

# FEST Sports, Inc.

## Golf Apparel & Equipment Discount Program

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# Business and Golf

“Eighteen holes of match play will teach you more about your friend or foe than 18 years of dealing with him across a desk.”

- *Grantland Rice, Sports Author*

Golf has been and will continue to be a great setting for people to conduct business. Whether it is with 4 people playing at a local course or a large outing at a prestigious resort, the hours spent together can be invaluable to forging long lasting friendships, partnerships and clients.

# FEST Sports Goals

- Work with you to implement a unique, customizable and cost effective golf gift program that helps to:
  1. Build strong relationships
  2. Serve as an integral part in your client interaction
  3. Differentiate your organization

# Program Background and Overview

- Through strong associations with the major golf manufacturers over the last 14 years, including work with the PGA of America and PGA Tour sanctioned events, FEST Sports is able to offer apparel and golf equipment to you at significantly lower prices.
- Traditionally, these brand name manufacturers work exclusively through retailers, golf shops or corporate vendors, which usually mark-up the consumer price significantly; oftentimes double what they pay for the product when they buy it from the manufacturer.
- If your company needs clubs, hats and shirts for an event, gifts for a charity outing or just want to stock up on dozens of logoed golf balls for client giveaways, we can meet all of your needs at a fraction of the price you'd pay elsewhere. We work directly with the manufacturer so that your order will be shipped straight to you in the shortest time possible and at substantial savings. FEST Sports can beat almost any price because we do not hold the inventory!

# How it works for you

- Once you have a need for apparel or equipment, both large and small orders, we will discuss your requirements and timeframe. Since we have experience working with all sized outings and gifts programs, we will be able to recommend ideas and options as well.
- Your needs will be directly communicated to FEST's preferred manufacturers and in turn they will provide us with their best options, including pricing, timing and availability.
- FEST Sports will compile the options available and send you a formal presentation breaking down all the options and final costs associated. Direct links to the manufacturers website will also be included, so that you can view the items.
  - If you are not 100% happy with the first round of options, we will go back to the manufacturers with further instructions and re-present back over to you
  - Assuming we have enough lead time, we can request the items from the manufacturer so that you can see them in person
- Once the order is placed, the items will be shipped directly to you, from the manufacturer, cutting down on lead times.

# What Sets Us Apart?

By utilizing over 14 years of golf tournament knowledge and network of people in the business, we can customize your apparel and equipment needs.

1. Present valuable and cost effective options
  1. Strong relationships with equipment and ball manufacturers
  2. Strong relationships with apparel manufacturers and other retail companies, if needed
2. Benefits
  1. Can provide options, pricing and execution in a short amount of time
  2. Since we don't hold inventory and work straight with the manufacturer, I can beat most other retail companies. The savings go directly to you!
  3. Much more efficient than starting from scratch yourself
3. Recent successful programs
  1. Duff and Phelps Financial – Titleist irons , Titleist golf balls, Adidas shirts
  2. Grace Hall Capital – Titleist golf balls, Adidas jackets
  3. Tiffany & Co. – Titleist golf balls
  4. Turning Pointe Autism Foundation – Callaway shoes, Callaway golf balls, Callaway shirts

# Professional Credentials

- Over 14 years experience working in the Golf and Sports Marketing industry
  - President – FEST Sports, Inc. Consultant and Manager for multiple charity and corporate golf outings, tournaments and events (2008-Present)
  - Tournament Director of the LaSalle Bank Open, a PGA TOUR sanctioned tournament on the Nationwide Tour (2004-2008)
  - Vice President, Sports Marketing and Communications with LaSalle Bank (2002-2008)
  - Celebrity Golf Outings for First Communications, Inc. (2000-2001)
  - Director of Tournaments for the Illinois Section, PGA of America (1997-2000)