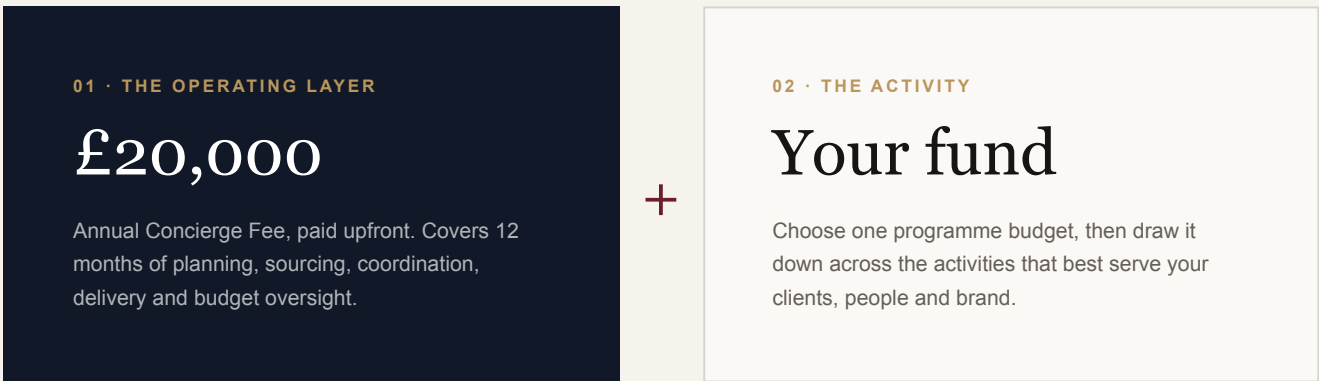




ANNUAL CORPORATE PROGRAMME

# One fee. One fund. Every way your business uses golf.

Club 15 replaces disconnected bookings, suppliers and expense claims with a managed 12-month programme. Set the commercial priorities; we build and run the calendar around them.



| Plan                                       | Source                                | Deliver                                 | Oversee                                   |
|--------------------------------------------|---------------------------------------|-----------------------------------------|-------------------------------------------|
| Objectives, annual calendar and guardrails | Venues, suppliers, access and options | Bookings, guests, logistics and hosting | One fund and a consolidated view of spend |

## ONE POSSIBLE YEAR AT EACH LEVEL

# Choose the ambition. We shape the programme.

These examples show what each investment level could deliver using current starting prices. Every activity can be exchanged as priorities change.

## OUTSOURCED GOLF – ENTERPRISE

# £20k / qtr

£100k annual total

|                |             |
|----------------|-------------|
| Concierge Fee  | £20k / year |
| Programme Fund | £80k / year |

- 6 client guests across 3 Championship experiences
- 1 VIP Flagship experience
- 1 large event for 20+ people
- 1 internal activation and 1 inclusion programme
- £5k merchandise and gifting allocation

## OUTSOURCED GOLF – ENTERPRISE GOLD

# £40k / qtr

£180k annual total

|                |              |
|----------------|--------------|
| Concierge Fee  | £20k / year  |
| Programme Fund | £160k / year |

- 10 client guests across 5 Championship experiences
- 2 VIP Flagship experiences
- 2 large events for 20+ people
- 1 leadership event
- 1 internal activation and 1 inclusion programme
- £17.5k merchandise and gifting allocation

## OUTSOURCED GOLF – ENTERPRISE ULTRA

# £60k / qtr

£260k annual total

|                |              |
|----------------|--------------|
| Concierge Fee  | £20k / year  |
| Programme Fund | £240k / year |

- 20 client guests across 10 Championship experiences
- 3 VIP Flagship experiences and 2 large events
- 2 leadership events and 2 internal activations
- 2 inclusion programmes
- £30k merchandise and gifting allocation

THE UNIFIED PROGRAMME FUND

# Allocate around outcomes, not disconnected events.

Your programme fund can move between five connected uses as commercial and people priorities change through the year.

01

## Client relationships

Championship and Flagship days designed around priority accounts, key stakeholders and a defined next commercial move.

02

## Large golf events

Branded experiences for 20+ clients, partners or community members, managed as one coherent occasion.

03

## Teams & leadership

Internal activations, leadership off-sites and milestone celebrations that create purposeful time together.

04

## Inclusive pathways

Women in Golf and New to Golf programmes that help more colleagues participate with confidence.

05

## Merchandise & gifting

Branded merchandise for teams and thoughtful client gifting, planned as part of the programme rather than a last-minute add-on.

| CHOOSE         | WHEN IT FITS                                                    | FIRST PLANNING QUESTION                                      |
|----------------|-----------------------------------------------------------------|--------------------------------------------------------------|
| £20k / quarter | A focused programme for one team or a concentrated account list | Which single business objective should the first year prove? |
| £40k / quarter | An annual calendar balancing external and internal outcomes     | Which activities must happen every quarter?                  |
| £60k / quarter | A portfolio spanning teams, audiences and programme types       | Who owns allocation decisions across the organisation?       |

## Turn the budget into a programme.

Club 15 will build an initial allocation around your priorities, audiences and guardrails.

[jemima@club15.co.uk](mailto:jemima@club15.co.uk) →