



CROWWOOD GOLF CLUB
Corporate Brochure



A golf club with a difference.



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01. WELCOME

A MESSAGE FROM THE GENERAL MANAGER



Hello!

"10 minutes from Glasgow, a million miles from the office."

Crow Wood is more than just a golf club. With a reputation as one of the friendliest clubs in Glasgow, Crow Wood delivers year-round play, fun and great experiences.

On the golf front, we have a course designed by the legendary James Braid and one that is being invested heavily in with regards to new machinery and staff training. We also have a fantastic driving range powered by Toptracer. This remarkable technology has transformed the experience at the range for golfers and non-golfers alike. Dwell times and footfall have increased dramatically and this clearly presents an opportunity for any partner to be in front of a lot of 'eyeballs'.

The old mansion house that is Garnkirk House is utilised as the golf clubhouse and has been significantly upgraded in recent times to make it a more welcoming and family-friendly environment. It also doubles as the pre-eminent venue locally for all manner of events from birthday parties and christenings to weddings and business meetings. It holds up to 120 people and can deliver that something extra special.

With AV equipment, a private dining room and access to all manner of event professionals, our team is on hand to cater to your every need. There is also an extremely well-stocked bar, professional staff and our catering is renowned locally. Alongside all of this, we run a very busy function and event calendar with some of the highlights including Fireworks Night, a Christmas Grotto, Comedy Nights, Casino Nights and lots of live music and other notable additions.

The environment at Crow Wood is also exceptional with our conservation and sustainability plans at the heart of the club. From Himalayan Poppies to all manner of wildlife, the estate is filled with life. Our ongoing plans include cultivating more wild flower areas, bee hives, a turf nursery and a 6-hole short course to help develop the next generation of golfing talent.

Thanks for taking the time to read all about what Crow Wood can offer you and your business. I'd love to sit down and get a coffee with you and see how we can help activate any potential partnership with the club. These are exciting times for Crow Wood and it would be fabulous if you could be a part of it.

DARYN COCHRANE
GENERAL MANAGER



02. MORE THAN JUST A MEMBERS CLUB



CROW WOOD POWERED BY TOPTRACER
INSTALLED JULY 2023

MONTHLY AVERAGE FIGURES

137,866

SHOTS HIT

2,270

SEPERATE RANGE SESSIONS

45 MINUTES

AVERAGE DURATION OF TIME IN BAY

30K

ROUNDS OF GOLF PLAYED IN 2023

12K

VISITING ROUNDS

18K

MEMBER ROUNDS

2.5K

MEMBER ROUNDS IN COMPETITIONS

Reach (Monthly Average)

Facebook – 26k

Twitter – 21k

Instagram – 4.2k

LinkedIn & TikTok (New Channels)

TOTAL REACH - 51.2k+

Followers

Facebook – 2.8k

Twitter – 1.5k

Instagram – 816

LinkedIn & TikTok (New Channels)

TOTAL FOLLOWERS - 5.1k+

Audience Profiling

Facebook – Men 58%, Women 42% - 25-44 years

Instagram – Men 68.6%, Women 31.4% - 22-44 years

Hyper Local Audience including Glasgow, Chryston,
Stepps, Cumbernauld, Coatbridge

Events

Over 100 events held at Crow Wood from kids
camps to tribute nights to comedy nights and more

Over 8000 event attendees across adults, kids and
families - members and non-members

03. OUR SPONSORSHIPS

ALL OF OUR SPONSORSHIP PACKAGES CAN BE TAILORED TO SUIT YOUR NEEDS
(PRICES EXCLUSIVE OF VAT)



HOLE SPONSORSHIP

1 of Hole 2 - 17

Includes tee furniture signage, cup and small flag on pin

Standard Benefits

- Social membership card for discounts at bar
- Early bird invites for events
- 1/2 price venue hire (Garnkirk lounge)
- Website presence and link
- Touchscreen presence and link
- Corporate cresting programme
- Dedicated mailshot/newsletter to members
- 1 x 4-ball voucher (for charity/prize donations)
- 3 x 4-balls (Monday - Friday)
- 1 x Invite to Partner's Day Pro-Am
- 1 x Golf lesson with PGA Professional
- Social media 'advert'
- Company details on Partner's board
- Free use of PDR room (when available)
- £100 Annual voucher towards tickets for any event at the club



1 year

£500

3 years

£1,250

HOLE SPONSORSHIP

1 of Hole 1 or 18

Includes tee furniture signage, cup and small flag on pin.

Includes additional 'Welcome' or 'See you again soon' sign.

1 year	£1,000
3 years	£2,500

Standard Benefits

- Social membership card for discounts at bar
- Early bird invites for events
- 1/2 price venue hire (Garnkirk lounge)
- Website presence and link
- Touchscreen presence and link
- Corporate cresting programme
- Dedicated mailshot/newsletter to members
- 1 x 4-ball voucher (for charity/prize donations)
- 3 x 4-balls (Monday - Friday)
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PUTTING GREEN SPONSORSHIP

1 of 6

Includes 3m x 0.75m Banner and Cup



1 Year

£500

3 Years

£1,250

Standard Benefits

- Social membership card for discounts at bar
- Early bird invites for events
- 1/2 price venue hire (Garnkirk lounge)
- Website presence and link
- Touchscreen presence and link
- Corporate cresting programme
- Dedicated mailshot/newsletter to members
- 1 x 4-ball voucher (for charity/prize donations)
- 3 x 4-balls (Monday - Friday)
- 1 x Invite to Partner's Day Pro-Am
- 1 x Golf lesson with PGA Professional
- Social media 'advert'
- Company details on Partner's board
- Free use of PDR room (when available)
- £100 Annual voucher towards tickets for any event at the club

RANGE BAY SPONSORSHIP

1 of 6

**Includes 3m x 0.75m banner
6 x 4-balls (Monday - Friday)**

**Toptracer event title sponsor
3 x Social media 'adverts'**

1 year	£800
3 years	£2,000

PREMIUM RANGE BAY SPONSORSHIP

1 of 5

**Includes 3m x 0.75m banner
12 x 4-balls (Monday - Friday)**

**Toptracer event title sponsor
3 x Social media 'adverts'**

1 year	£1,000
3 years	£2,500

Standard Benefits

- Social membership card for discounts at bar
- Early bird invites for events
- 1/2 price venue hire (Garnkirk lounge)
- Website presence and link
- Touchscreen presence and link
- Corporate cresting programme
- Dedicated mailshot/newsletter to members
- 1 x 4-ball voucher (for charity/prize donations)
- 3 x 4-balls (Monday - Friday)
- 1 x Invite to Partner's Day Pro-Am
- 1 x Golf lesson with PGA Professional
- Social media 'advert'
- Company details on Partner's board
- Free use of PDR room (when available)
- £100 Annual voucher towards tickets for any event at the club





SCORECARD SPONSORSHIP

1 of 2 OR 1 of 1

There can be two sponsors or one sponsor can take both spaces

**Includes all scorecards
4 x social memberships**

Single Side	1 Year	£1,000
Two Sides	1 Year	£1,500
Single Side	3 Years	£2,500
Two Sides	3 Years	£3,750

Standard Benefits

- Social membership card for discounts at bar
- Early bird invites for events
- 1/2 price venue hire (Garnkirk lounge)
- Website presence and link
- Touchscreen presence and link
- Corporate cresting programme
- Dedicated mailshot/newsletter to members
- 1 x 4-ball voucher (for charity/prize donations)
- 3 x 4-balls (Monday - Friday)
- 1 x Invite to Partner's Day Pro-Am
- 1 x Golf lesson with PGA Professional
- Social media 'advert'
- Company details on Partner's board
- Free use of PDR room (when available)
- £100 Annual voucher towards tickets for any event at the club

OPEN SPONSORSHIP

1 of 3

Title sponsor and all associated media

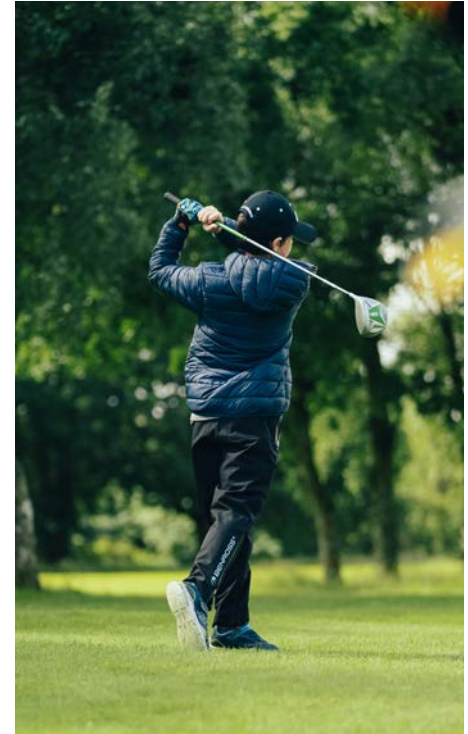
Gents Open
Ladies Tri-Am
Junior Open/Golf Sixes

1 year	£800
3 years	£2,000

JUNIOR OUTREACH SPONSORSHIP

Title sponsor and all associated media

1 year	£800
3 years	£2,000



**TEAM
SPONSOR**

1 of 4

Shirt and top branding
Title sponsor and all
associated media

Ladies
 Gents
 Seniors
 Juniors

1 year	£800
3 years	£2,000

**DRIVING RANGE
SPONSORSHIP**

Naming Rights

Back outer wall banner
4 x memberships for personal use
Brand in all driving range media
posts

3 x invites to Partner's Day Pro-Am

1 year	£6,000
3 years	£15,000

Standard Benefits

- Social membership card for discounts at bar
- Early bird invites for events
- 1/2 price venue hire (Garnkirk lounge)
- Website presence and link
- Touchscreen presence and link
- Corporate cresting programme
- Dedicated mailshot/newsletter to members
- 1 x 4-ball voucher (for charity/prize donations)
- 3 x 4-balls (Monday - Friday)
- 1 x Invite to Partner's Day Pro-Am
- 1 x Golf lesson with PGA Professional
- Social media 'advert'
- Company details on Partner's board
- Free use of PDR room (when available)
- £100 Annual voucher towards tickets for any event at the club



BRAID PACKAGE

Hole Sponsorship (1 of Hole 2 - 17)
 Open Sponsorship (1 of 3)
 Corporate Day for 12 people
 3 x Invites to Partner's Day Pro-Am
 6 x 4-balls (Monday - Friday)
 4 x Social membership cards
 1 x Membership for personal use

Standard Benefits

- Social membership card for discounts at bar
- Early bird invites for events
- 1/2 price venue hire (Garnkirk lounge)
- Website presence and link
- Touchscreen presence and link
- Corporate cresting programme
- Dedicated mailshot/newsletter to members
- 1 x 4-ball voucher (for charity/prize donations)
- 3 x 4-balls (Monday - Friday)
- 1 x Invite to Partner's Day Pro-Am
- 1 x Golf lesson with PGA Professional
- Social media 'advert'
- Company details on Partner's board
- Free use of PDR room (when available)
- £100 Annual voucher towards tickets for any event at the club

1 year	£3,000
3 years	£7,500

GARNKIRK PACKAGE

Hole Sponsorship (1 of Hole 2 - 17)
 Range Bay Sponsorship (1 of 6)
 Corporate Day for 20 people
 6 x Invites to Partner's Day Pro-Am
 6 x 4-balls (Monday - Friday)
 2 x 4-ball Vouchers (for charity/prize donations)
 4 x Social membership cards
 1 x Membership for personal use

1 year	£4,000
3 years	£10,000

Standard Benefits

- Social membership card for discounts at bar
- Early bird invites for events
- 1/2 price venue hire (Garnkirk lounge)
- Website presence and link
- Touchscreen presence and link
- Corporate cresting programme
- Dedicated mailshot/newsletter to members
- 1 x 4-ball voucher (for charity/prize donations)
- 3 x 4-balls (Monday - Friday)
- 1 x Invite to Partner's Day Pro-Am
- 1 x Golf lesson with PGA Professional
- Social media 'advert'
- Company details on Partner's board
- Free use of PDR room (when available)
- £100 Annual voucher towards tickets for any event at the club





MACKIE PACKAGE

Hole Sponsorship (1 of Hole 2 - 17)
 Premium Range Bay Sponsorship (1 of 5)
 Open Sponsorship (1 of 3)
 Team Sponsor (1 of 4)
 Corporate Day for 32 people
 Corporate Teaching Clinic
 12 x Invites to Partner's Day Pro-Am
 12 x 4-balls (Monday - Friday)
 3 x 4-ball Vouchers (for charity/prize donations)
 8 x Social membership cards
 1 x Membership for personal use
 3 x Memberships for company use (named list)
 Table of 8 at Speaker's Night/Prizegiving

1 year	£6,000
3 years	£15,000

Standard Benefits

- Social membership card for discounts at bar
- Early bird invites for events
- 1/2 price venue hire (Garnkirk lounge)
- Website presence and link
- Touchscreen presence and link
- Corporate cresting programme
- Dedicated mailshot/newsletter to members
- 1 x 4-ball voucher (for charity/prize donations)
- 3 x 4-balls (Monday - Friday)
- 1 x Invite to Partner's Day Pro-Am
- 1 x Golf lesson with PGA Professional
- Social media 'advert'
- Company details on Partner's board
- Free use of PDR room (when available)
- £100 Annual voucher towards tickets for any event at the club



CROWWOOD GOLF CLUB
Corporate Brochure

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