



NEBRASKA GOLF SHOW

Celebrate Golf!

**Feb. 1-2
2019**

CenturyLink Center

2017 RECAP

**Great Deals
ON
Golf Gear**



4,300 Attended!

nebraskagolfshow.com



PRESENTING SPONSORS



SUPPORTING SPONSORS



Mark Your Calendar for Next Year's Show!

February • 1-2 • 2019

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.



VARSIITY
COMMUNICATIONS



VARSIITY
GOLF SHOWS

For more information, contact show producer **Kirk Tourtillotte** toll free at 888-367-6420 x114
or kirk@varsitycommunications.com | varsitygolfshows.com

Overview

Varsity Golf Shows, producers of popular golf shows throughout the United States, have been bringing their successful brand of consumer golf shows to Omaha's CenturyLink Center since 2014, delivering outstanding deals, free giveaways, free lessons, fun interactive events and quality exhibitors to Nebraska's vibrant golf community.

Despite weather that has varied from five degrees to 85 degrees over the course of the show's first three years, the two-day show has proven to be a hit among local golfers, who flood the aisles each March to take advantage of special offers on local golf courses, products and services from over 80 exhibitors; fun skills contests that give attendees the chance to win clubs, free rounds and dream stay-and-play vacations; free lessons from top PGA pros; a driving range lined with representatives of all the major manufacturers; and a fantastic giveaway package for all attendees that

included up to three free rounds of golf.

Last year's show saw year-over-year growth from 2016, as more than 2,200 golfers piled through the doors on Saturday alone, with the final weekend attendance topping 4,000 for the first time. 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 in-studio 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 2017 Nebraska Golf Show was made possible by the support of its sponsors, the volunteers who gave their time to make the show a success, the involvement of the exhibitors and enthusiasm of the golfing public.

Quick Facts

Show Owner	Varsity Communications, Inc.
Phone	888-367-6420
Date	March 4-5, 2017
Site	CenturyLink Center
Attendance	4,300
Exhibits	80+
Media Exposure	\$75,000 Campaign
Ticket Prices	Adults: \$12, Seniors (60+) \$10, Under 12 Free
Manufacturers	Callaway, Cleveland, Cobra, Mizuno, Odyssey, PING, Srixon, TaylorMade, Titleist, Tour Edge, Wilson
Sponsors	11 Presenting, 5 Supporting, 5 Patron
Host Hotel	Best Western Plus Omaha Airport
Endorsed by	The First Tee of Omaha

Event Features

Austad's Golf Shop & Testing & Fitting Zone

The Austad's Golf retail space at the show had everything for your bag: clubs, apparel, shoes, accessories, bags and equipment all at unbelievable prices. There was nearly 5,000 square feet stocked full of golf equipment throughout the Show Floor! Featured brands: TaylorMade, Callaway, Odyssey, Cleveland, Srixon, Mizuno, Ping, Titleist, Wilson, Tour Edge & Cobra.

Todd Archer Hyundai Putting Challenge

Test your putting abilities at our Todd Archer Hyundai Putting Challenge. If you sank the putt you won a prize and were invited back, free of charge, to the Nebraska Putting Championship held Sunday afternoon and were eligible to win prizes.

Landscapes Unlimited/Farmers Insurance

Long Drive and KP Challenge *Powered by TRUGOLF*

Tee it high and let it fly at the Landscapes Unlimited/Farmers Insurance 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 competing in the KP Challenge.

Fleming's Steakhouse/Prairie Band/ Firekeeper Short Game Central

Chip to win great prizes at our Fleming's Steakhouse/Prairie Band/Firekeeper Short Game Central. Prizes included rounds of golf, gift certificates, golf accessories and more!

1620 The Zone Main Stage

1620 The Zone Main Stage is the hub of activity all weekend, it featured free seminars on golf instruction, fitness and more. The seminars included tips on adding distance to your drive, perfecting your putt and improving your short game.

Michelob Ultra 19th Hole

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

Nebraska Orthopedic Wellness Zone

The professionals at the Nebraska Orthopedic Wellness Zone have professional advice for keeping healthy and staying in shape so you can maintain and improve your golf game!

Kids and Family Day on Saturday!

We had a fun day in store for kids at the show on Saturday. Kids activities were featured throughout the show, where they could learn how to improve their golf game, hear from professionals and compete for prizes! Also, all kids received a Passport Card to play interactive games for free and were eligible to win prizes!



Sponsors

Presenting Sponsor 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 Sponsor 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 Sponsor Benefits

- 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

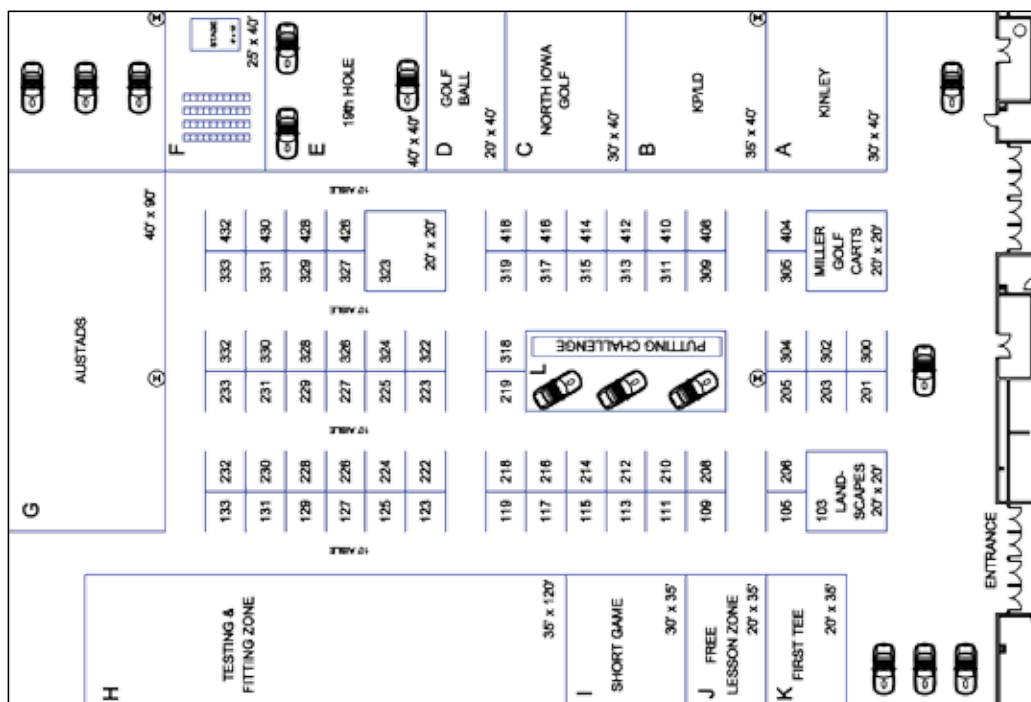


Exhibitors & Floor Plan

402 Golf LLC
 ABC Seamless of Omaha
 Absolute Security
 All About You Tour & Travel
 Applewood Golf Course
 Athletes Training Center
 Benson Park Championship Golf Course
 Bent Tree Golf Club
 Best Western Plus
 Bushnell
 Callaway
 Central Missouri Lake of the Ozarks
 Golf Council
 Champion Windows
 ChiroSport
 Cleveland Golf
 Cobra Golf
 Culligan of Omaha
 Eagle Hills Golf Course
 Elmwood Park Golf Course
 Farmers Insurance Agency
 Field Club of Omaha
 Firekeeper Golf Course
 First Tee of Omaha
 Forester Financial
 Golf Ball Paul's
 Golf the West
 Grand Falls Casino Resort

Heritage Hills
 Hippo Golf
 Johnny Goodman Championship Golf Course
 Kinley Golf Sales
 Knolls Golf Course
 Lasik Plus
 Leafilter
 Love Cosmetics and Health
 Metro Golf Event Consultants
 Michelob ULTRA
 Mid-America Golfing Events
 Miller & Sons Golf Cars
 Mizuno
 Nebraska Golf Association
 Nebraska Orthopaedic Hospital
 NebraskaGolf.org/NebraskaGolfPassport.org
 North Iowa Golf
 Northridge Country Club
 Oak Hills Country Club
 Oakland Golf Club
 Odyssey Golf
 Old Kinderhook
 Osage National Golf Resort
 Pacific Springs Golf Course
 Performance Chiropractic
 PING
 PinPal Golf
 Prairie Band Casino and Resort

Prato Eyewear
 Quail Run Country Club
 Real Time Pain Relief
 Rogue 5 Media, Inc-Golfing
 Oregon/Golfing NV
 Sam's Club
 Shadow Ridge Country Club
 Southwest Nebraska Swing
 Spinal Balance Health Center
 Spring Lake Golf Course
 Sprint
 Srixon
 Steve Hogan Golf Course
 Tatanka Golf Club at Feather Hill
 TaylorMade
 The Players Club at Deer Creek
 The Prairie Club
 Thumper Pond Resort
 Tiburon Golf Club
 Titleist Golf
 Todd Archer Hyundai
 Tour Edge
 Warren Swigart Golf Course
 Welk Resorts
 Western Douglas County Chamber
 Westwood Golf Course
 Wild Horse Golf Club
 Wilson



Marketing & Promotions

Print/Large Reach Daily Media – 20+ Display Ads / Quarter Million Dig. Imp.

- **Omaha World Herald**
16 display ads over 3-week period
- **Council Bluffs Non-Pariel**
4 display ads during show week
- **OMAHA.com**
232,000 digital ad impressions in sports and news
12-day campaign

Omaha World Herald FRONT DOOR FREEBIES
With paid admission while supplies last. Details & restrictions on website.

5 ROUNDS OF FREE GOLF!
River Wilds GC – 1st 500 Saturday
Tiburon – 1st 500 Sunday
Oakland GC – 1st 1,000 Both Day
Quail Run CC – All Attendees
Osage National – All Attendees
The Lodge of Four Seasons – All Attendees

NEBRASKA GOLF SHOW
March 4-5
CenturyLink Center • Sat 10-8 • Sun 10-5

75+ Exhibitors • TOP Manufacturers
FREE Lessons • 15th Hole • Sat. is Kids Day

HUGE EQUIPMENT SALE
AUSTAD'S

VIP TOUR PASS
\$404 Value for \$49
• 2-day pass to the Golf Show
• \$10 interactive cash
• \$25 to Fleming's Steakhouse
• 3-ball sleeve of Srixon golf balls
• Bonus Round to Lodge of Four Seasons
• Bonus Round to Osage National
• 2 for 1 to Firekeeper GC

SPONSORS: Omaha World Herald, ULTRA, PURLAND, FARMERS INSURANCE, LANDSCAPES UNLIMITED, FIREKEEPER GOLF COURSE

nebraskagolfshow.com

NEBRASKA GOLF SHOW
Play Better Golf
March 4-5
CenturyLink Center
Sat. 10am - 6pm Sun. 10am - 5pm
Sat. is Kids Day!
Kids under 12 FREE

AUSTAD'S

HUGE GOLF EQUIPMENT SALE
75+ Exhibitors
TOP Manufacturers
FREE Lessons
Contests Galore
Michelob Ultra 19th Hole

Front Door Freebies! Omaha World Herald
With paid admission while supplies last. Restrictions apply. See website for details.

5 FREE ROUNDS OF GOLF

River Wilds GC – 1st 500 Sat.
Tiburon – 1st 500 Sun.
Oakland GC – 1st 1,000 a day
Quail Run CC – All Attendees
Osage National – All Attendees
The Lodge of Four Seasons All Attendees
Golf Digest 1-Year • \$7 Value

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Radio - 600+ Golf Show Radio Commercials

- **1620 THE ZONE SPORTS:** 150+ spots over 2 weeks
- **1180 THE ZONE 2 SPORTS:** 100+ spots over 2 weeks
- **Q98.5 FM:** 50 spots over 2 weeks
- **ESPN 590 Omaha Sports :** 130 spots over 2 weeks leading up to show
- **KNTK The Ticket Sports Lincoln, NE Market:** 100+ spots 2 weeks leading up to show
- **CD 105.9 FM:** 75 spots over 1.5 weeks leading up to show
- **Z-92 ROCK FM:** 65 spots over 1.5 weeks leading up to show

Television - 280+ Golf Show TV Commercials Airing Over 2 Weeks

- **Golf Channel-COX CABLE:** 180 ads: Golf Channel shows, PGA Tour over 2+ weeks
- **FOX42:** 20+ ads in AM news week leading up to show
- **KMTV CBS:** 40+ Ads/spots; 2 weeks of AM/PM news and weekly Sports Show
- **WOWT NBC:** 26 ads of PGA Tour Coverage and AM/PM news
- **KETV ABC:** 15 ads in AM/PM news week leading up to show

Ads And Messaging Via Digital Partnerships – 20+ Partners

Omaha.com, OmahaWorldHerald.com, GROUPON, NGA, Nebraska Golf Association, PGA Nebraska Section, Landscapes Unlimited, Austad's Golf, Golf Show Database. Golf Show Facebook/TWITTER and 20+ local regional partners and show clients ALL HELPING!



On-Site Exposure And Direct Mail

Posters put up in Omaha/CB area for 3 weeks at local courses, sports bars, retailers and Direct Mail card sent to Golf Show database. In-store pre-show exposure in Austads.

Play Better Golf

NEBRASKA GOLF SHOW | **March 4-5**
CenturyLink Center
Sat. 10am - 6pm • Sun. 10am - 5pm

- FREE Golf for all Kids!
- All the TOP Manufacturers
- FREE Lessons
- Saturday is Kids Day
- Golf Wellness Zone
- Golf Simulator
- Contests & Prizes

Receive up to **4 ROUNDS OF GOLF**
Details on back

Golf Digest For 1-Year \$7 VALUE

GET FITTED & TRY NEW CLUBS

GREAT DEALS ON GOLF GEAR

nebraskagolfshow.com

NEBRASKA GOLF SHOW | *Play Better Golf*
March 4-5
CenturyLink Center
Sat. 10am - 6pm • Sun. 10am - 5pm

- All the TOP Manufacturers
- FREE Lessons
- Saturday is Kids Day
- FREE Golf for all Kids!
- Golf Wellness Zone
- Golf Simulator
- Contests & Prizes

FRONT DOOR FREEBIES
Presented by Omaha World-Herald

- Receive up to **4 ROUNDS OF GOLF**
See website for details & restrictions
- Golf Digest 1-Year subscription w/paid admission \$7 VALUE

GET FITTED & TRY NEW CLUBS

GREAT DEALS ON GOLF GEAR

nebraskagolfshow.com

SPONSORED BY

- AUSTADS
- Chapelwood
- Country Club
- Landscapes Unlimited
- Orthopaedic Group
- Flamingo's
- FARMERS INSURANCE
- Hyundai
- Todd Archer Hyundai
- TIBURON
- PRAIRIE BAND
- FIREKEEPER GOLF COURSE
- ULTRA
- Omaha World-Herald

Live Broadcasts – More Expected!

- **CBS MORNING BLEND OMAHA:** Live show Friday – 8-min. feature on Golf Show
- **THE ZONE SPORTSRADIO:** Live interview on air
- **Live discussion on:** The Golf Show on Zone, ESPN, The Ticket all week long

Social Media And PR

Multiple messages, posts, boosts and campaigns to our FACEBOOK FOLLOWERS for 2 months leading up. Major focus 30 days out. Press releases for 4 months to regional media.





