MAKE IT PGA v2

*Visual Masterpiece Series*

**Flyover**- is an aerial view of the hole from the tee blocks to the green. Each flyover video is approximately 30 seconds in length and includes a voiceover by a golf course staff member (usually the local Pro). The voiceover can include yardage, the designer of the hole, challenges of the hole, and/or an overview of what to expect. The flyover video is perfect for showcasing the beauty of the hole, the challenges that lie ahead, and even a guide for new golfers. This is the type of video you watch during the PGA and it is now available to you. The video will be edited with individual hole yardages from each respective tee block and have basic company branding.

**Promo Video**- A promotional video is great to have on the main page of your website and use in social media. The Promo video can include: aerial views, the clubhouse, the pro shop, staff interviews, event functions, and tournaments (depending on the package you select). In addition, the promotional video includes a voiceover by a golf course staff member (usually the General Manager). The length of the video can vary from 30 seconds to 2 minutes, depending on the package you choose.

**Network Video**- The Network Video is a 2 minute edited clip. A Network Video can be a client testimonial or a showcase of one of the services you offer, including: Leagues, Private Rentals, Tournaments, Weddings, and more.

**Professional Voiceover**- We write a script for your video and have the voiceover professionally recorded.

**Business Biography-** A Business Biography is a chance for your customers to get to know the staff at your golf course. Showcase your great team during this casual interview style video that also includes footage of the course, pro shop, and clubhouse. It gives your course a personal touch. The length of the video can vary from 5 to 8 minutes.

**Clubhouse Walkthrough**- A clubhouse walkthrough video incorporates all the features your club house has to offer including: Pro Shop, member’s lounge, restaurant, bar, locker rooms, and more. The Clubhouse Walkthrough is a 2 minute edited clip with a voiceover by a golf course staff member (usually the General Manager).

**Branding and Editing**- With this option we’ll creatively move your brand into the audio visual realm using your existing logo and brand colours. From there we will find royalty free music and sound effects to compliment your look and feel. This option will give all your finished videos a TV Show feel that will make them high quality and professional through and through.

**Premium Branding and Editing**- In addition to standard branding we’ll animate your logo, create an animated transition sequence and lowerthird and develop a custom high end intro and extro sequence to fit your course and brand to a tee. This option will make all your videos comparable to anything you might see on ESPN or any other TV network.

**\*Staff Photos**- Staff Photos are a professional shoulder up shot of each staff member. They are perfect for business cards, social media profiles (i.e. LinkedIn), and your website. Staff photos give customers a personal feel when dealing with your golf course.

\***Course Photos**- Course photos are a professional enhancement to your website and social media platforms. They can include aerial views, interior and exterior shots, event and wedding décor/setup, and much more.

# $3480 – Triple Threat- 4 videos

* Tier 1 Branding
* 3 Flyovers
* 30 Second Promo video

# $5520 – Flying 9- 11 videos

* Tier 2 Branding
* 9 Hole Flyovers
* 60 Second Promo video
* Clubhouse Walkthrough

# $9850 – Aerial 18- 22 videos

* Tier 2 Branding
* 18 Hole Flyovers
* 90 Second Promo video
* Clubhouse Walkthrough
* 2 Network Videos

# $14150 – The Pro-25 videos

* Tier 2 Branding
* 18 Hole Flyovers
* 2 Minute Promo video
* Clubhouse Walkthrough
* 4 Network Add-ons
* Business Biography
* Professional Voiceover

# ADD-ONs - Must be part of package #1, #2 or #3

* Network Video (including, weddings, golf tournaments, corporate functions, leagues, and client testimonials) - $750
* Business Biography - $2250
* Professional Voice Over / Script writing (Flying 9) - $450 (Aerial 18) - $650
* Focused Online Marketing Initiative with verifiable results - $1250

# Promo Script

Do you want to take your golf course to the next level by making it feel “PGA“? Whether you’re new to digital advertising or a frequent social media buff, our videos are the perfect marketing tools. We offer four customizable video packages which incorporate hole by hole aerial coverage, pro, staff or client interviews, event coverage and lots much more. Perfect for your website, social media, trade shows and wedding expos, you will be able to show perspective and current customers alike the beauty and wonder of your course, today.

# NOTES:

* Finder has discretion as to where one instance of finished video is located.

*Finder’s Fee – 20%*

*Drone Operation – 20%*

*B-Roll – 20%*

*Interview -10%*

*Graphic Design, Editing – 30%*