

Boulcott's Farm Heritage Golf Club

15 June 2021

Est. 1892

BOULCOTT'S
FARM

Heritage Golf Club (Inc)

Topics

- Monday Ladies
- Futures Program
- Sponsorship



Monday Ladies

3 Level Program

-8 Week Learn to Play

-Playing League

-9 Hole Twilight



NZ Golf Branding



she loves golf.

She Loves Golf @ Boulcotts Farm
8 Week Learn to Play | 12/10 – 7/12 | 5:30 – 7:30pm
6 Hole Short Course Golf | 5/10 – 21/12 | 4:30pm
Coaching | 19/10, 2/11, 9/11, 23/11, 30/11, 7/12 | 6:30 – 7:30pm
Join us at the 19th Hole (The Farm Café and Bar)
for post golf debrief and refreshments
Contact - admin@boulcottsfarmhgc.co.nz

 #shelovesgolf | lovegolf.co.nz 

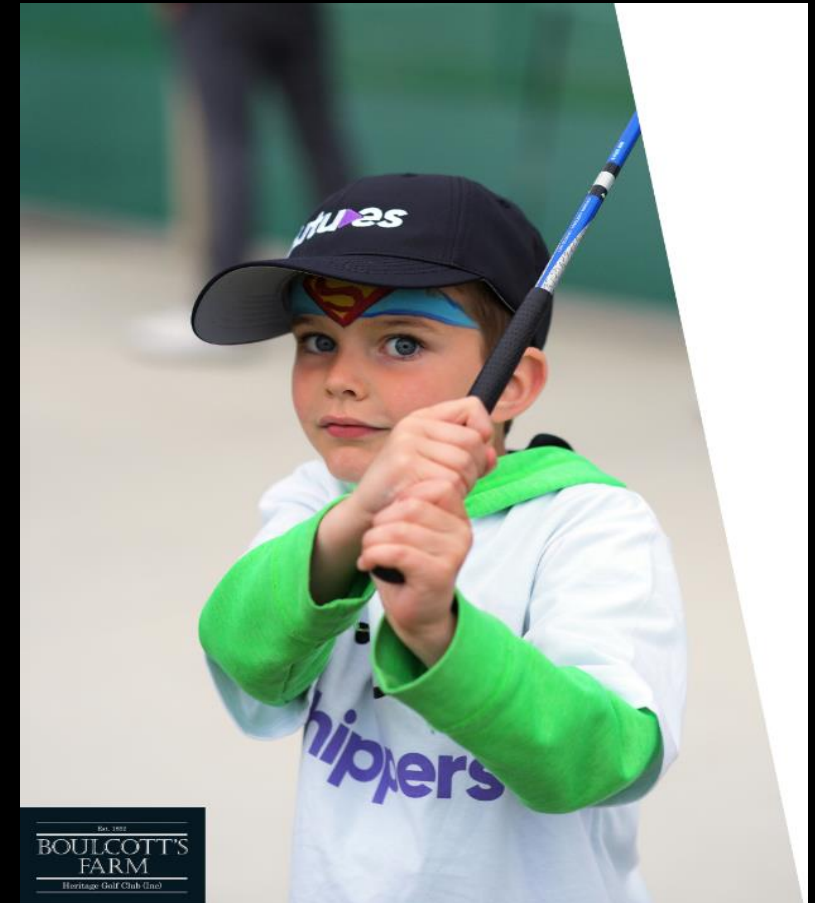
19th Hole Experience

- Each week post golf Bar and Café open for meals and drinks
- Topic of the night (Rules, Equipment, Scorecards, Competitions)
- Prize Giving for Twilight
- Show golf swings on Screen



Juniors / Futures

- Re-Branded to Futures Program 2019
- Sponsored by McDonalds
- 120 Kids
- Terms 1 & 4 Each Year
- Focus on Fun, Participation, Variety Skills, Drills and Play



NZ Golf Branding



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BOULCOTT'S FARM HERITAGE GOLF CLUB

Join us to learn and play golf!

You'll have lots of fun on the golf course and learn new skills while meeting new friends.

Suitable for those in primary and secondary school.

Choose the right experience for you!

Weekly Coaching - Term 4 2020 & Term 1 2021

Cost: \$70

Weekly Coaching & 12 Months Short Course Membership

Cost: \$150

Parent Short Course Membership

Cost: \$100

Season commences from:

Sunday 11 October | Monday 12 October
Tuesday 13 October | Wednesday 14 October.

To register, please contact our Pro Shop Team
proshop@boulcottsfarmhgc.co.nz or 04 567 4722

Boulcott's Farm Heritage
Golf Club is proudly
supported by



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Boulcott's Farm Heritage
Golf Club is proudly
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Junior Pathway

- Coaching
- 6 Hole Short Course
- 9 Hole
- Interclub



Sponsorship



Agenda



- Desired Outcome
- Why Golf?
- Summerset Opportunities
- Summerset Membership @ Boulcott's Farm
- Proposal
- Discussion



Why Boulcott's Farm



- Location – on your doorstep
- Total current membership of 1011 people
- One of the Regions Best Course / Facilities
- Commercially Run Organisation / Long Standing History
- Total rounds played per year approximately 45,000
- Proud history of growing participation of the game
- Varying levels of playing options – Practice Facilities, Short Course, Driving Range, Championship Course



Desired Outcomes



Both Summerset and Boulcott's Farm have a desire to provide leisure activities for residents of the Lower Hutt Village



Both parties are in this for the long term – Let's work together for the best possible joint outcome!

Beginner-friendly Experiences



IT'S OKAY RULES

TO NOT KEEP SCORE.

TO TEE THE BALL UP WHEREVER YOU LIKE.

TO FORGET ABOUT A LOST BALL AND JUST HIT A NEW ONE.

TO PICK UP IN THE MIDDLE OF A HOLE AND JUST ENJOY THE WALK.

TO ONLY COUNT SWINGS WHEN A CONNECTION IS MADE.

TO SHARE A SET OF CLUBS AMONGST FRIENDS.

TO USE THE SAME CLUB FOR THE WHOLE ROUND

AND A PUTTER ON THE GREEN.



Summerset Opportunities



Sales & Marketing Phase

- Hosting of Sales Office close to clubhouse
- Boulcott's Farm Branding Usage
- Potential Billboard Usage
- Function Area to host events
- Summerset Profile / Sponsorship
- Database of BFHGC – Marketing & Promotions
- Naming Rights to "The Summerset 6 Short Course"



Summerset Opportunities



Active Village Phase

- Hosting of Recreational Activities for Residents - structured Weekly and Monthly program
- Hosting residents and guests for activities (e.g. son or grandchild comes to visit – can come and play)
- Family Friendly – alternative space for visits
- Café Usage – Easy Option for alternative outing from Village
- Summerset Sponsorship – The Summerset 6 Short Course
- Assisting residents to keep active
- Guaranteed Membership to BFHGC



Summerset Membership of Boulcott's Farm



- Per dwelling – included with Summerset package
- Intro sessions with BFHGC Staff / Intro package
- Regular Group Activities – range of mobility and golf ability to suit everyone
- Options for family and friends to participate
 - Annual Package includes 6 Range Tokens, 4 Green Fee vouchers and 12 Short course Vouchers
- Golf area is a desirable view from village
- Not out of sight out of mind
- No barrier to participation
- Gear provided for casual players



Café & Bar



Available as an alternative to Summerset Village

- Option for alternative space for functions or gatherings
- Outing with Family Members
- Walking Distance
- Loyalty Scheme
- Individual Account set up (non-cash, pre-loaded)



Qquestion's / Comments

