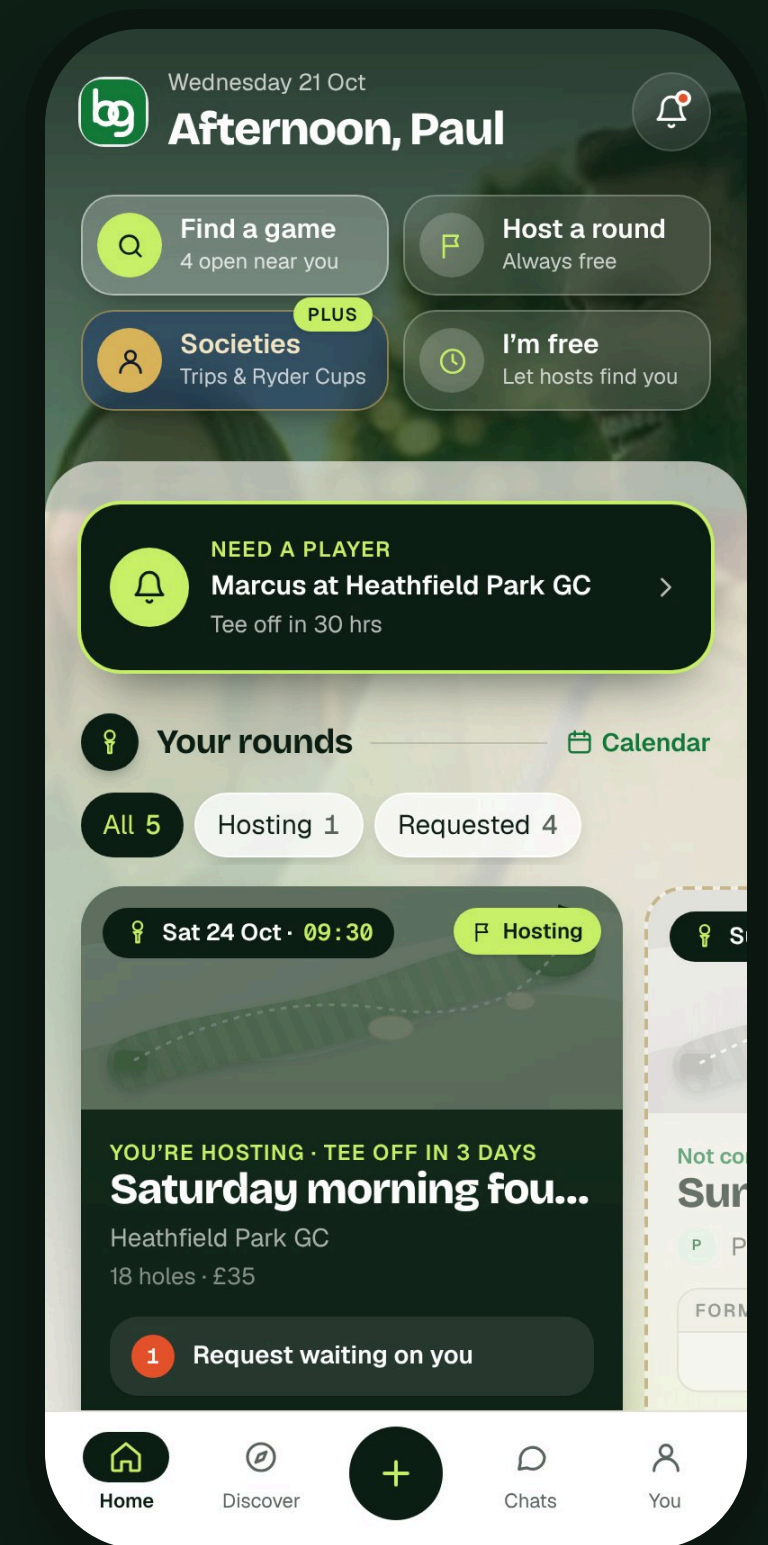


SPONSOR PACK · LAUNCHING MARCH 2027

Advertise with BuddyGolf

Reach golfers at the moment they are choosing who to play with.



Confidential · Screens are from the live prototype, with sample data

THE AUDIENCE

Golfers who already pay to play, and want company

750,071

England Golf club members

2025 total, up 2.66% on the year.

72,921

iGolf members

Golfers without a home club, up 34%.

822,992

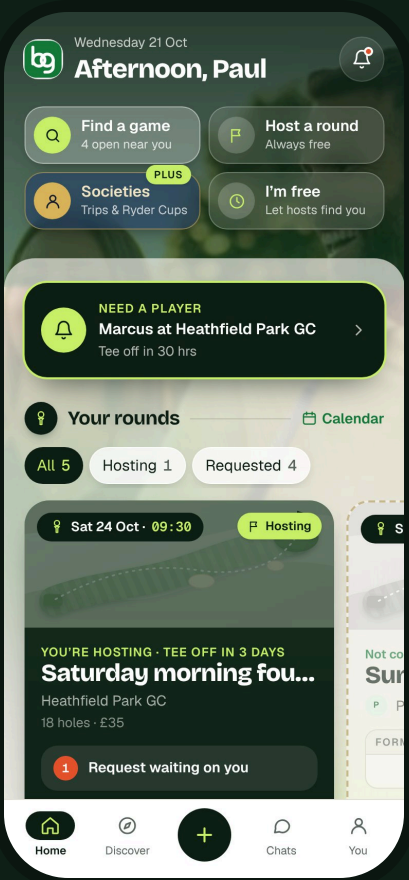
The market we count

Both groups added together.

Sources: England Golf membership figures 2025; iGolf membership. BuddyGolf is not yet live.

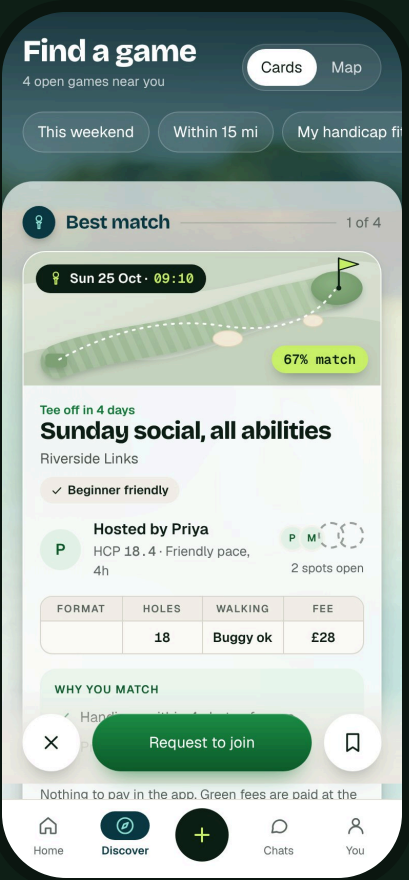
WHERE YOU APPEAR

Three places golfers already look



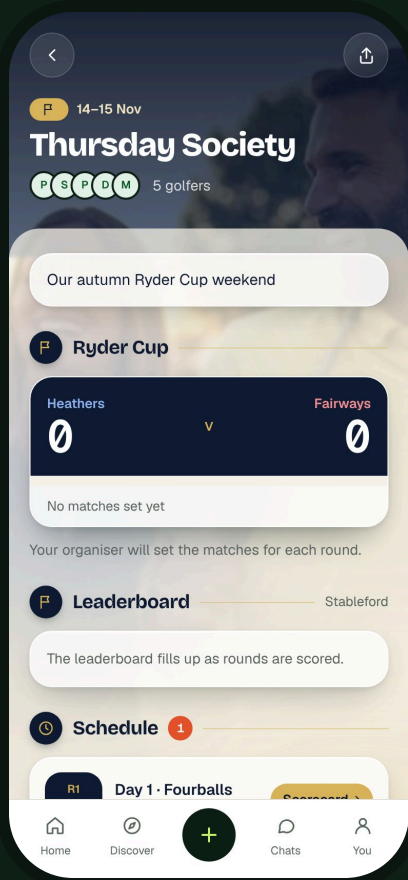
Home

A sponsor card every time a golfer opens the app.



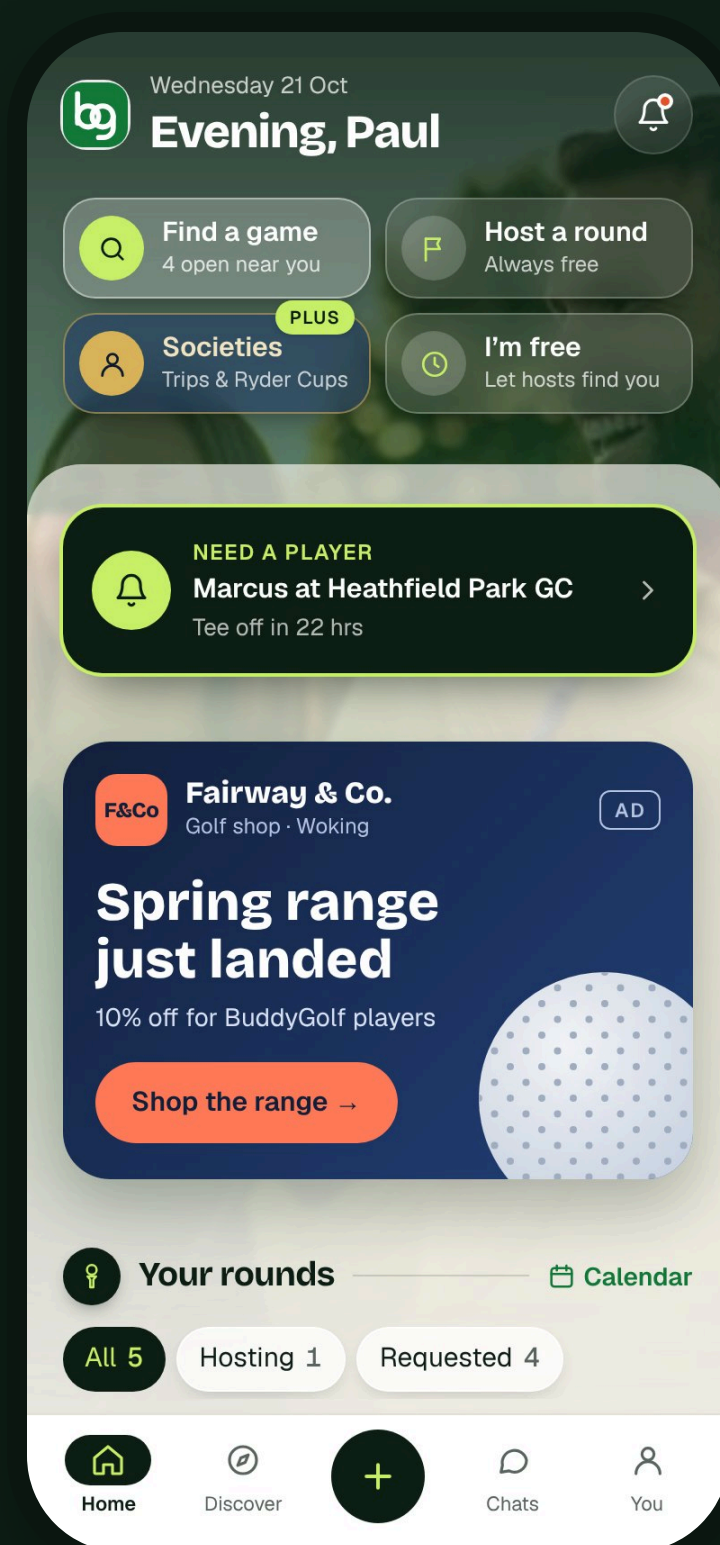
Find a game

Your club and course shown first to golfers nearby.



Society trips

“Presented by” on a trip leaderboard.



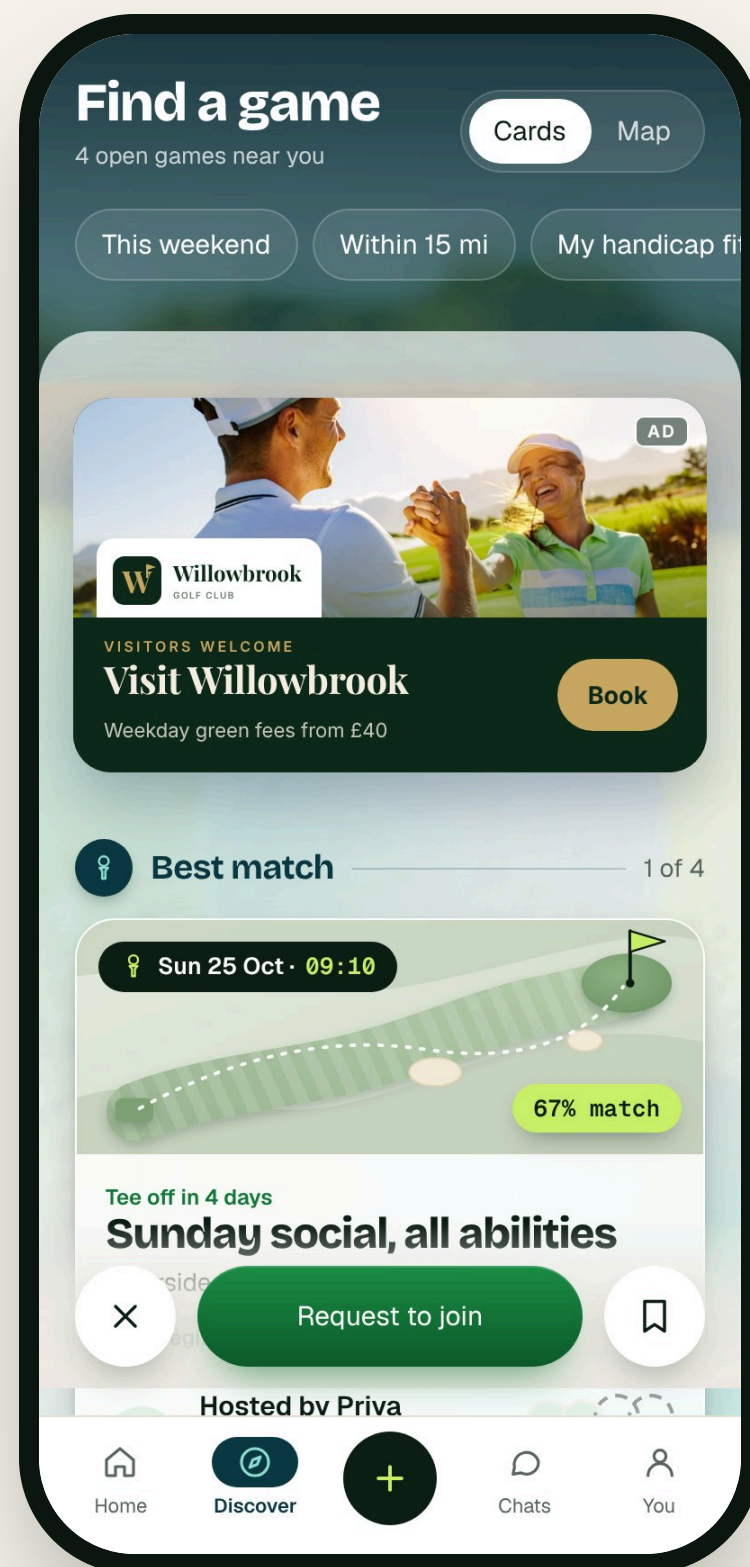
CATEGORY SPONSOR

Your ad, on the screen every golfer opens



You send a logo, a headline, one offer line and a link. Marked Ad, shown under the need-a-player alert.

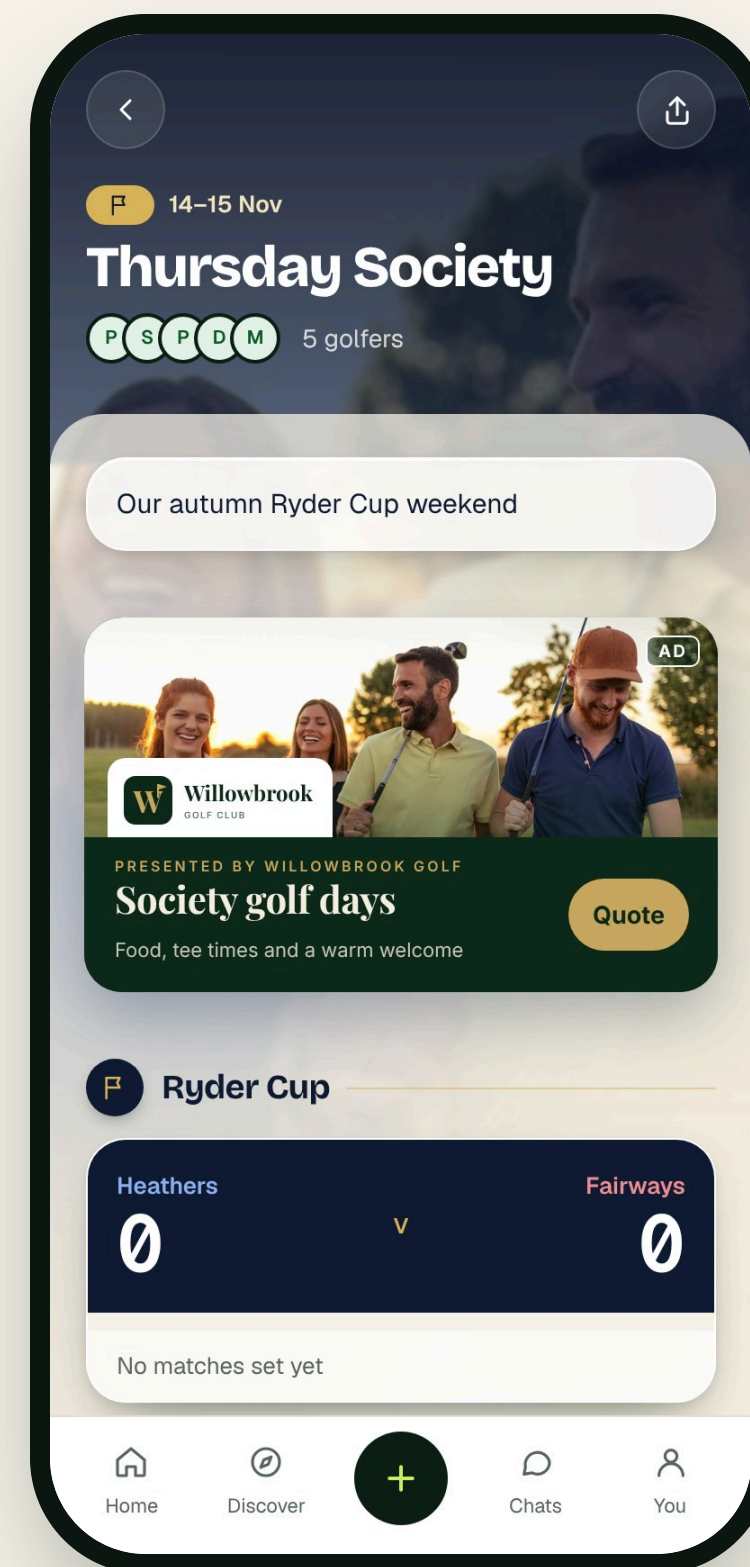
Mock-up on the live prototype. Fairway & Co. is an example sponsor, not a real business.



CLUB PARTNER

Your club, first in Find a game

A full ad in Find a game, shown to golfers within 15 miles, before the best match.



EVENT SPONSOR

Presented by you, all trip long

A full ad above the Ryder Cup scoreboard every golfer on the trip checks.

Mock-ups on the live prototype. Willowbrook Golf Club is an example club, not a real one. Offers and prices are examples only.

FOR GOLF CLUBS

Four ads your club could run

AD



VISITORS WELCOME

Visit Willowbrook

Weekday visitor green fees from £40. Book a tee time through BuddyGolf.

Willowbrook Golf Club
Est. 1924

Book a tee time

AD



TWILIGHT GOLF

Twilight from 4pm

Make the most of the evening light with a reduced twilight green fee.

Willowbrook Golf Club
Est. 1924

Book now

AD



MEMBERSHIP

Join the club

No joining fee this month. Come and play a round with us first.

Willowbrook Golf Club
Est. 1924

Enquire

AD



SOCIETIES AND EVENTS

Bring your society

Golf day packages with food, tee times held and a warm welcome.

Willowbrook Golf Club
Est. 1924

Get a quote

Example ads for a made-up club, Willowbrook Golf Club. Offers and prices are examples only. Every ad is marked Ad.

OPTIONS FOR CLUBS

Pick how much your club shows

Option	What you get	Founding price	Places
Club Listing	Your club and course shown first in Find a game for golfers within 15 miles, plus 10 free Plus memberships for your members.	£120 a year	50
Listing and Offer Ad	Everything in Club Listing, plus a full ad in Find a game for your visitor fee, twilight rate, new members or society days. Change the offer up to four times a year.	£249 a year	25
Home Headline	The big ad on the Home screen, all year, with a views promise. One sponsor per category.	£499 a year	5

Founding prices, paid now. 12 months run from launch, or 14 if paid by 31 Jan 2027. Prices exclude VAT.

SPONSOR PACKAGES

Three ways to sponsor

Package	What you get	Founding price	Places
Category Sponsor	The Home sponsor card all year, with a views guarantee. One sponsor per category, such as clubs, apparel or travel.	£499 a year	5
Club Partner	Your club and course shown first in Find a game for golfers within 15 miles, plus 10 free Plus memberships to give your members.	£120 a year	50
Event Sponsor	“Presented by” your name on a society trip’s schedule and Ryder Cup scoreboard.	£120 a trip	Open

Founding prices, paid now. 12 months run from launch, or 14 if paid by 31 Jan 2027. Prices exclude VAT.

BEFORE LAUNCH

What you get from the day you pay

Your logo, live

On the BuddyGolf pre-launch page.

Launch email

Named to everyone on the launch list.

Campaign updates

A thank-you in our supporter updates.

Early access

For your staff and members before the public launch.

Our views promise

If a Category Sponsor's first year delivers fewer than 74,000 Home views, the sponsorship runs on, free, until it does.

ESTIMATED YEARLY NUMBERS

What a sponsor can expect in year one

Estimate	Low	Base	High
Share of 822,992 golfers	0.5%	1%	2%
Registered golfers	4,115	8,230	16,460
Active in a typical month	1,029	2,058	4,115
Home sponsor views a year	74,070	148,140	296,280
Category Sponsor, per 1,000 views	£6.74	£3.37	£1.68

Assumptions, not forecasts: 25% of registered golfers are active in a typical month, each opens the app 6 times a month, and the Home card shows once per visit. BuddyGolf is not yet live.

Category Sponsor price £499 a year, divided by views.

WHAT ADVERTISING COSTS ELSEWHERE

Less than half the golf network rate

Where	Per 1,000 views
Banner ad in an app, UK	Under £0.30
Full-screen ad in an app, UK	About £3.75 to £4.50
Golf ad network, launch rate	£8
BuddyGolf Category Sponsor, base case	£3.37

Why pay more than a banner

Every view is a golfer looking for a round. You get one exclusive spot in your category, not a slot shared with every advertiser.

Sources: Business of Apps, mobile ad rates (2021 to 2022, US dollars converted at about \$1 = £0.75); Golf Business News, golf ad network launch rate. Rates change, so confirm before buying.

PRE-LAUNCH TO MARCH 2027

Pay now, and your 12 months start at launch

Nov to Dec 2026

Reserve and pay

Pay by 31 Jan 2027 and get 14 months, not 12.

Jan to Feb 2027

Build and test

Sponsor slots built and tried with real societies.

March 2027

Launch

Public launch. Your sponsorship period starts here.

Every quarter

Real numbers

Golfers, sessions and sponsor views, reported to you.

Proposed terms: paid in full when you reserve, your 12 months run from launch, and a views promise instead of a refund.

NEXT STEPS

Become a founding sponsor.

Pick a package and a category, and we will confirm it is still free.

hello@buddygolf.uk