



**If your club is looking to grow revenue in addition to traditional membership, it is worth considering targeting local businesses and offering a Business (or Corporate) Membership category. This may appeal to some of your existing members and provide an opportunity to upsell, as well as a way of engaging new audiences within your local community and their clients or customers.**

### What is a Business Membership?

A Business Membership (formerly referred to as Corporate Membership) is a category of membership designed to generate revenue from recognised businesses, often offering membership benefits to multiple employees of that company. This category will have a unique set of benefits which can often be further tailored to an individual company, with little displacement from other categories. Your potential audience is relatively small so it is easier to target; however, given the additional cost involved it will likely require more work in achieving a sale!

For clubs in smaller communities, it may not be a relevant category but for most clubs it can be away of increasing revenues from your existing sponsors, through an upgraded sponsorship package. For smaller clubs, the phrase 'Corporate' can be off-putting to local business, hence we have referred to them as Business Memberships which has slightly softer and more appropriate wording.

### How to create a Business Membership Package?

Business come in many shapes and sizes so your membership packages should be designed to reflect this. You should consider offering different levels of Business Membership but keep them to a manageable size. The scale could depend on the number of employees for example, the number of 'named members' within the package or the number of rounds available.

Business Memberships should appeal to existing members who have their own business or who are decision-makers within their company, as well as your existing sponsors. Before you start the process, it is worth arranging a discussion or focus group with a trusted group of those people within your target audience to get their feedback on the type of additional benefits they would like to see included.

### Why would a business be interested in golf membership?

Plenty of business still gets done on the golf course and the game of golf remains a fantastic networking platform. But there are a number of other reasons why golf membership and association with a local golf club can be beneficial to a business, including:

- Exposure to potential customers – your club's membership and/or fellow local businesses
- Provision of benefits to their staff e.g. rounds of golf, practice facilities
- Use of your club's facilities for meetings
- Entertaining existing and potential clients and customers
- Supporting the local community
- Increasing your brand's profile to a relevant target audience

## Creating your Business Membership Benefits Package

Like your existing membership categories, it is important to communicate what the benefits of Business Membership are and it's important to set aside time to determine your package list. As previously stated, you can incorporate different levels or provide options to tailor a specific package for each company you engage with. Key benefits can include:

- Use of the golf course – a set number of rounds or a number of 'named' host members
- Use of practice facilities e.g. if you have a driving range
- Use of meeting facilities e.g. Board Room
- Company golf day managed by your staff e.g. Pro Shop or Club Manager (this could be on top of a set number of rounds or an alternative if those rounds don't get used)
- Staff discounts on food and beverage purchases
- Tee sponsorship
- Competition sponsorship
- Company brand featured on a Business Members or Sponsors Board in the clubhouse
- Promotion of the Company on the club website and social media
- Insert or feature in the club newsletter to promote the Company to your members
- Invite(s) to your Club's Sponsors or Business Members Networking Golf Day

## Use of the Golf Course

A key benefit is access to the golf course and a positive aspect of Business Membership is the potential for your club to utilise off-peak times. Your Business Members are often less likely to want to play with their work on the weekends, so you can skew your offering towards weekday or afternoon tee-times.

Some clubs offer a Business Membership when more than one company employee is the 'host' or 'named' member and you may wish to restrict this to a certain number e.g. 4 or offer different levels. You may wish to set a specific number of rounds that the Business can use or offer them an alternative of a Company Golf Day if they don't use or are unlikely to use all their rounds.

For example, your club could offer a Business Membership of 100 individual rounds, and this can include a company golf day of up to 40 guests (equating to 40 rounds).

## Example Packages

### **Gold Business Membership: £1500 + VAT**

- ✓ 20 x 4 ball tee times used at your discretion on our beautiful parkland golf course
- ✓ 4 x buggy use
- ✓ Full use of clubhouse and practice facilities for 4 staff members
- ✓ 10% discount on food and beverage
- ✓ Tee Board sponsorship
- ✓ 4 x half-day meeting room use including coffee
- ✓ 1 x team of 4 in the Sponsors Golf Day

### **Silver Business Membership: £1000 + VAT**

- ✓ 10 x 4 ball tee times used at your discretion on our beautiful parkland golf course
- ✓ 4 x buggy use

- ✓ Full use of clubhouse and practice facilities for 2 staff members
- ✓ 10% discount on food and beverage
- ✓ Feature on club website and promotion on social media (optional)
- ✓ 2 x half-day meeting room use including coffee
- ✓ 2 guests in the Sponsors Golf Day

## Other Business Packages to Consider – Company Golf Day

It may be the case that certain businesses are looking for a shorter access product and you should have off the shelf packages available for golf days that all staff are trained to sell. This will usually take the form of a standardised package for the day at a given price per person, for example:

- ✓ Morning rolls / coffee
  - ✓ Golf clinic with our PGA Pro (optional)
  - ✓ 18 holes of golf
  - ✓ Competition management (different formats available)
  - ✓ Longest drive and nearest pin
  - ✓ 20% discount in Pro Shop for prizes
  - ✓ 2-course meal and drink
- £65 + VAT per person**

## How to Market and Sell your Business Membership Packages

Once you have decided on the structure of the Business Membership packages and what benefits they include, these should be promoted to the right target audience. The list of suggestions below should help set you on your way to a good Business Membership marketing plan.

- Create a professional Business Membership leaflet, brochure or web page which features the key membership benefits, prices, package options and contact details
- Contact your existing sponsors and members to make them aware of your new offering and the opportunity to upgrade their existing membership or package
- Host a Business Members networking event – such as a breakfast, lunch or golf day – inviting local business decision-makers who may be interested in buying a package
- Incentivise your members to make referrals – offer a substantial reward if a referral is converted into a sale
- Arrange a targeted leaflet drop at local businesses and follow up with a sales call
- Join your local Chamber of Commerce which can give you qualified access to other businesses to whom you can make an exclusive offer
- Promote your new Business Membership category on your website, social media and member newsletters

## Good Practice Examples

Many of Scotland's larger or more commercially focused golf clubs already offer a Business or Corporate Membership package, as well as some proactive middle tier clubs and we advise you do some research to look at what these clubs are offering, to help inspire your own ideas.

**Scotsraig:**

<https://www.scotsraigolfclub.com/assets/Uploads/Scotsraig-Corporate-Packages.pdf>

**Dalmahoy:**

<https://www.dalmahoyhotelandcountryclub.co.uk/golf/join/corporate-membership>

**Craigielaw:**

<https://www.craigielawgolfclub.com/golf/membership/corporate-membership>

**Gailes Links:**

<https://www.gaileslinks.co.uk/corporate-membership.html>

**Dullatur:**

<https://www.dullaturgolf.com/corporate-membership>

**Longniddry:**

<https://www.longniddrygolfclub.co.uk/membership>

**Panmure:**

<https://www.panmuregolfclub.co.uk/corporate-membership>

**Trump Int'l Links:**

<https://www.trumpgolfscotland.com/membership/classic-corporate>

**The Duke's**

<https://www.oldcoursehotel.co.uk/golf/golf-memberships/corporate-golf-memberships>