 888-367-6420 x115

www.varsitygolfshows.com

Golf Show Summary

In 2011, Varsity Golf Shows — one of the nation’s largest and most successful producers of consumer golf expos — expanded their presence all the way from coast to coast with the creation of the Connecticut Golf Show in Hartford, forging strong partnerships with the local golf community.

In the four years since, the Connecticut Golf Show has become one of the fastest-growing consumer golf expos in the nation, increasing from a first-year attendance of 5,000 golfers to a fifth-year attendance of over 9,000, as strong a testament as any to the value Connecticut consumers and exhibitors alike have come to see from the show year after year.

Last year’s golfer’s paradise included hundreds of name-brand drivers, irons, putters, wedges, golf bags, shoes, apparel and accessories at the season’s lowest prices; a massive indoor driving range lined with representatives of the game’s biggest manufacturers; PGA professionals giving free lessons to all attendees; free clubs for kids; fun skills contests; incredible enter-to-win prize opportunities, and up to four free rounds of golf for every attendee.

Varsity marketed the show via a significant media campaign that included advertisements in print, television and radio, on-site broadcasts during the most popular morning news programs, live remotes from the show floor, plus appearances and interviews by show organizers. In addition, e-mail blasts by local golf courses and other companies, plus a significant social media campaign, helped promote the show to new audiences.

The 2015 Connecticut Golf Show was made possible by the support of its sponsors, the volunteers who have given their time to the event over the years, the involvement of the exhibitors and enthusiasm of the golfing public.



Quick Facts

Show Owner	Varsity Communications, Inc.
Phone	888-367-6420
Date.....	March 20-22, 2015
Site	Conneticut Convention Center
Attendance	9,000
Exhibits	128
Media Exposure	\$100,000 Campaign
Ticket Prices	Adults: \$13, Seniors (60+) \$11, Under 12 Free
Manufacturers.....	Adams, Callaway, Cleveland, Cobra, Mizuno, NIKE, Odyssey, PING, Puma, Srixon, TaylorMade, Titleist, Wilson
Sponsors	9 Presenting, 7 Supporting, 12 Patron
Host Hotel.....	Radisson

Event Features

Chris Cote's Golf Shop and Testing & Fitting Zone

Want to try before you buy? Check out the latest in club technology from all of the industry's big boys in the Chris Cote's Testing & Fitting Zone, then walk over to Chris Cote's on-site retail store to take one home. The 2015 line-up included: Adams, Callaway, Cleveland, Mizuno, Nike, PING, TaylorMade & Titleist.

Harte Infiniti Putting Championship

Test your putting abilities at the exciting Connecticut Golf Show Putting Championship. Sink a putt to win a great prize and gain entry into Sunday's Grand Championship! 1 year membership to Crestview Country Club.

ESPN 97.9 & Buffalo Wild Wings Short Game Central

Powered by Grey Goose

A hugely popular game, ESPN 97.9 and Buffalo Wild Wings Short Game Central powered by Grey Goose allowed you to chip an Almost Golf Ball into holes of all sizes on the airborne banner. Make it through a hole to win a prize. Prizes included rounds of golf, gift certificates and more!

Waddell & Reed Long Drive and KP Challenge

Powered by TruGolf & Ultimate Services

Tee it high and let it fly at the Long Drive Challenge! Test out a new driver and hit it long for your chance to win terrific prizes! With separate divisions for men, women and seniors, and two sessions each day, everyone had a chance to win! Each day of the Show, attendees could compete for prizes in the KP Challenge.



Hartford Courant Main Stage

The Main Stage was the hub of activity all weekend, featuring free seminars on golf instruction, fitness and more.

Michelob Ultra 19th Hole

Relax and enjoy an ice cold drink at our 19th Hole. Come watch golf, NCAA basketball and other weekend sports.

PGA Free Lesson Area

Using the latest in technology and teaching techniques, professionals gave free lessons all weekend long at the Golf Show. Get tips and tricks from local professionals to help strengthen your golf game.

First Tee of Connecticut Junior Golf Zone

Inquire about Junior Golf Activities and enjoy some fun and games.

Chip for fun with Amica!

Chip a ball into one of the targets on this inflatable game and win prizes courtesy of Amica.

Contests & On-Site Drawings

Great prizes that you can win at our contests at the golf show or through drawings.



Sponsors

Presenting Sponsors Benefits

- Logo on Print, Radio & TV Materials
- Airborne Event Signage
- Logo & Link on the Show Website
- PA Announcements During the Event
- Complimentary Event Tickets
- Sponsorship of Interactive Area
- On-Site Display Space



Supporting Sponsors Benefits

- Logo on Print Media
- Logo & Link on Show Website
- PA Announcements During the Show
- Complimentary Event Tickets
- Event Signage
- Co-Sponsorship of Interactive Area
- On-Site Display Space



Patron

- Logo & Link on Show Website
- PA Announcements During the Show
- Complimentary Event Tickets
- Event Signage
- Sponsor or Co-Sponsor of a Show Activity



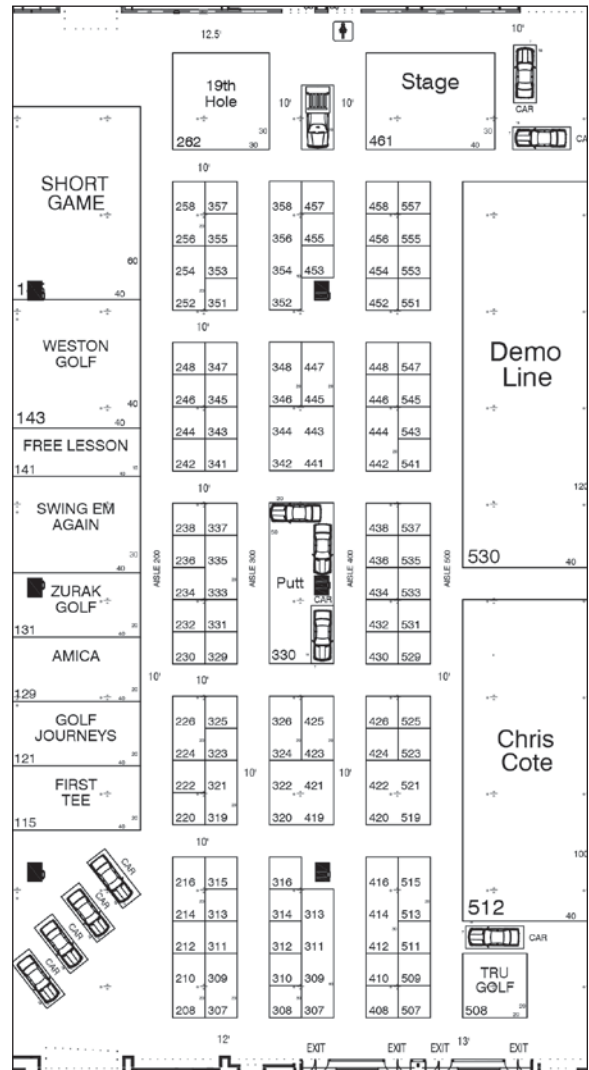
Endorsed & Supported By



105.9 River FM
 3 Up Golf
 92.5 Country
 Adams Golf
 ADT Security Services
 Amica Insurance
 Billy Casper Golf
 Blackledge Country Club
 BlueGreen Vacations Unlimited
 Bridgestone Golf
 Buffalo Wild Wings
 Callaway
 Casanova Remodeling Company
 Chris Cote's Golf Shop
 CJ Golf Apparel
 Cleveland Golf
 Cobra Golf
 Connecticut Amateur Golf Tour
 Creative Marketing-FantaSea Resort
 Crestview Country Club
 CSGA
 David Lerner Associates
 Diamond Resorts
 Dominican Republic Tourism Board
 Dr. Mulligan's Golf Balls
 Ellington Ridge Country Club
 Ember Exotic Wood Putters
 Energy Now Ct, LLC
 Enlow Grips
 Enovative Technologies
 ESPN 97.9
 Farmington Woods Golf Club
 First Tee of Connecticut
 Florida Golf Alliance/Destination Media
 Fox Sports 1410
 Genesis Golf Trips
 Gina Cigar
 Glastonbury Hills Country Club
 Global Golf Post
 Golf Channel Solutions
 Golf Digest
 Golf Journeys
 Golf Mesquite Nevada
 Golf World
 Golfing Magazine
 GolfNow.com
 Goodwin Park Golf Course
 Greater Ocean City Golf Association
 Green Mountain National
 Greene County Tourism
 Grey Goose Vodka
 Harte Infiniti
 Hartford Chapter of American
 Singles Golfer
 Hartford Courant
 Heidi Jo's Jerky

Hippo Golf
 Hometeamgolf.com
 Hop Meadow Country Club
 InnSeason Resorts-KWC Marketing LLC
 John Casablancas of Connecticut
 KartMate by Elite Seats
 King's Creek Plantation
 Kiss 95.7
 Klitchit.com-FootwearClip.com
 L.O.F.T. Golf
 Lake Morey Golf
 Leafilter
 Let's Golf
 Lurong Living
 Maggie McFlys
 Maplegate Country Club
 Merrill Lynch
 Michelob ULTRA
 Mike's Golf Outlet
 Mizuno
 Mr. Zooke
 Mulligan Gear
 New England Golf Guide
 New England Golf Monthly
 New York Life
 Next Step Living
 Niagara Golf
 Nike Golf
 OB SPORTS
 OC Golfing
 Odyssey Golf
 Okemo Valley Golf Club
 Palmer's Global Magnetic
 Therapy
 People's Products
 PGA Connecticut Section
 Point Sebago
 Poland Spring Resort
 Portland Golf Course
 Prato Eyewear
 Primm Valley Casino
 Resorts
 Promarking
 PUMA Golf
 Radisson Hotel
 Rain Wedge
 Reilly Family Chiropractic
 RESCOM Exteriors
 Rolling Stogies
 Shawnee Inn and Golf
 Resort
 Silverleaf Resorts
 Solar Eyewear
 Srixon
 Sullivan County Visitor's
 Association

TaylorMade
 The Back-9 Boardroom
 The Inn at Pocono Manor
 The Swing Finder
 Thiele Chiropractic Life Center
 Timberlin Golf Course
 Tower Ridge Country Club
 Travelers Championship
 Trugolf
 Ultimate Services
 Vacation Getaways
 Vintage Makers
 Waddell & Reed - Hartford
 Wallingford Country Club
 Western Hills Golf Course
 Weston Golf
 Wilson
 Woodloch Resort
 Wyndham Vacation Resort
 Yankee Home Improvement
 Yarmouth Cape Code Chamber
 of Commerce



Marketing & Promotions

Newspaper & Magazine = 40 Display Ads

Hartford Courant – 8+ ads

- Ran 8+ ads in the full run of the Courant over a three-week period

Golfing Magazine

- Full color ads, e-mail messages and website promotion for three months leading up

CONNECTICUT GOLF SHOW
MARCH 20 - 22
 Connecticut Convention Center
 FRI 11-5 • SAT 9-5 • SUN 9-4

FRONT DOOR FREEBIES
 PRESENTED BY Hartford Courant

4 FREE ROUNDS OF GOLF
 Goodwin Park Golf Course
 Blackledge Country Club
 Tower Ridge Country Club
 Portland Golf Course
 All Attendees • Restrictions apply see website for details.

GREAT DEALS AT THE GOLF SHOP
 Chris Cote's

FREE BALLS
 1st 300 Fri. & Sat. get 2-pack of Wilson / 1st 200 Sun. get 2-pack of Callaway

FREE TICKET TO THE TRAVELERS CHAMPIONSHIP CELEBRITY PRO-AM

BONUS 1-YEAR SUBSCRIPTION TO GOLF DIGEST

COMPETE FOR PRIZES IN OUR SKILL ZONES!

ctgolfshow.com FOLLOW US ONLINE! f t

WIN A CRESTVIEW C.C. MEMBERSHIP AT SHOW

CONNECTICUT GOLF SHOW
MARCH 20th - 22nd
 Connecticut Convention Center
 FRI 11-5 • SAT 9-5 • SUN 9-4

FREEBIES PRESENTED BY Hartford Courant

3 ROUNDS OF GOLF
 TO MAJOR MANUFACTURERS ON-SITE!

FREE BALLS
 FIRST 250 EACH DAY

FREE TICKET TO THE TRAVELERS CHAMPIONSHIP CELEBRITY PRO-AM
 W/ PAID ADMISSION WHILE SUPPLIES LAST. DETAILS & RESTRICTIONS ON WEBSITE.

GREAT DEALS AT THE GOLF SHOP
 Chris Cote's

ctgolfshow.com FOLLOW US ONLINE! f t

CONNECTICUT GOLF SHOW
MARCH 20th - 22nd
 Connecticut Convention Center
 FRI 11-5 • SAT 9-5 • SUN 9-4

GREAT DEALS AT THE GOLF SHOP
 Chris Cote's

EQUIPMENT TESTING & FITTING ZONE - 10 MANUFACTURERS ON-SITE

FRONT DOOR FREEBIES
 PRESENTED BY Hartford Courant

4 FREE ROUNDS OF GOLF
 Goodwin Park Golf Course • Blackledge Country Club
 Tower Ridge Country Club • Portland Golf Course
 All Attendees • Restrictions apply see website for details.

FREE BALLS
 1st 300 Fri. & Sat. get 2-pack of Wilson / 1st 200 Sun. get 2-pack of Callaway

BONUS! 1-YEAR SUBSCRIPTION TO GOLF DIGEST 79 VALUE & GLOBAL GOLF POST

FREE TICKET TO THE TRAVELERS CHAMPIONSHIP CELEBRITY PRO-AM
 1st 1,000 EACH DAY

COMPETE FOR PRIZES IN OUR SKILL ZONES!
 Harte Ininiti Putting Championship • First Tee Jr. Zone
 ESPN 97.9 & Buffalo Wild Wings Short Game Central
 Waddell & Reed Long Drive and KP Challenge
 Michelob ULTRA 19th Hole • Chip For Fun with Amica!

ctgolfshow.com FOLLOW US ONLINE! f t

WIN A CRESTVIEW C.C. MEMBERSHIP AT SHOW

CONNECTICUT GOLF SHOW
MARCH 20th - MARCH 22nd
 FRI 11-5 • SAT 9-5 • SUN 9-4
 CONNECTICUT CONVENTION CENTER

GREAT DEALS ON GEAR
 NEW EQUIPMENT TESTING & FITTING ZONE

FRONT DOOR FREEBIES!
 PRESENTED BY Hartford Courant

FREE GOLF
 Goodwin Park Golf Course
 Blackledge Country Club
 Tower Ridge Country Club
 Portland Golf Course
 All Attendees • Restrictions apply see website for details.

BONUS! 1-Year Subscription to Golf Digest 79 Value and Global Golf Post

FREE TICKET TO THE TRAVELERS CHAMPIONSHIP CELEBRITY PRO-AM
 1st 1,000 in the door Each Day

FREE BALLS
 1st 300 Fri. & Sat. get 2-pack of Wilson / 1st 200 Sun. get 2-pack of Callaway

CTGOLFSHOW.COM FOLLOW US ONLINE! f t

WIN A CRESTVIEW C.C. MEMBERSHIP AT SHOW

Radio & Television Advertising

• Radio = 350 Ads

- ESPN RADIO – Both ESPN stations ran over 200 spots in the weeks leading up to the show
- WYYZ Country FM – Ran 50 ads for over two weeks on the show
- WCHN FM – Ran 50 ads for over two weeks on the show
- WKSS FM – Ran 50 ads for over two weeks on the show
- WCC – (Via Hartford Distributors) Ran spots all week

• Television = 400 Ads

- FOX CT – Ran ads every morning on FOX IN THE MORNING and local news week leading up to show

- CBS – Ran commercials on PGA TOUR (both Sat. and Sun.) for three weeks leading up to show and in morning and evening news all week.
- NBC – Ads in morning and evening news
- ESPN – Throughout CT and Springfield, MA, for 2.5 weeks, ran 200 ads on SportsCenter, morning news, and day, evening and weekend coverage.
- GOLF CHANNEL – Throughout CT and Springfield, MA, for 2.5 weeks, ran 100 ads on GolfCentral, PGA Tour coverage and multiple programs.
- COMCAST CT – Rotational schedule on CNN, FOX, TNT, TBS, MSNBC, E, ESPN2, FOX Sports for two weeks

Internet

- **Courant.com** – 200,000+ impressions 4 banners
200,000+ on-line impressions with e-billboards in main news pages, sports and entertainment for three weeks leading up to show
- **Comcast.net** – 2 weeks of homepage exposure
To all CT and Springfield, MA Comcast Internet subscribers, billboards ran for over two weeks when subscribers logged in for email



Other Print Advertising

CONNECTICUT GOLF SHOW
MARCH 20TH TO 22ND
 Connecticut Convention Center
 Fri. 11-5 Sat. 9-5 Sun. 9-4
FIRST LOOK AT THE HOTTEST NEW GEAR!

FREE ROUNDS & PASSES
 All Attendees - **ROUNDS TO:** Goodwin Park GC, Blackledge CC, Tower Ridge CC, Portland GC
 1st 1,000 Each Day - **PASSES TO:** Travelers Championship Pro-Am Round
Restrictions - see website for details

HUGE SAVINGS ON CLUBS & GEAR!
 AT THE CHRIS COTE'S GOLF SHOP SUPERSTORE

CTGOLFSHOW.COM

HUGE SAVINGS ON CLUBS & GEAR!
 AT THE
Chris Cote's GOLF SHOP

Front Door Giveaways

FREE ROUNDS OF GOLF
 All Attendees Receive
 Goodwin Park Golf Club
 Blackledge Country Club
 Tower Ridge Country Club
 Portland Golf Course

FREE TICKETS
 Traveler's Championship
 1st 1,000 Each Day
Restrictions apply see website for details

ACTIVITIES
 Test drive clubs from top manufacturers
 Free instruction & seminars with top local pros
 Over 120 exhibitors

BONUS
 One Year Subscription to Golf Digest ^{79 VALUE}
 and Global Golf Post
 All Attendees

March 20th to 22nd
Connecticut Convention Center
 Fri 11 am - 5 pm - Sat 9 am - 5 pm - Sun 9 am - 4 pm

ctgolfshow.com

SPONSORS
 Chris Cote's GOLF SHOP, Tower Ridge, Hart 7, Travelers Championship, PGA, CSQA, etc.

ENDORSED & SUPPORTED BY
 PGA, CSQA, etc.

TOWER RIDGE COUNTRY CLUB

Bring this to the Tower Ridge Country Club Booth #329 to redeem for your FREE green fee certificate.
- This is not a coupon -

CONNECTICUT GOLF SHOW

GOODWIN PARK GOLF COURSE

Bring this to the Goodwin Park Booth #216 (on the corner down the first aisle of the show) to redeem for your FREE green fee certificate.

CONNECTICUT GOLF SHOW

Plus

- **Following partners** aided the show with exposure through their website/e-mail blasts: Golfing Magazine, Travelers Championship, Chris Cote's Golf Shop, Golfers' Warehouse, GolfNow.com/Golf Channel, CSGA, PGA Connecticut, Stanley Golf Course, ESPN Radio, Hartford Restaurant Group, Hartford Distributors and many other local area courses and businesses that supported the event.

Event Photos

