

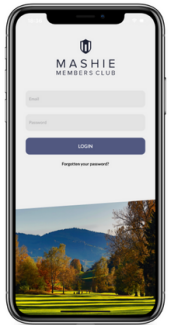
# MASHIE PARTNER CLUB PLUS PROGRAMME

THE UK'S LEADING GOLF CLUB MEMBER BENEFIT

The 'MASHIE Partner Club Programme' is the UK's leading golf club network. Joining our network promotes your Club to over 4,500 MASHIE Members via the private MASHIE Members App.

The PLUS Programme also gives the Members of your club access to the preferential green fees at all MASHIE 'Partner Clubs' via a private white labelled App and concierge tee time booking service. Offering this innovative App to your Members is simple, gives them access to some of the finest golf clubs in the UK and around the world - and there is no direct cost to your club.

The MASHIE Members Club is a private group of 4,500 high net worth UK individuals and corporate businesses who subscribe and pay for an annual MASHIE Membership. The cost of Membership ranges from £1,500 to over £10,000 per annum. In return for their membership fee each member receives a wide variety of benefits including; access a busy calendar of member only social & networking golf events, a full golf & travel concierge service and access to over 100 UK and International 'Partner Clubs' who participate in the 'MASHIE Partner Club Programme'



## KEY BENEFITS FOR YOUR CLUB

- Exclusive product that provides genuine 'added value' to your members
- Perfect as a added membership benefit which is ideal for retention
- The App is 'white labelled' with your club logo and colours
- All bookings are handled via our concierge team from start to finish
- We do not promote green fee rates on the App - it is not price led
- Alleviate stress on your tee sheet by enticing your members to visit other clubs at a preferential rate, 7 days a week
- Increase your inbound visitor green fee revenue in a controlled manner
- Access to the MASHIE App is restricted to the Members of MASHIE Partner Clubs only - it is not publicly available
- We provide all the online & printed communication material to make the launch and ongoing promotion of this product as simple as possible

## KEY BENEFITS FOR YOUR MEMBERS

- Access to the App is free for your members
- The App gives your members access to some of the finest private Members Clubs in UK and around the world
- Your members can access preferential green fees of between 10%-60% at over 100 courses in the UK & worldwide
- Only one Member needed per booking with up to 7 guests who all benefit from the preferential green fees
- New 'Partner Clubs' are being added to the App every week creating a more appealing network of clubs for your Members
- Personal concierge style golf tee time booking service via a dedicated private App ensures a premium experience

## CURRENT PARTNER CLUB NETWORK



[CLICK HERE TO SEE ALL PARTNER CLUBS](#)



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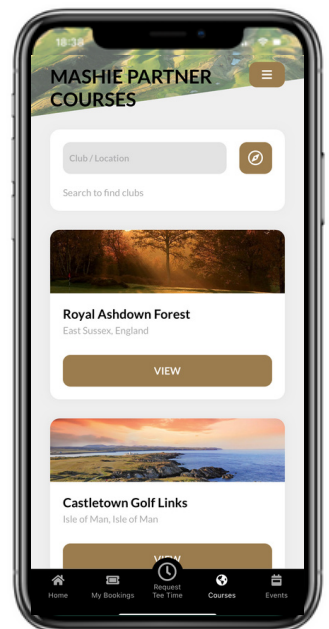
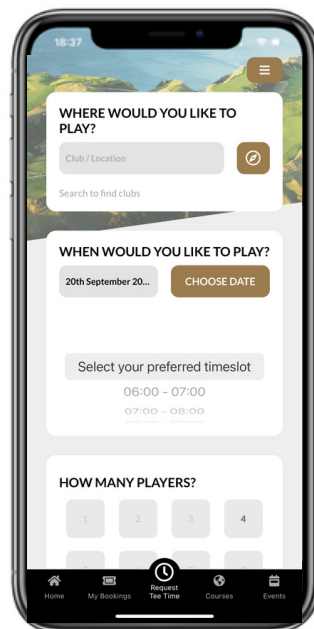
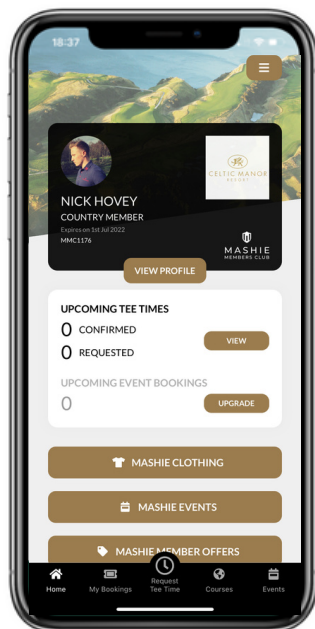
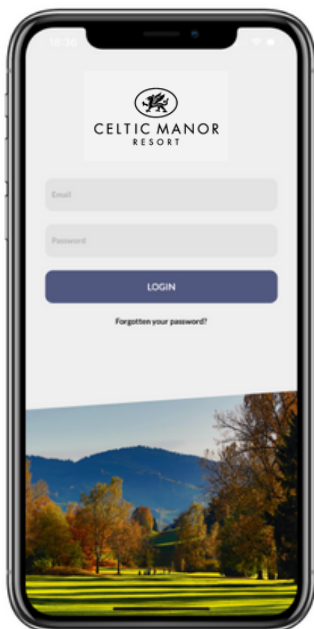
THE UK'S LEADING GOLF CLUB MEMBER BENEFIT

## HOW IT WORKS

- 1. SET UP** - On agreement of your Club joining, we will 'white label' the App to include your club logo and colours (there is no cost for this service). We also provide all necessary marketing materials (print/email/online) before and after you go live with this product to your members.
- 2. LAUNCH** - We provide email content for you to send to your Membership that explains what the product is and how it works. Your Members then choose to register and download the App onto their phone in an extremely simple and GDPR compliant manner - we do not require you to send us any of your membership data at any time for this process.
- 3. BOOKINGS** - Your Members (& Staff) can then utilise the App to request discounted green fees at all MASHIE Partner Clubs. All requests will be handled by our in-house UK based concierge team who will then liaise with your Club to determine availability - no bookings will come direct which ensures the entire process is efficient for you and your team. Green fee payments will be made by the customer to you in accordance to your booking policy and this process will be agreed as part of the on-boarding process.
- 4. ACCOUNT MANAGEMENT** - Our Partner Club Management Team will contact you regularly to ensure the product is working for you and your Members. You will have access to our cloud based booking system where you can see which of your Members have signed up to the App and to gain an insight into the bookings they are making at other clubs in the programme. There is no obligation to continue the service beyond the initial 12 month agreement.

## EXAMPLES OF THE APP

'WHITE LABEL' VERSION FOR CELTIC MANOR



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## WE REQUIRE

- 1. 12 x 4-BALLS** - We do not require a direct payment for this programme, but we do ask for 12 x 4-balls (per annum) in return for the set-up, ongoing administration and access for your members. We will either commercialise these 4-balls or alternatively utilise them in a variety of other ways including; client entertainment, gifting, event prizes, small events.
- 2. PREFERENTIAL GREEN FEES** - Whilst the App is not price led (there are no prices advertised on the App until the booking is requested), we do require all participating Clubs to provide preferential green fees to ensure members from other clubs find it as appealing as possible. We can discuss the rates you offer and the times/days you can offer them to ensure they work for your club as part of the on-boarding process.

## TESTIMONIALS

THE GROVE

"It has been a pleasure working and building the relationship with MASHIE over the past 3 years and I look forward to strengthening this relationship moving forward. Your support and trust in The Grove has been greatly appreciated."

**Joel Westwell, Head of Golf Sales - The Grove**



"Our involvement in the MASHIE Partner Club PLUS Programme provides Frilford Heath members with access to some great golf and lifestyle benefits!"

**Dan Blesovsky, Director of Golf & Club Operations - Frilford Heath Golf Club**



"Celtic Manor is delighted to be a member of the MASHIE Partner Club PLUS programme. Our members now have access to additional premium golf courses both in the UK and overseas for those times when they are planning away days and trips. Using the MASHIE Membership via the App and Concierge Service, finding golf courses is efficient and saves them money too!"

**David Griffin, Director of Golf, Spa and Leisure - Celtic Manor Resort**

Pitch.

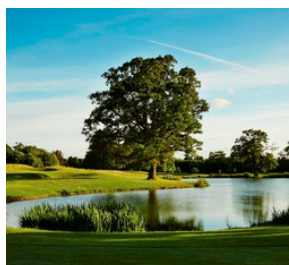
"Through our partnership with MASHIE Golf, PITCH London members have access to a number of premium clubs in the UK and overseas. The MASHIE App is certainly an appealing member benefit for our central London venue."

**Chris Ingham, Co-Founder - PITCH London**



"The Kendleshire is delighted to participate in the MASHIE Partner Club PLUS Programme which allows us to pass on some attractive benefits to our members at no cost to them."

**Pat Murphy, General Manager - The Kendleshire**



FOR MORE INFORMATION

Contact: Dan Jackson

Mobile: +44 (0) 7949 535542

Email: [dan.jackson@mashiegolf.co.uk](mailto:dan.jackson@mashiegolf.co.uk)