

# Charlotte Golfers Passport Information



The Charlotte Golfers Passport is an exclusive golf membership that gives access to public and private courses around the Charlotte Metro area. It is designed to increase traffic and revenue for our partnered golf courses by filling up open tee times. Each course has their own page on our passport and can be fully customized with rates and other options that make sense for your golf course operations. The passport provides free exposure for your golf course to the Charlotte Golf community.

The passport does not interfere with member tee times. It is fully customizable to help drive exposure and play, without heavily discounting rates.

## Some Customizable Features Include:

1. Days & times that passport holders are able to play
2. Passport holder rates determined by the course and can vary based on the time of year
3. The amount of time in advance that passport holders are able to book tee times
4. The number of rounds that passport holders are eligible to play at that given rate

## Course Benefits Include:

1. **Zero** cost to your golf course
2. Other revenue opportunities from food & beverage sales, pro shop sales, and lessons
3. Increased exposure to new golfers in the Charlotte area who will return to play at normal rates
4. Can help drive membership sales

## Why Partner with Charlotte Golfers?

- We have a loyal and growing following within the golf community in Charlotte. Courses have seen a lot of traction from our following when we feature them on our website and social media.
- We are a team with personal local golf knowledge and marketing expertise