



Wherever You
Want



GREENKEY

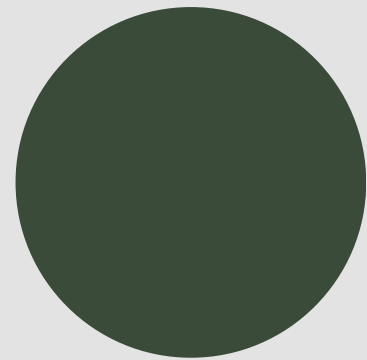


Whenever You
Want

The GreenKey Identity



Color Palette:



Typography:

Cooper BT

Montserrat

Vibe:

Not too loud and sporty, minimal,
calm



Mission & Values

Making premium access to golf courses seamless and flexible, prioritizing access over exclusivity.

- community
- effortless access
- discovery
- fair play

Category & Audience

Subscription based sports access



Men aged 35-65

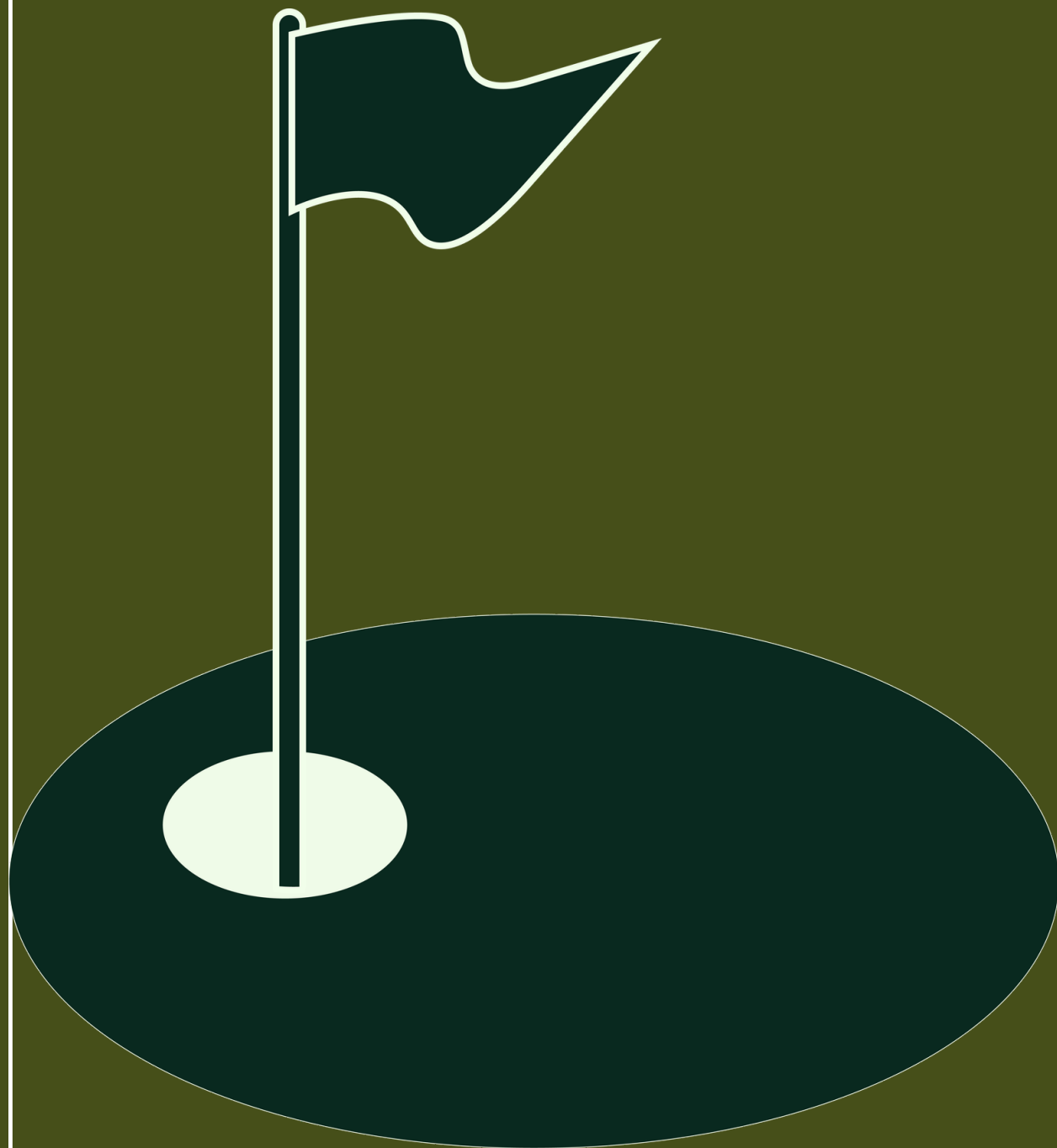
Golfers

High income professionals

Value flexibility and control



GreenKey offers golfers the freedom to play wherever they want, whenever they want, without the limitations of traditional memberships.



Basic Costs + Features

Base Cost: \$499

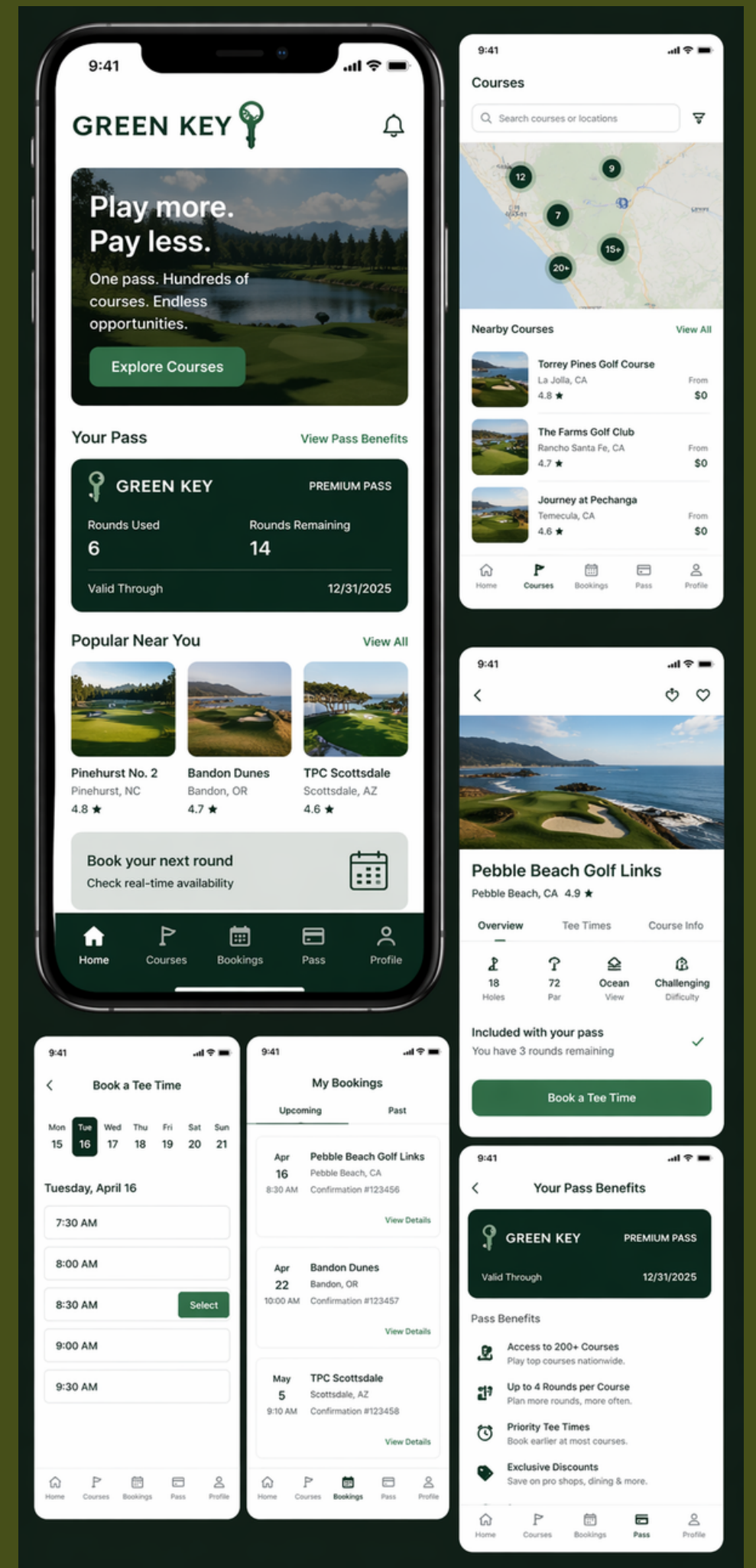
- Access to courses under \$100 Per round (ex. Coal Creek, Twin Peaks)
- Two to four rounds per course/year
- Exclusive discounts at pro shops/golf stores

Premium Cost: \$999

- Access to all courses featured (ex. Colorado National)
- Five to eight rounds per course/year, Two to Four for premium.
- Booking access on blackout weekends (Memorial Day, July 4th, Etc.)
- One to two rounds at highly sought after courses (ex. The Broadmoor)

Features:

- App + Physical Card
- Browse and search through a filtered search system (ex. location, price, difficulty, etc.)
- Track remaining rounds - usage tab
- Notifications for availability on favorite courses



Unlock Your Game

Campaign Goal: Bring green key directly to the target audience and incentivize a digital follow up

Mix of mediums: OOH

- Pop-ups at tournaments, pro shops, golf stores, country clubs, demos and expos
- Gamify the experience - 15% off first time users (increase sign-ups) + Chance to win Green Key merchandice in a small putting or chipping game.

Digital Media (Ads + Influencers)

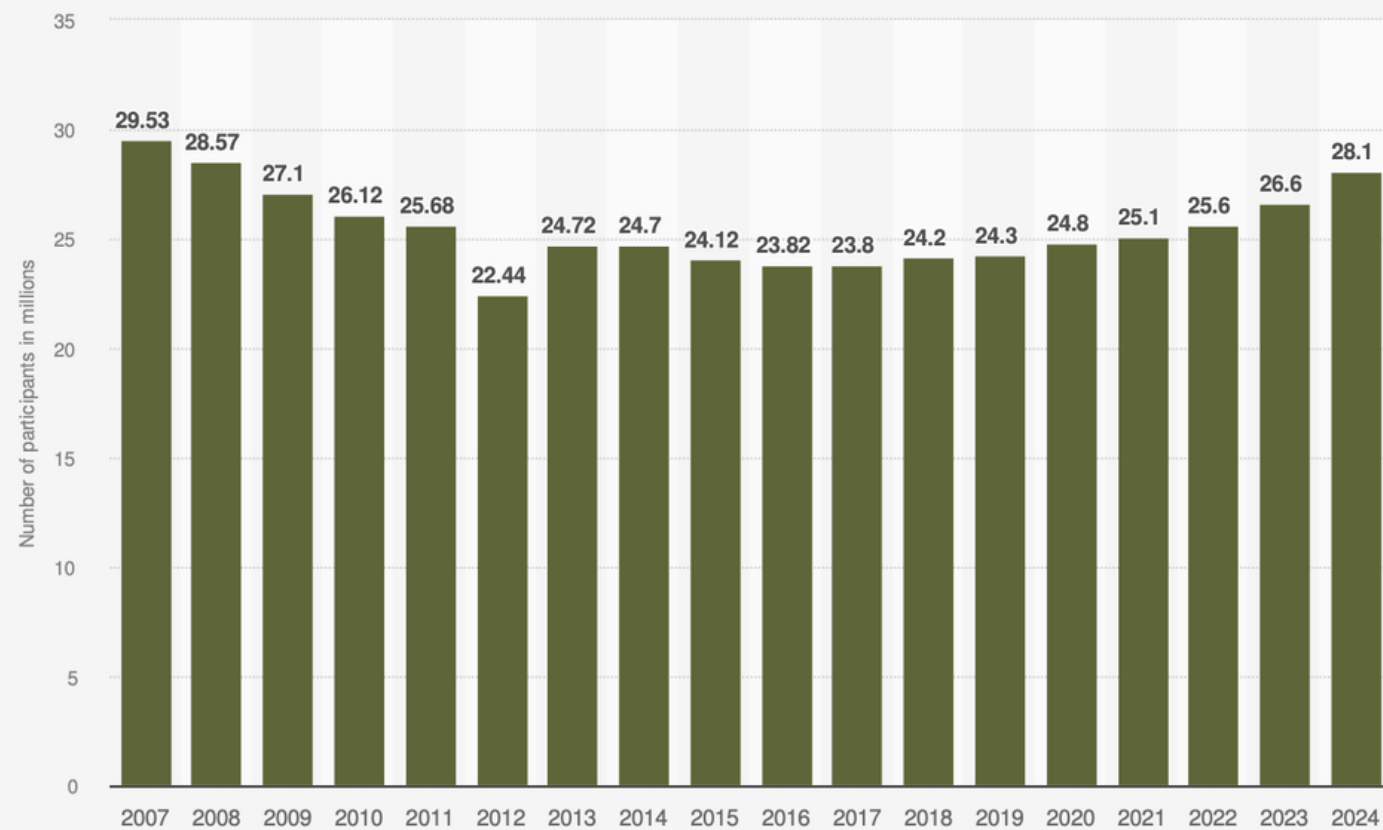
- Feature banner ads on websites with promotions (ex. Golf Brand Websites, Course Sites, ESPN, CNBC, FOX News)
- Expand to Instagram, Youtube, and Tik Tok Ads + Influencers
- Good Good, Grant Horvat, Bryson DeChambeau, Barstool Sports



Market Share

- Golf industry is growing with demand: 29 Million US Golfers
- Goal: capturing a small percentage of frequent and high income players
- Targeting subset of 29 million population, an estimation of 8-12 million players

Number of people participating in golf in the United States from 2007 to 2024
(in millions)



Sources

Statista; National Golf Foundation (NGF); Outdoor United States; Statista; National Golf Foundation (NGF); Outdoor Foundation

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Additional Information:

Foundation; 2007 to 2024; 6 years and older; on-course participation only



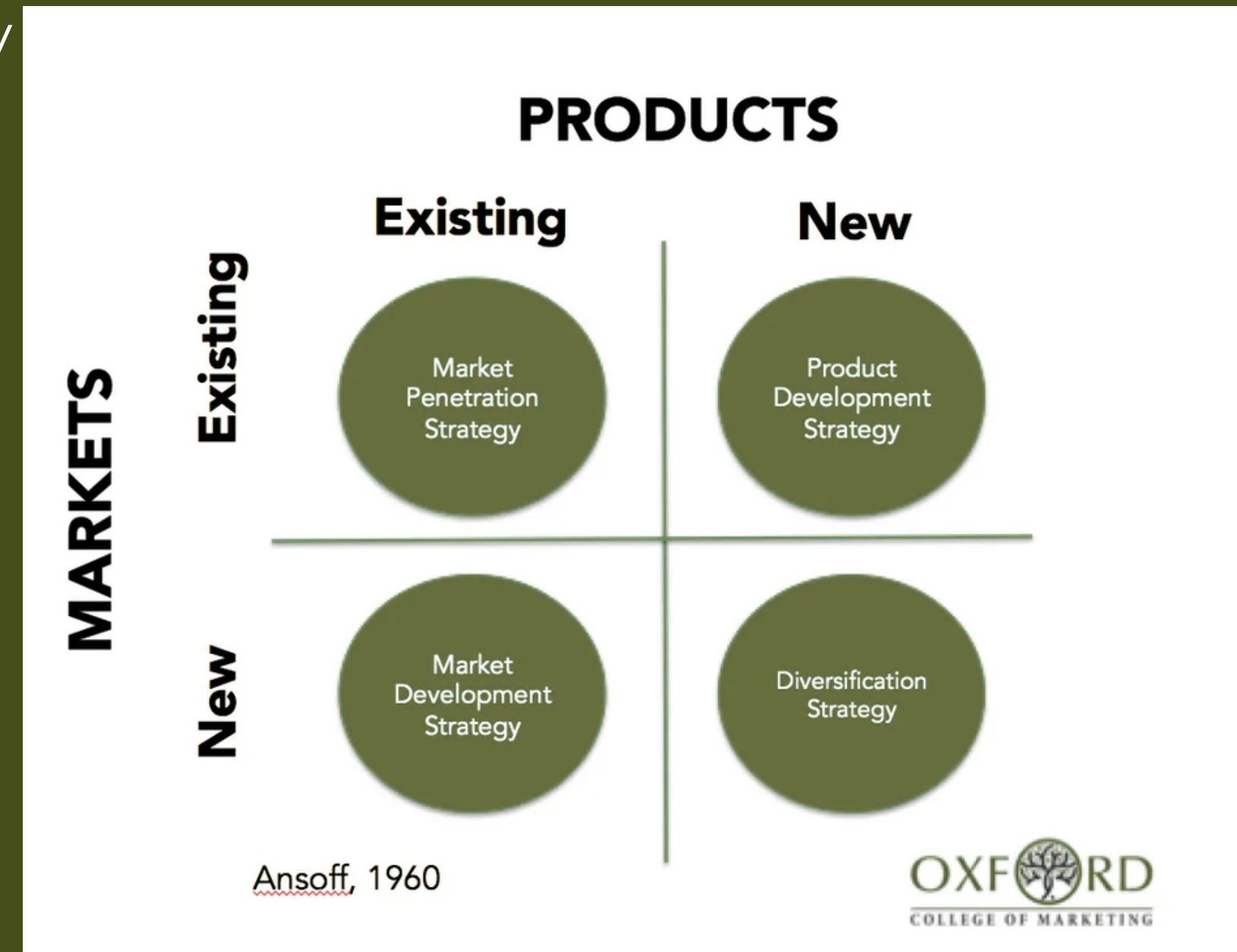
Ansoff's Matrix + Green Key

Market Penetration Strategy

- Existing Product (ex. club memberships, third party booking websites)
- Existing Market: Golfers
- Bringing the product to the customer through OOH
- offering promotions
- Targeted Digital Media (Banner Ads) increasing impressions + share within existing audience

Market Development Strategy

- Existing Product
- New Market: Younger/New Golfers
- Target new customer segment through new channels of distribution (ex. Instagram, Youtube, Tik Tok) via Digital Media + influencers and sponsorships



Budget

Focused Penetration Strategy

1

500k - launch and awareness: digital ads: 200k, influencers: 100k, PR & launch, 100k, branding: 75k, testing/extra: 25k

2

1 Million - growth and retention: increase digital presence, golf course partnerships, grow credibility through word of mouth

3

1.8 Million - scale and leadership: polish brand storytelling and sponsorships at golfing events



GREENKEY

Thank you!

Sources

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- <https://www.statista.com/statistics/191907/participants-in-golf-in-the-us-since-2006/>
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