



CLUB CAR TEMPO WALK COURSE KIT

November 28, 2018



krēber

Objective

To help Club Car courses execute marketing programs to raise awareness and influence consumers' buying decision for Tempo Walk by developing a set of enduring communication materials to better promote at the point of purchase.

- **Intro Letter**
- **Course Kit Overview (7x9)**

EVENT

- **Social Assets**
 - Video + GIF
- **Event email templates**

PROMOTIONAL

- **Social Assets**
 - Video, infographic, GIF
- **Promotional email templates**
- **Ads - ¼ and ½**
- **Print material**
 - Promo poster (11x17 and 24x36)
 - Window cling
 - Countertop easel-back card (5.5x8.5)
 - 11 ft. Tear drop banner

INTRO LETTER

HOW AND WHEN TO USE:

Intro Letter from Sales Rep to Customer

Dear [Contact Name],

Just wanted to thank you for being a Club Car customer and to share our new Tempo Walk Course Kit! Attached is a file that contains Tempo Walk event and promotional material and outlines how to share each with your golfers. We hope this kit boosts team confidence and increases Tempo Walk engagement at your course.

Please reach out with any questions!

[Rep Name]

COURSE KIT OVERVIEW

HOW AND WHEN TO USE:



COURSE KIT OVERVIEW

Need creative ways to promote Tempo Walk? We're here to help. This how-to guide will help you amplify awareness, create excitement, and ultimately, get golfers to rally behind your Tempo Walk investment.

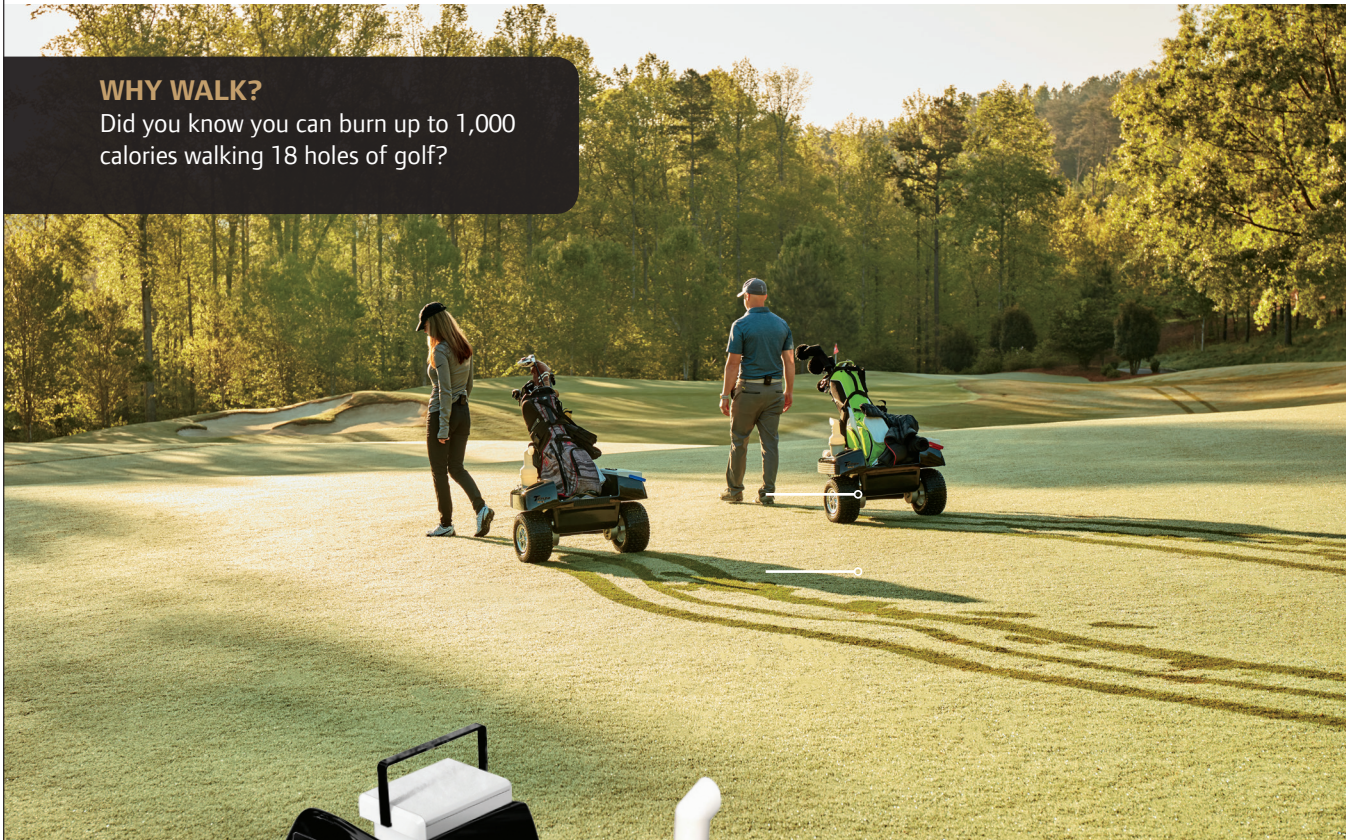
Course Kit Overview - Inside Spread

The One-Minute Sales Pitch

Tempo Walk is the newest innovation to hit the market. This anytime caddy makes walking a breeze by following you around the course while you play. It's fun and fitness without the weight of a heavy bag. And, delivers a tech package like GPS yardage and course info to help improve your game.

WHY WALK?

Did you know you can burn up to 1,000 calories walking 18 holes of golf?



WHAT IS IT?

Tempo Walk is a hands-free caddy that follows golfers around the course while they play.

Get To Know Tempo Walk

Your golfers are bound to have questions about this exciting hands-free caddy! Understanding Tempo Walk will prepare your team with answers they need to build anticipation and excitement.

HOW DOES IT WORK?

It uses a groundbreaking combination of tech like GPS, Bluetooth, cellular, ultrasound, and more.

WHAT ARE THE FEATURES AND BENEFITS?

1. ACCURATE GPS YARDAGE AND COURSE INFORMATION provide confidence and help golfers make smarter decisions during play.
2. ATTACHED PERSONAL COOLER holds 6-12oz cans to keep golfers hydrated and at the top of their game.
3. LONG-LASTING LITHIUM-ION BATTERY lasts up to 36 holes, so golfers can enjoy continuous play without recharging.



OTHER COMMON QUESTIONS

How heavy a bag will it carry?

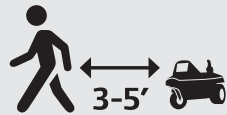
50lbs. - it even carries pro bags or an additional child's bag

Can I put the transmitter in my pocket?

ABSOLUTELY NOT this is a safety hazard

How far away does it follow me?

The unit stays 3-5' behind you depending on speed and terrain



How fast will it go?

Tempo Walk can keep up with even the fastest walkers

What if our course is really hilly?

It can climb any hill a golfer can - even Blue Ridge Mountains

What happens in the rain?

Great in normal rain. Down pours may trip safety sensors

What if I get it stuck?

The unit has a neutral function, so you can roll it out of trouble

Will it go in reverse?

Yes, but very slowly

What happens if I forget to turn it off?

Tempo Walk will follow you until you turn off the transmitter

What if 2 units are close to each other?

Each unit is mutually exclusive from other units

8

EVENT MATERIAL

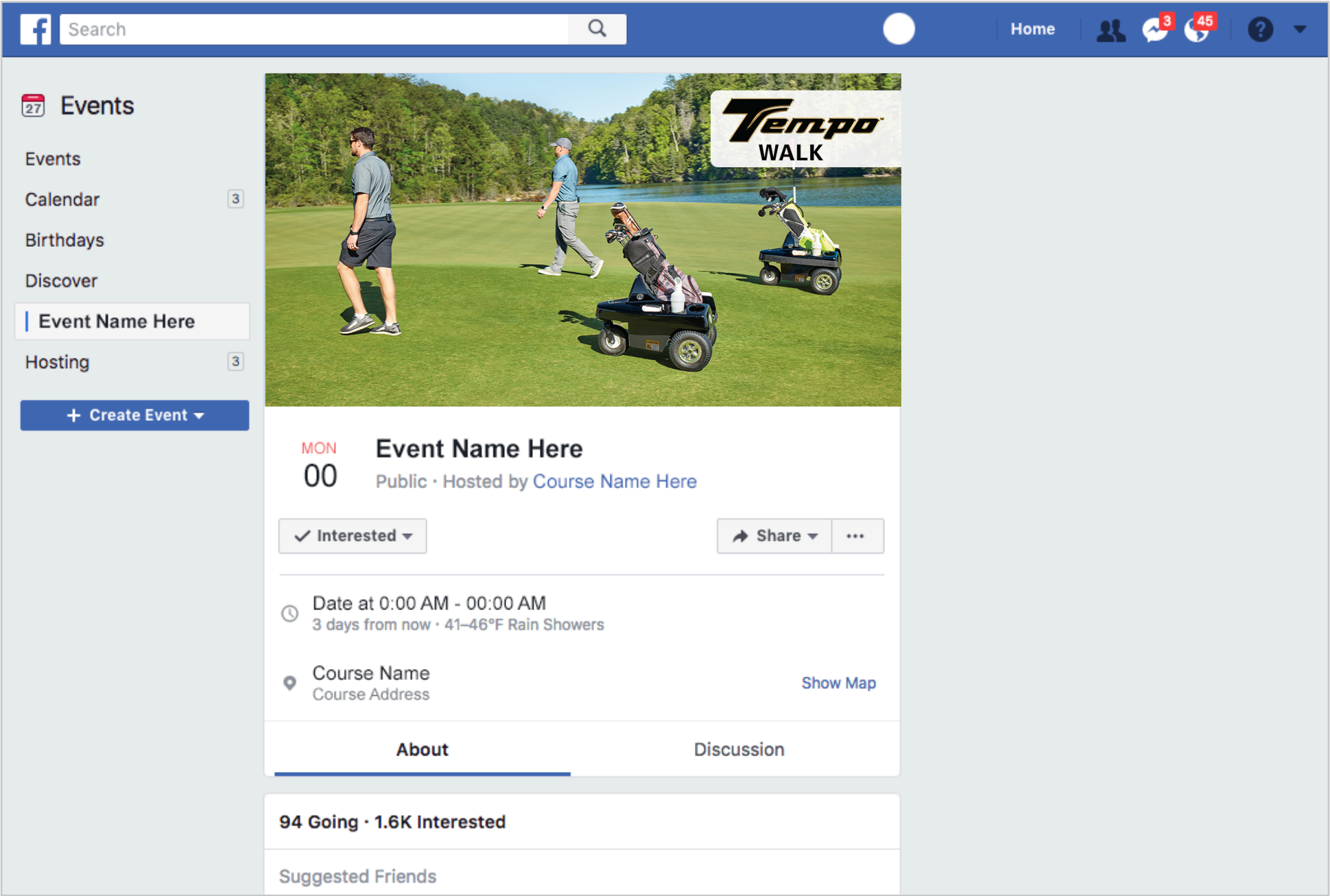
WHAT IT IS:

EVENT

SOCIAL ASSETS

HOW AND WHEN TO USE:

Theme: Introducing Tempo Walk! Facebook EVENT | Channel: Facebook Event Page



Copy:

[COURSE NAME]

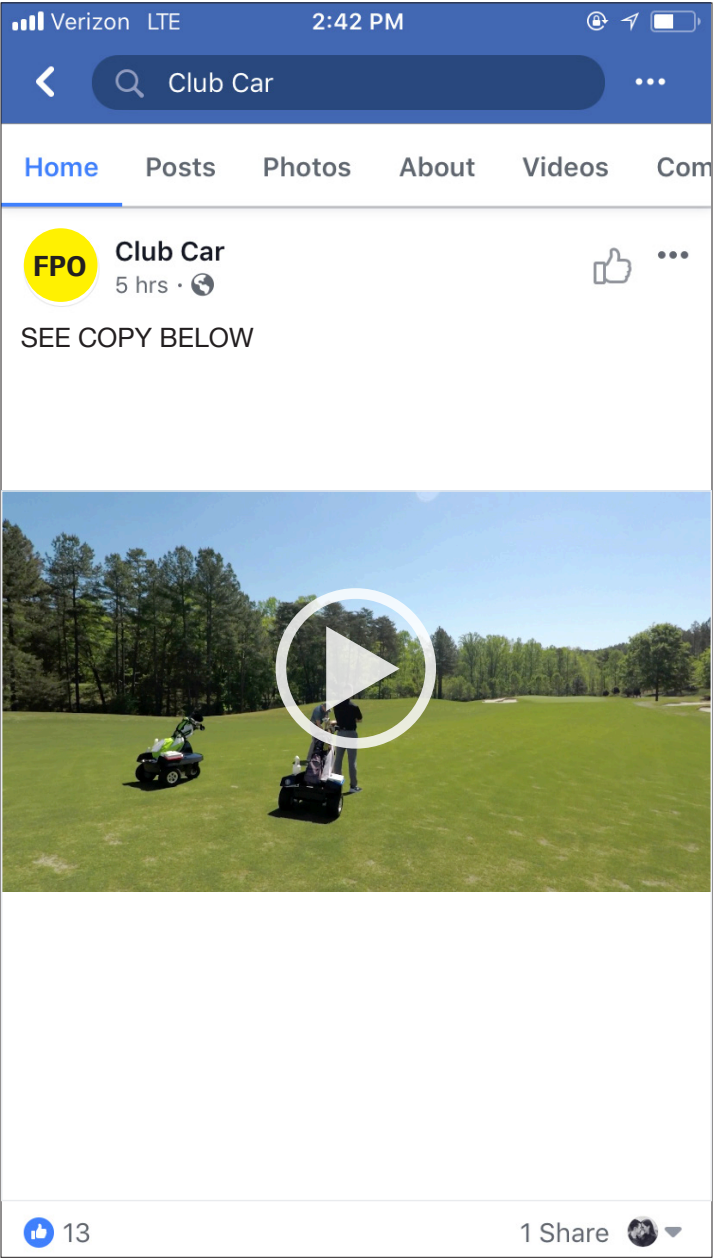
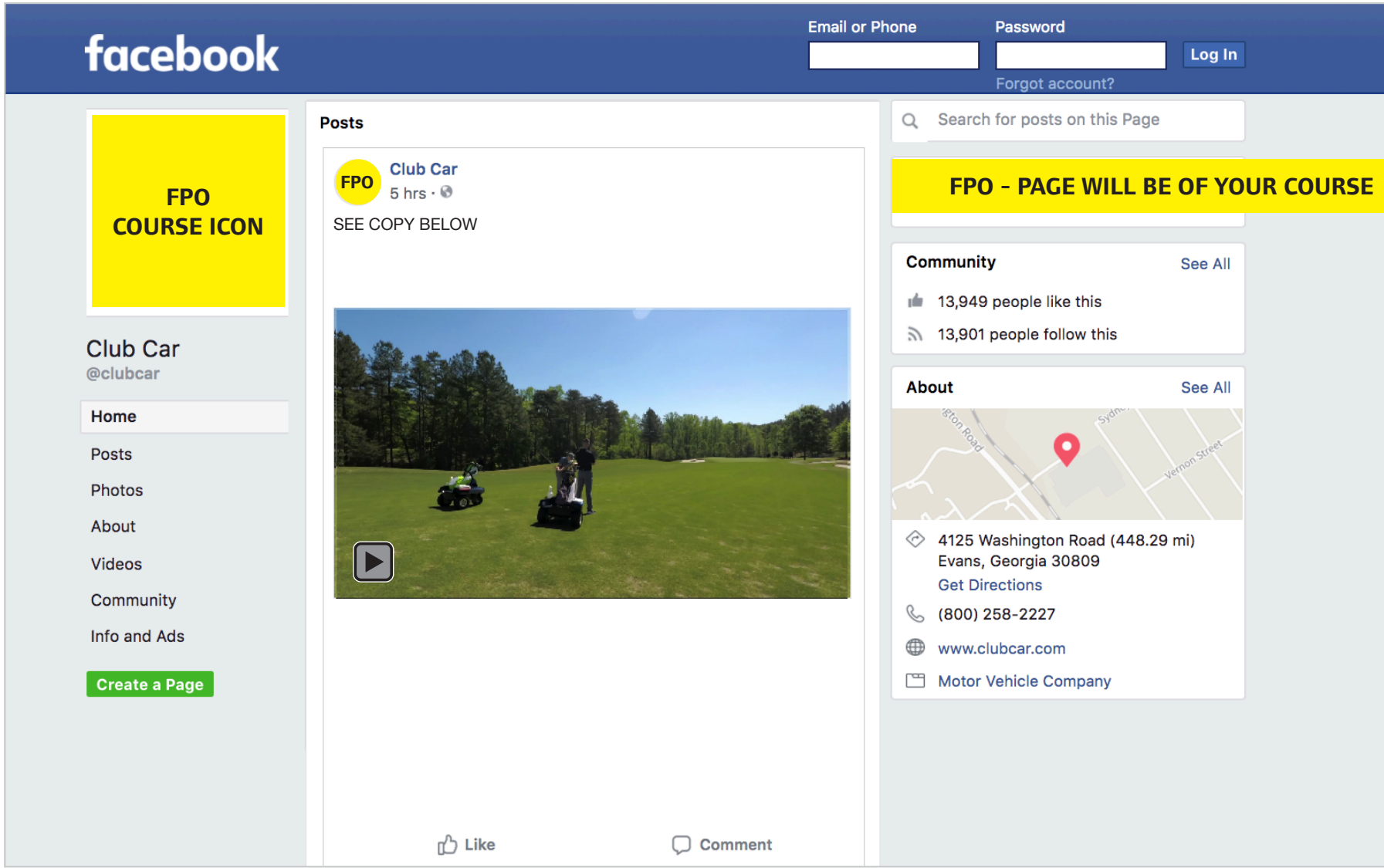
TEMPO WALK LAUNCH PARTY

Experience the world’s first hands-free caddie and take it out for a spin on [TIME AND DATE] at [COURSE NAME].

[ANY ADDITIONAL ACTIVITY INFO]

RSVP

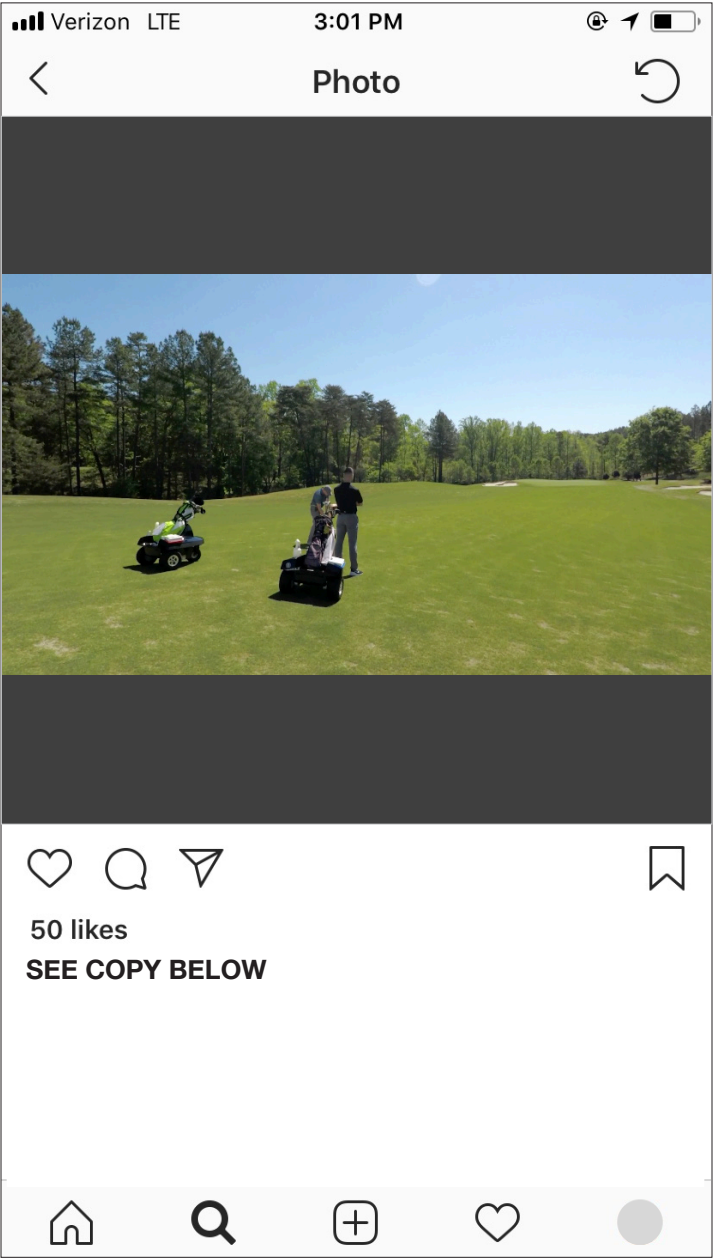
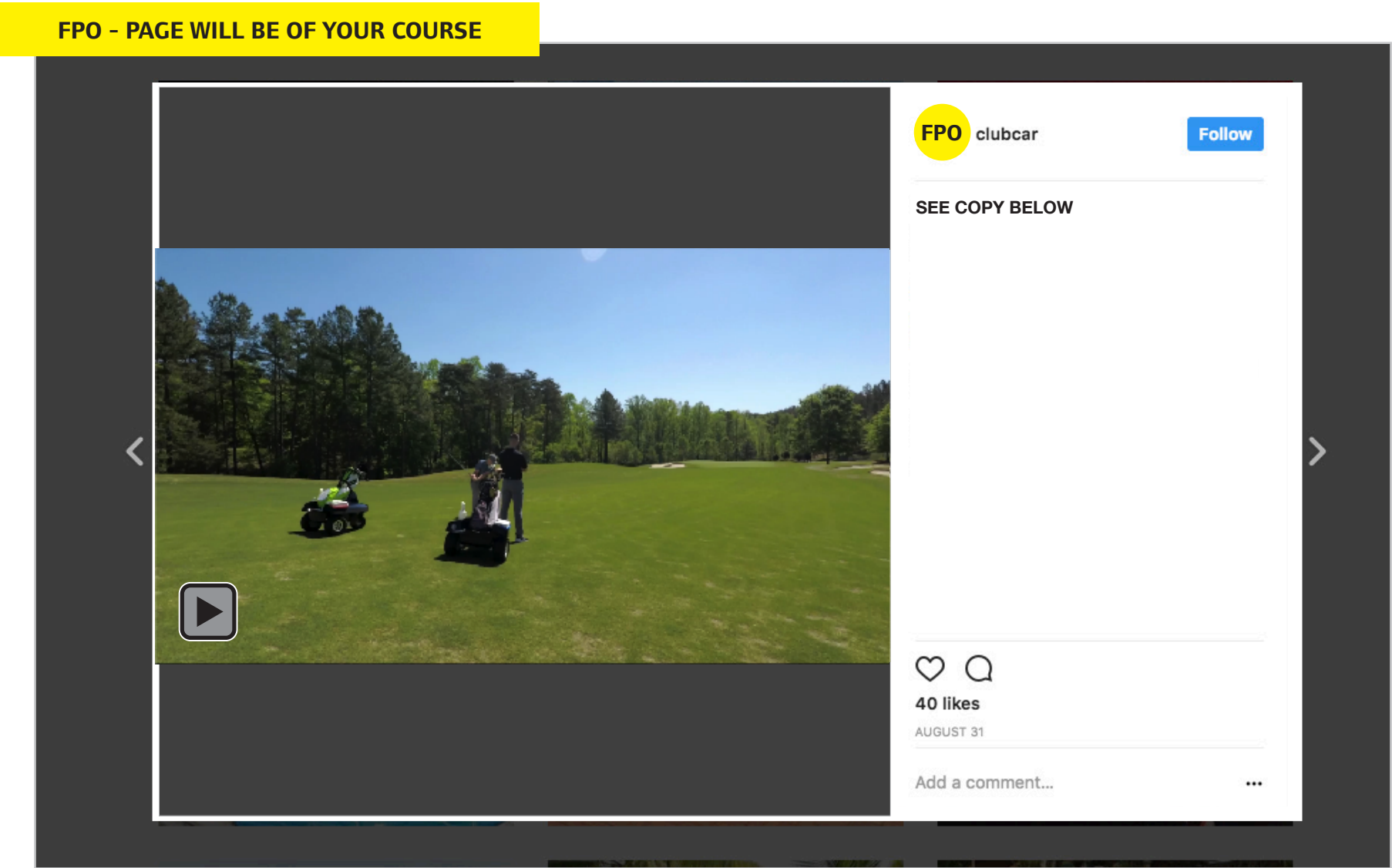
Theme: Introducing Tempo Walk! | Channel: Facebook | Visual: Link to Video



Copy:

Time to step up your game! Tempo Walk is the newest way to experience your favorite course.
RSVP to experience it for yourself on [TIME AND DATE]!

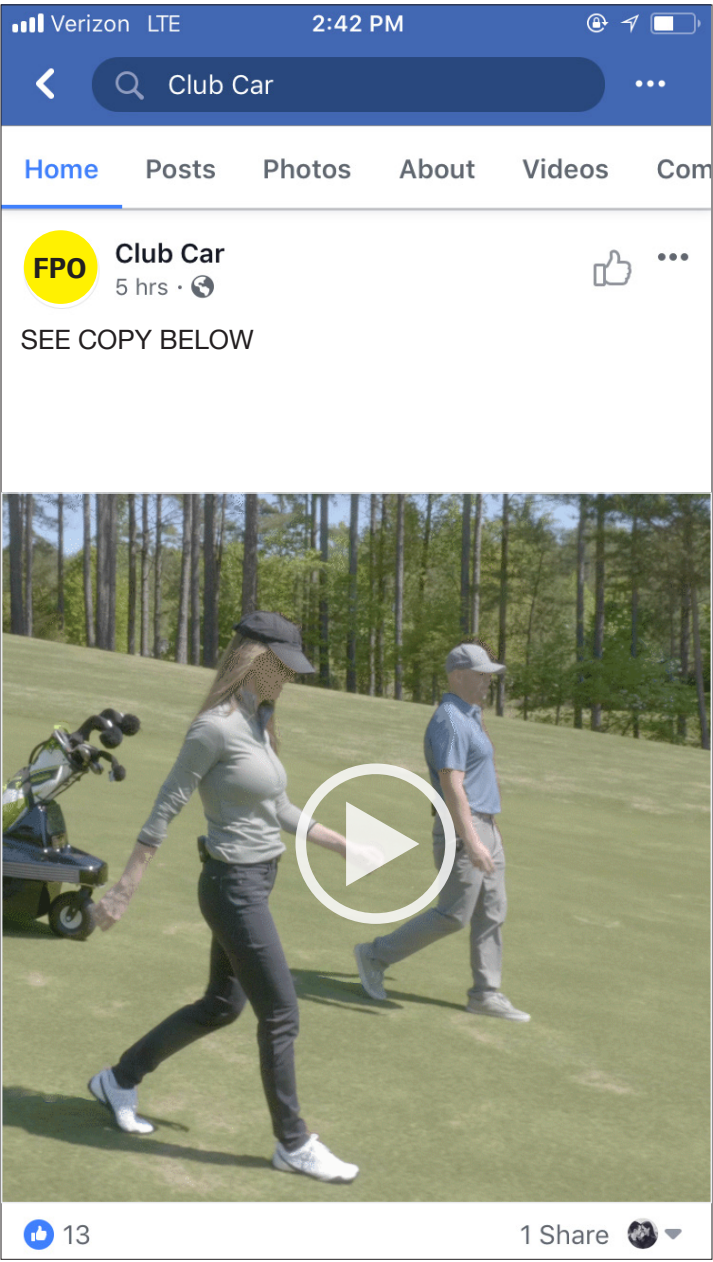
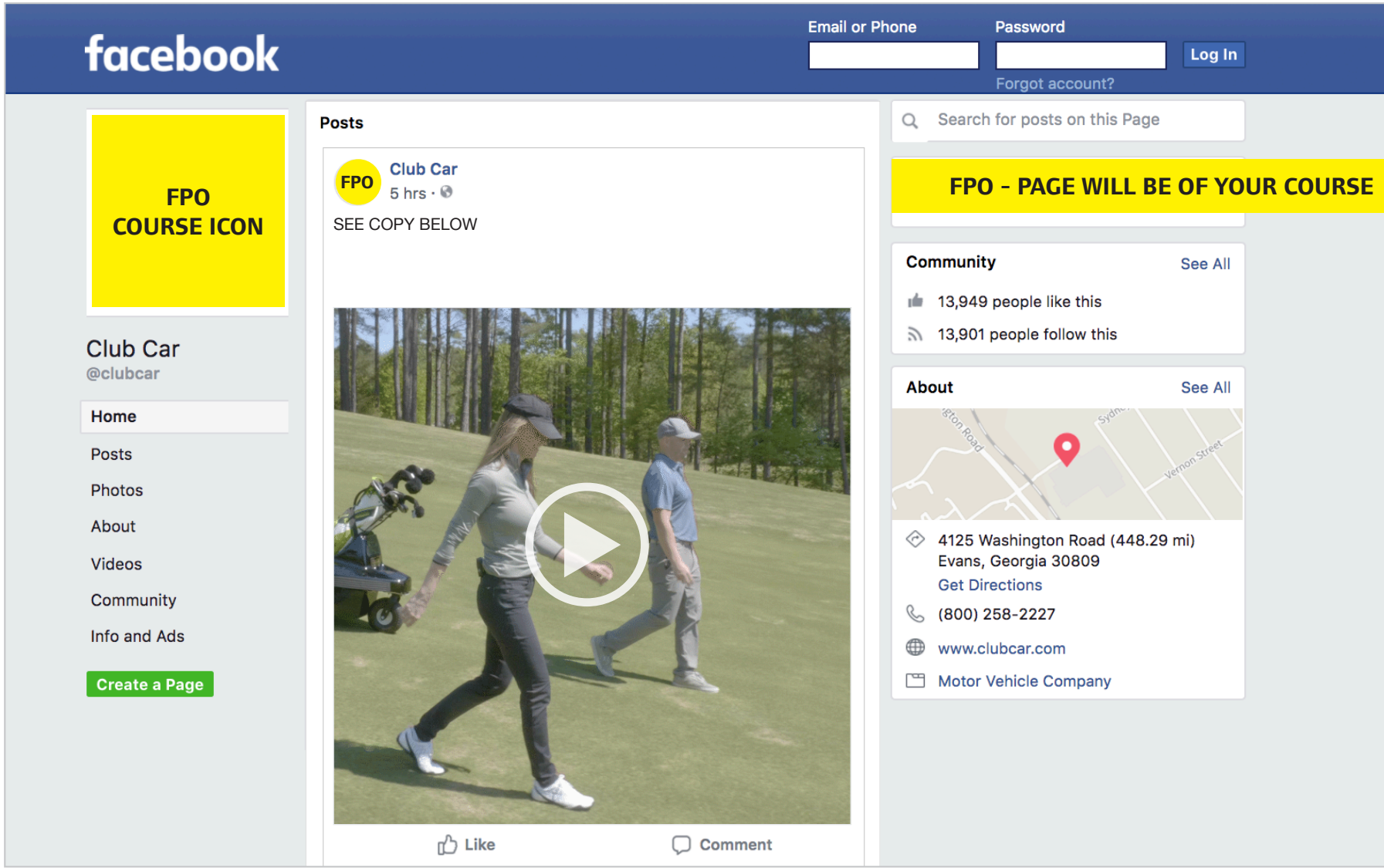
[EVENT POST W/ CTA (already included) TO RSVP]



Copy:

Time to step up your game! Tempo Walk is the newest way to experience your favorite course.
RSVP to experience it for yourself on [TIME AND DATE]!

--
#[Course Name] #setthetempo #anytimecaddie

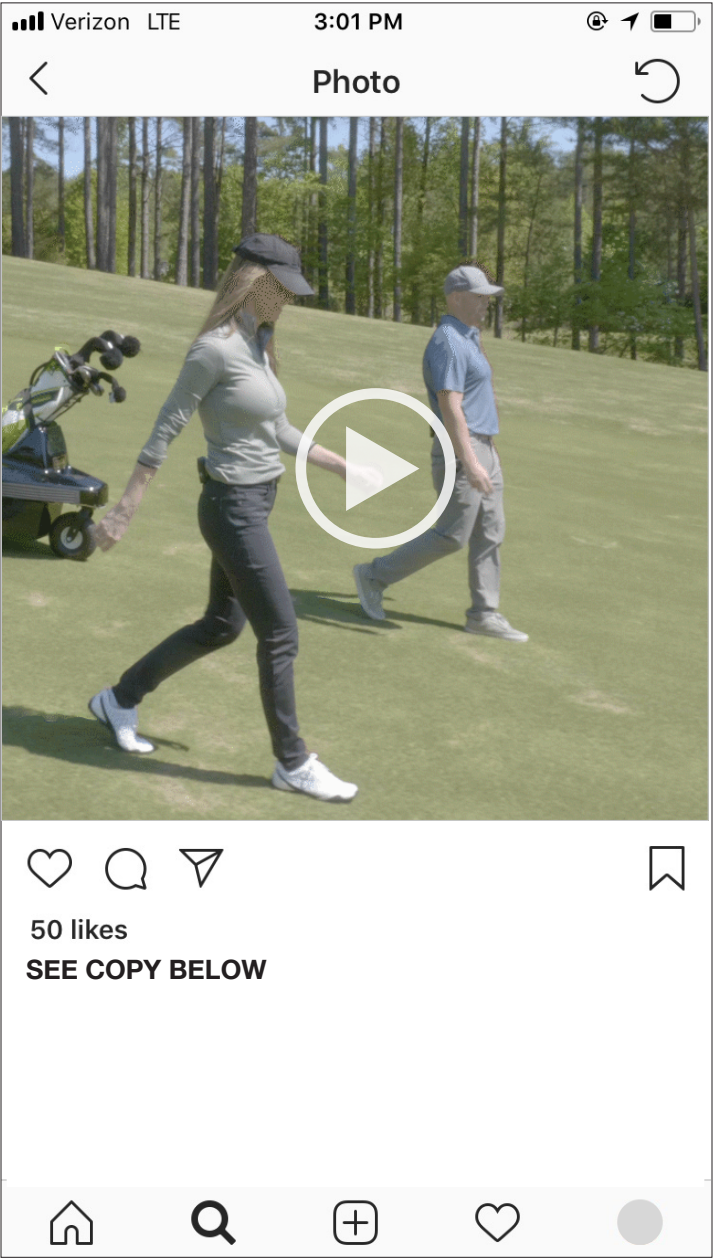
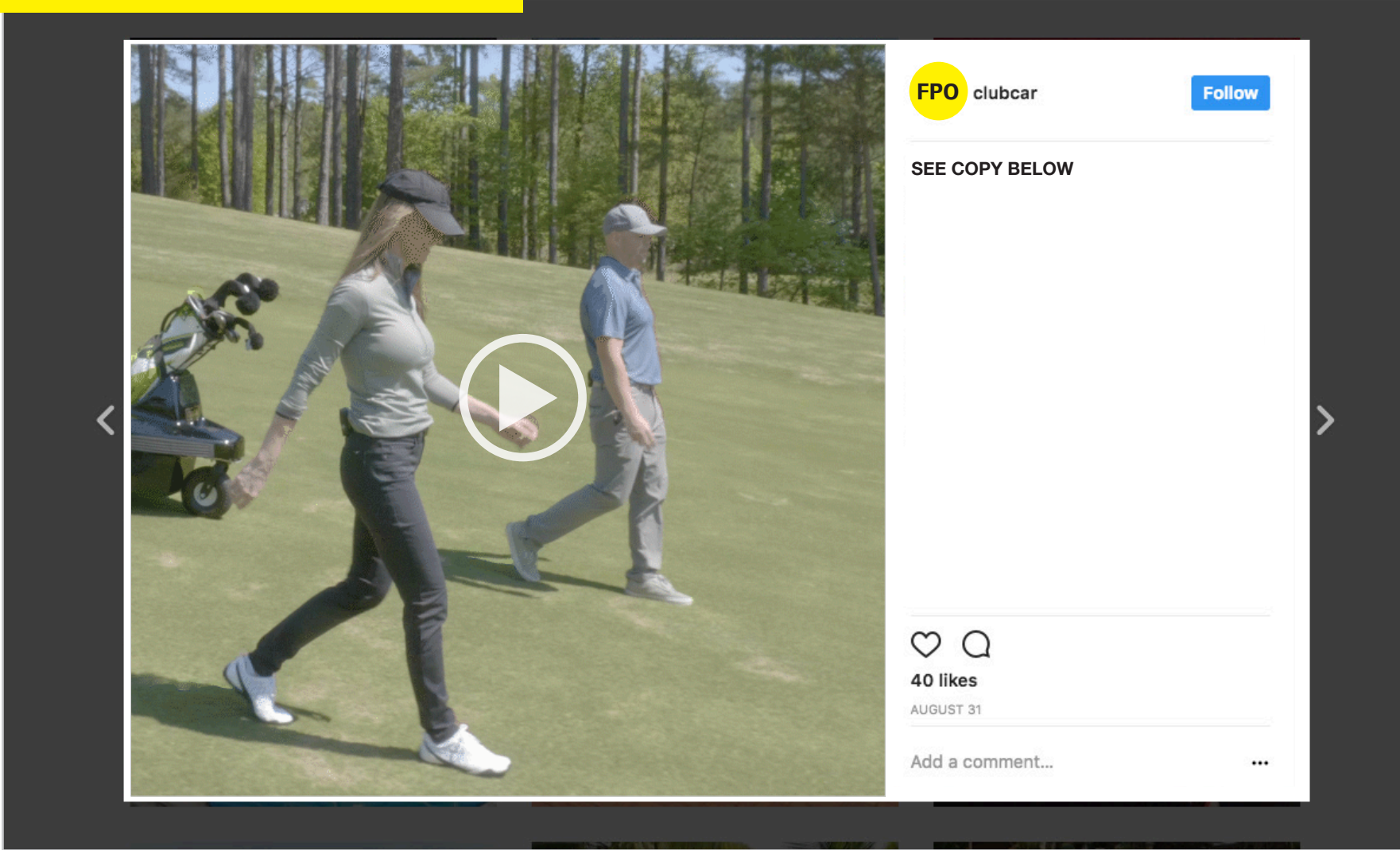


Copy:

Did you know that you can burn over 1,000 calories by walking 18 holes? Experience the fitness benefits of Tempo Walk for yourself on [TIME AND DATE]!

RSVP NOW

FPO - PAGE WILL BE OF YOUR COURSE

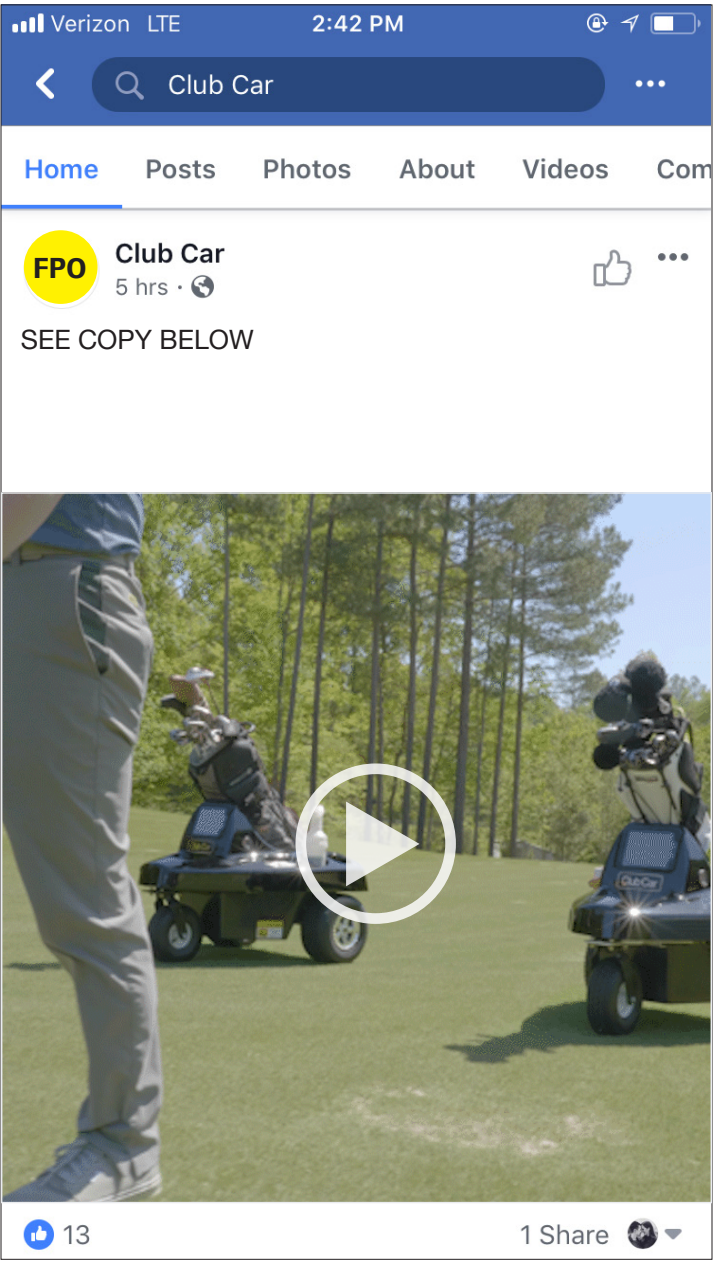
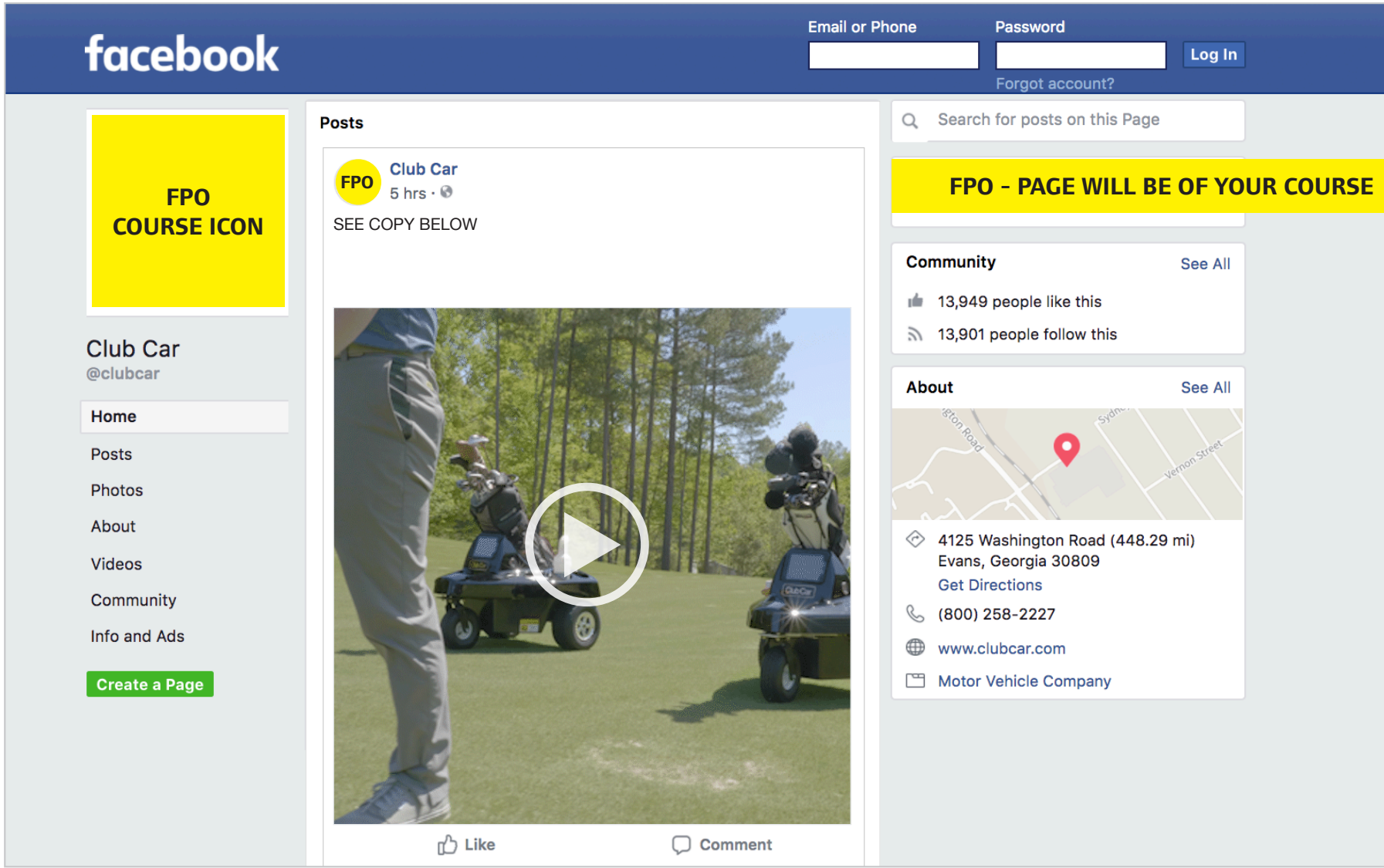


Copy:

Did you know that you can burn over 1,000 calories by walking 18 holes? Experience the fitness benefits of Tempo Walk for yourself on [TIME AND DATE]!

--
#[Course Name] #setthetempo #anytimecaddie

Theme: Event Date Approaching | Channel: Facebook | Visual: GIF (Stay Active)

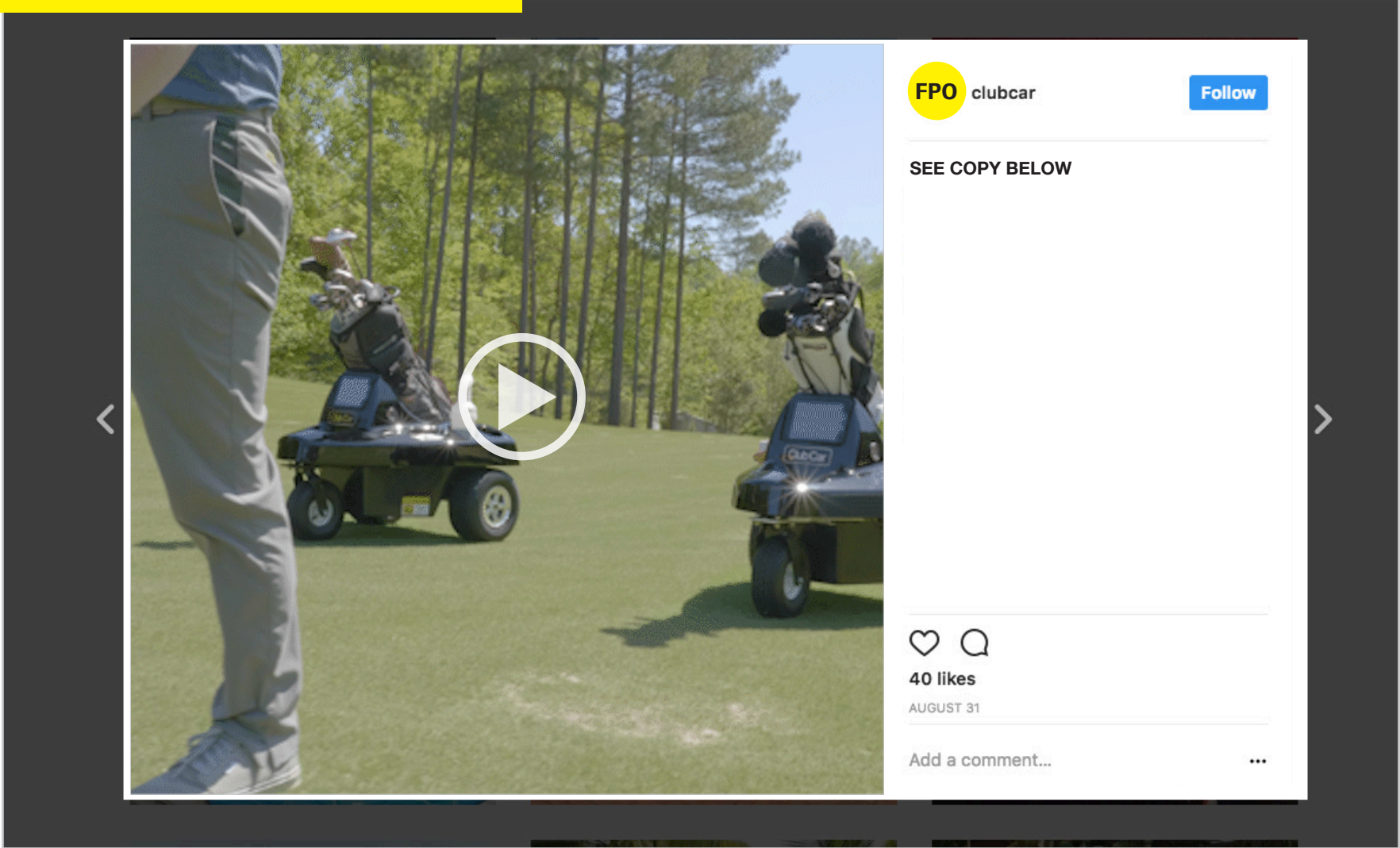


Copy:

[TIME AND DATE] Only days away - a whole new way to play. Don't miss the chance to take Tempo Walk for a spin at our Launch Party!

RSVP NOW

FPO - PAGE WILL BE OF YOUR COURSE



Copy:

[TIME AND DATE] Only days away - a whole new way to play. Don't miss the chance to take Tempo Walk for a spin at our Launch Party!

--
#[Course Name] #setthetempo #anytimecaddie

EVENT

EMAILS

HOW AND WHEN TO USE:

Email 1 - Pre-Event | Objective: Introduce

THEME/SUBJECT LINE: A New Way to Walk the Course

A NEW WAY TO WALK
AT [COURSE NAME]

Dear Golfers,

It gives me great pleasure to announce a new way to enjoy walking at [Course Name]. This hands-free walking option allows you to enjoy each round without the hassle of carrying your bag, or the awkwardness of pushing a cart. Tempo Walk utilizes state of the art technology and includes amenities like a personal cooler, divot repair seed bottles, and even GPS yardages for each hole to the green.

In an effort to assist you in getting oriented to Tempo Walk, our pro shop staff is standing by to help answer any questions you have.

Reserving Tempo Walk is simple and can be done while booking your normal tee time or by contacting the Pro Shop at [phone number]. Equipment and instructors are limited so call now to experience this exciting innovation that is sure to change the way you experience golf!

Best regards,

[Name]
[Title]



Email 2 - Pre-Event | Objective: Invite

THEME/SUBJECT LINE: You’re invited to the Tempo Walk Launch Party

YOU’RE INVITED!

[Course Name] is hosting a Tempo Walk Launch Party

Experience the world’s first hands-free caddie and take it out for a spin on [TIME AND DATE].



Call us today at [PHONE NUMBER] Or Follow Us on Facebook to join the party.

THEME/SUBJECT LINE: Thanks for Coming!



Thanks for coming to our Tempo Walk launch party!

The new Tempo Walk hands-free caddie
We're excited to hear your thoughts. Next time you're in, let us know how you felt about your first Tempo Walk experience!

TELL US ABOUT YOUR EXPERIENCE

THEME/SUBJECT LINE: Sorry You Couldn't Make It!



But it's not too late to try out Tempo Walk!

We had a blast at the launch, but our experts will always be here to show you everything you need to know about Tempo Walk, and how it can improve your game, fitness level, and experience.

CHECK IT OUT

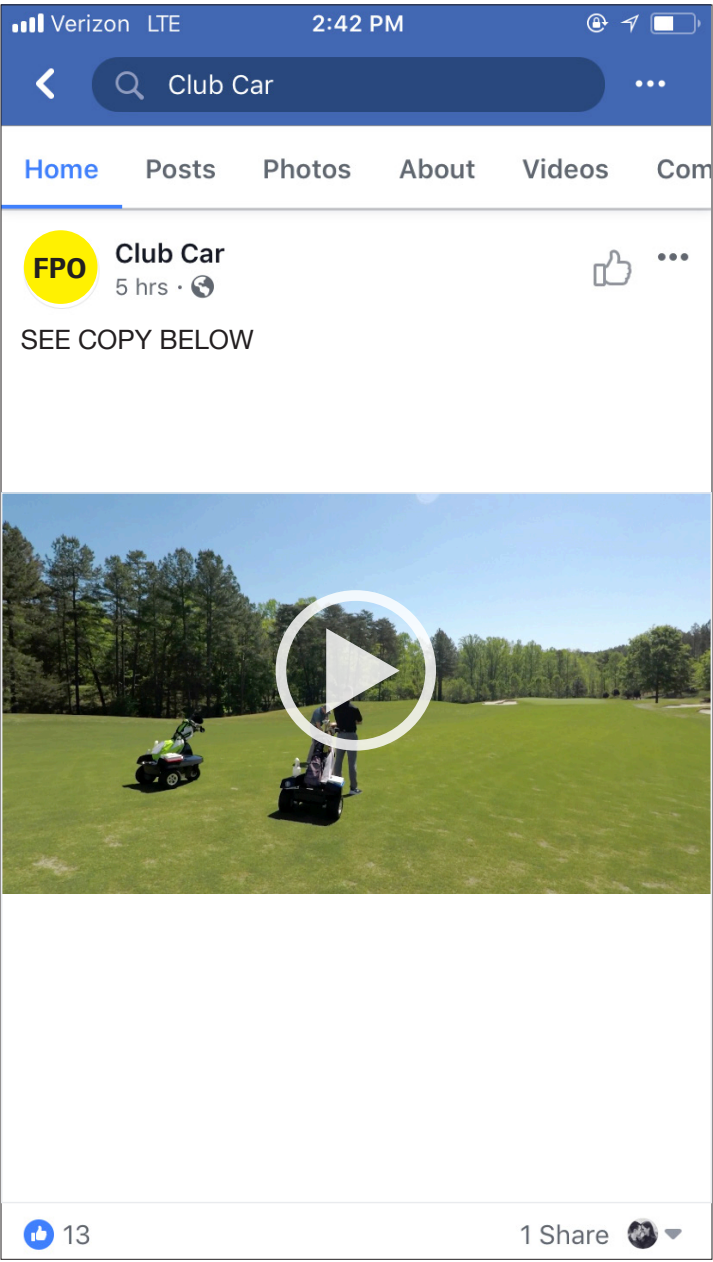
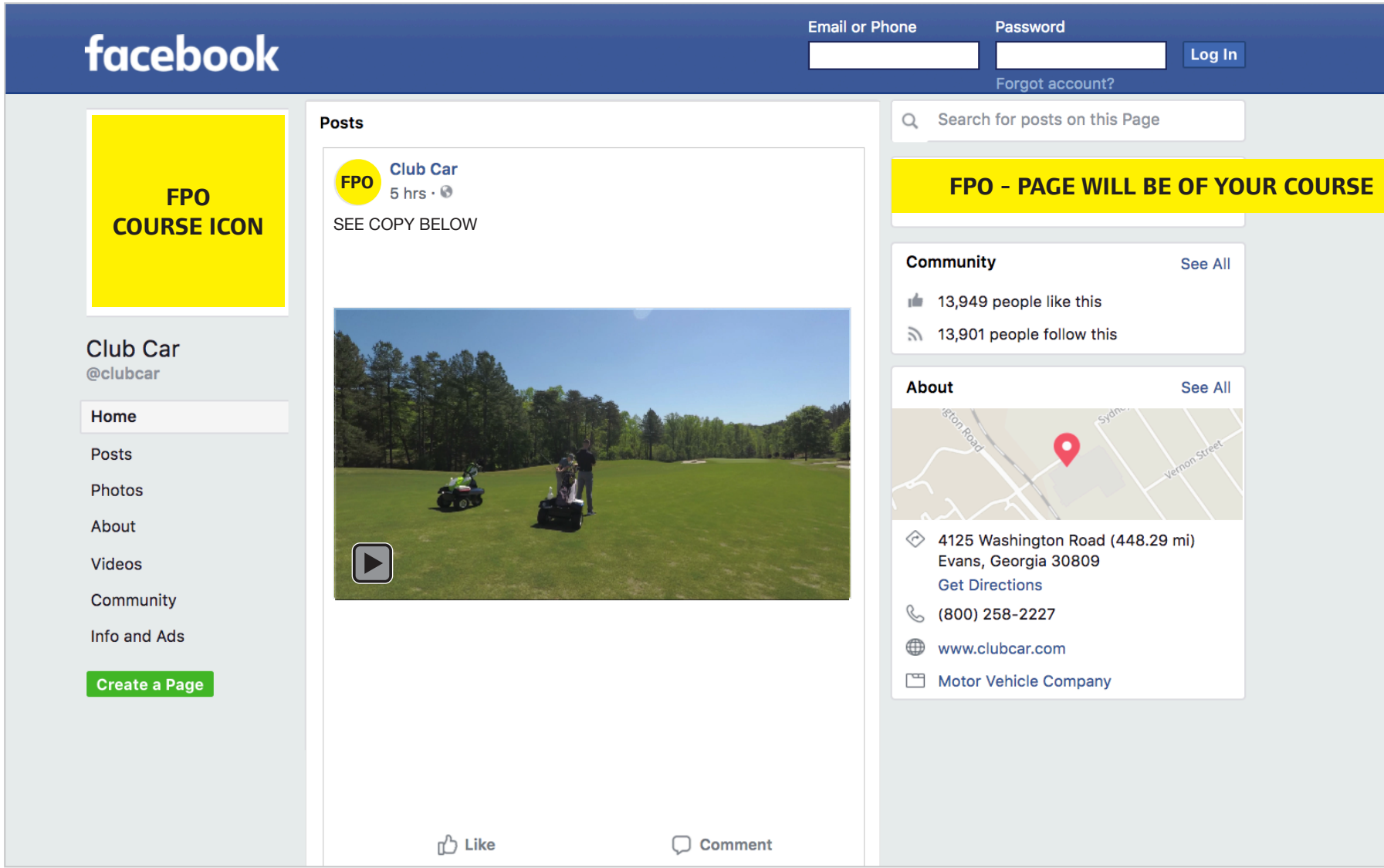
PROMOTIONAL MATERIAL

WHAT IT IS

PROMOTIONAL

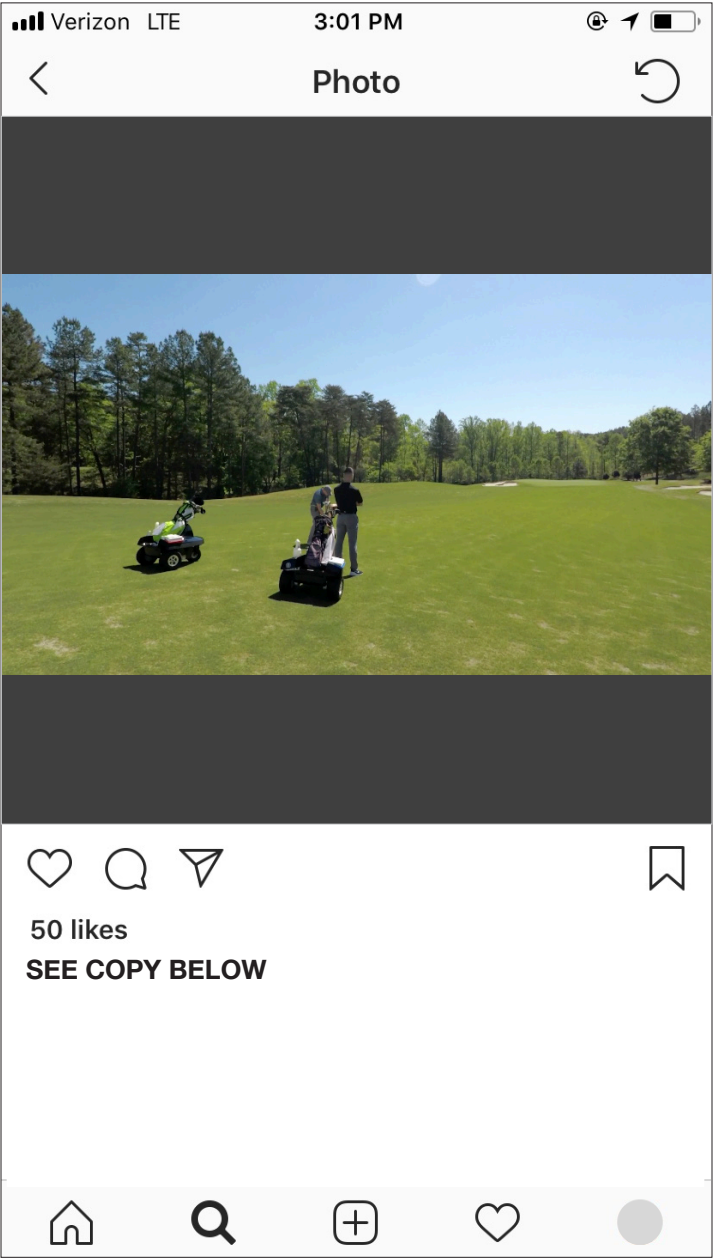
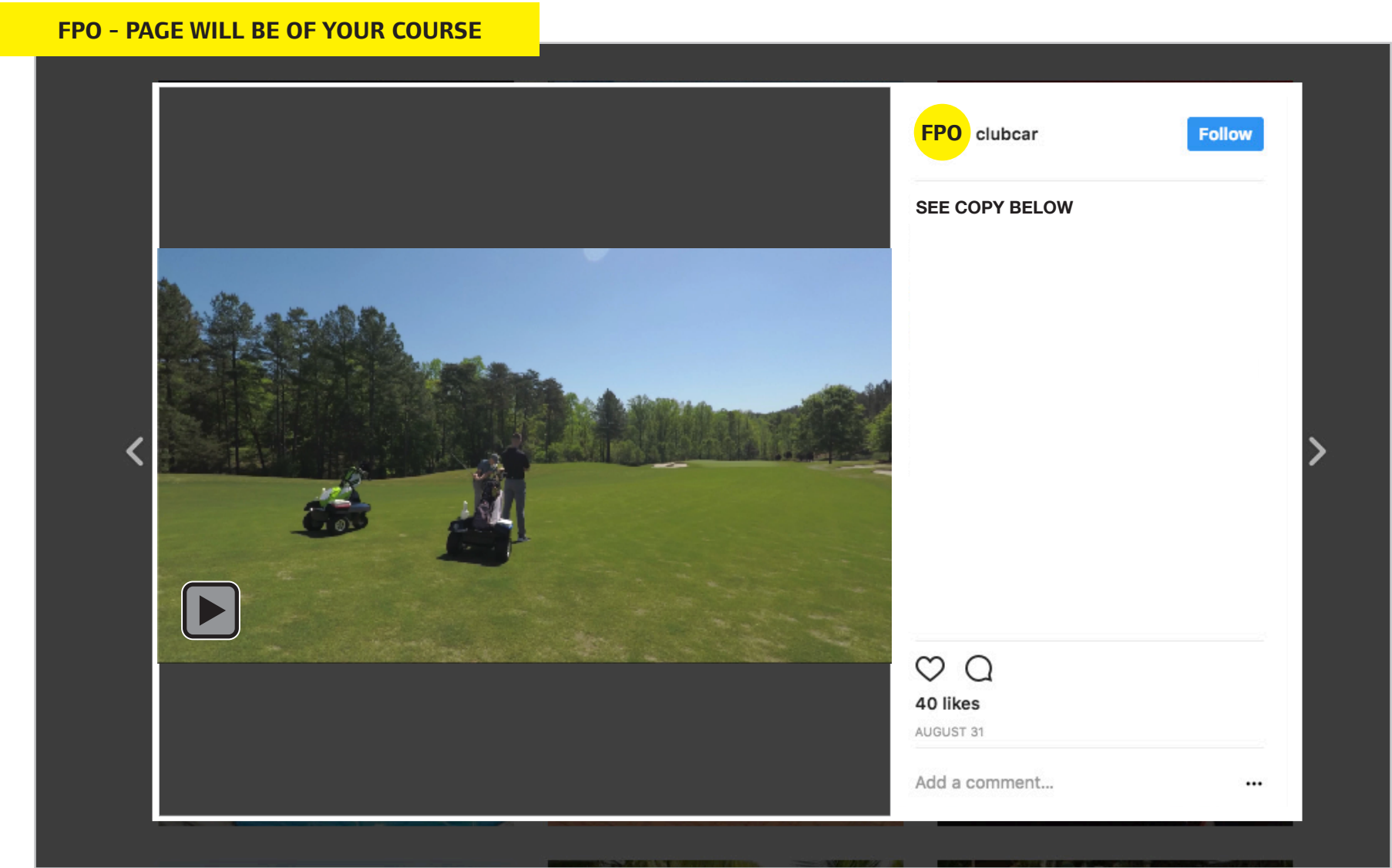
SOCIAL ASSETS

HOW AND WHEN TO USE:



Copy:

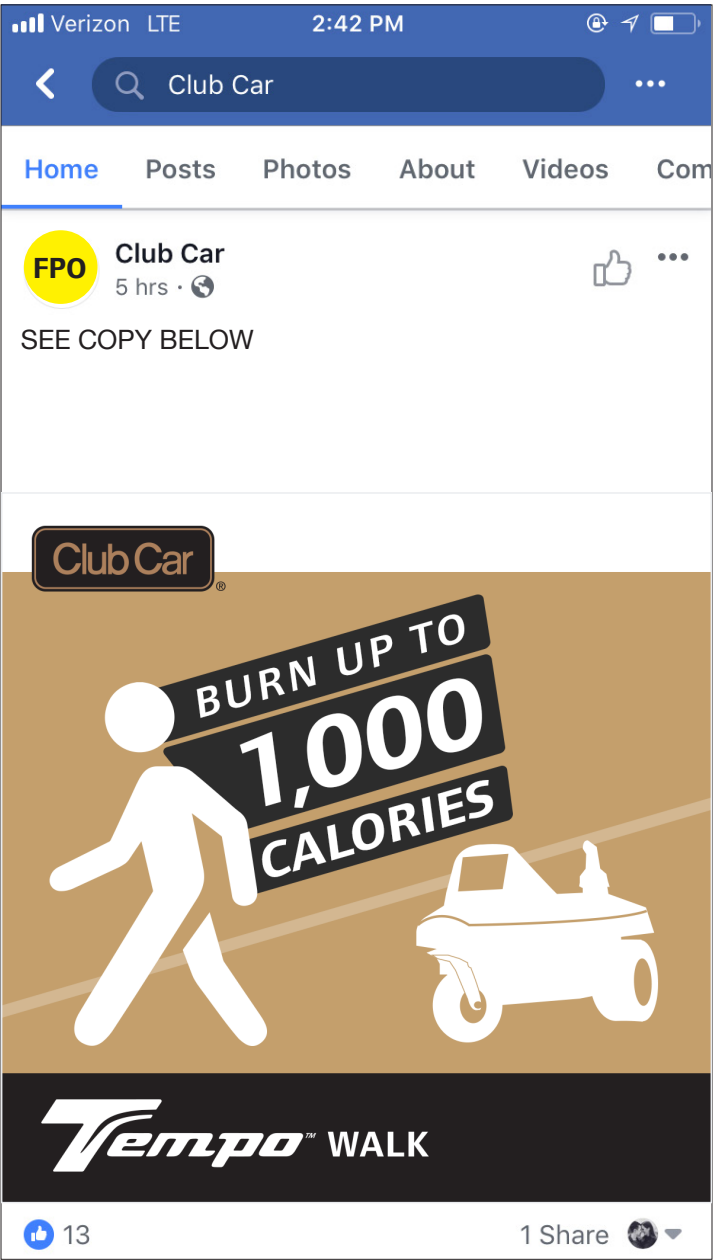
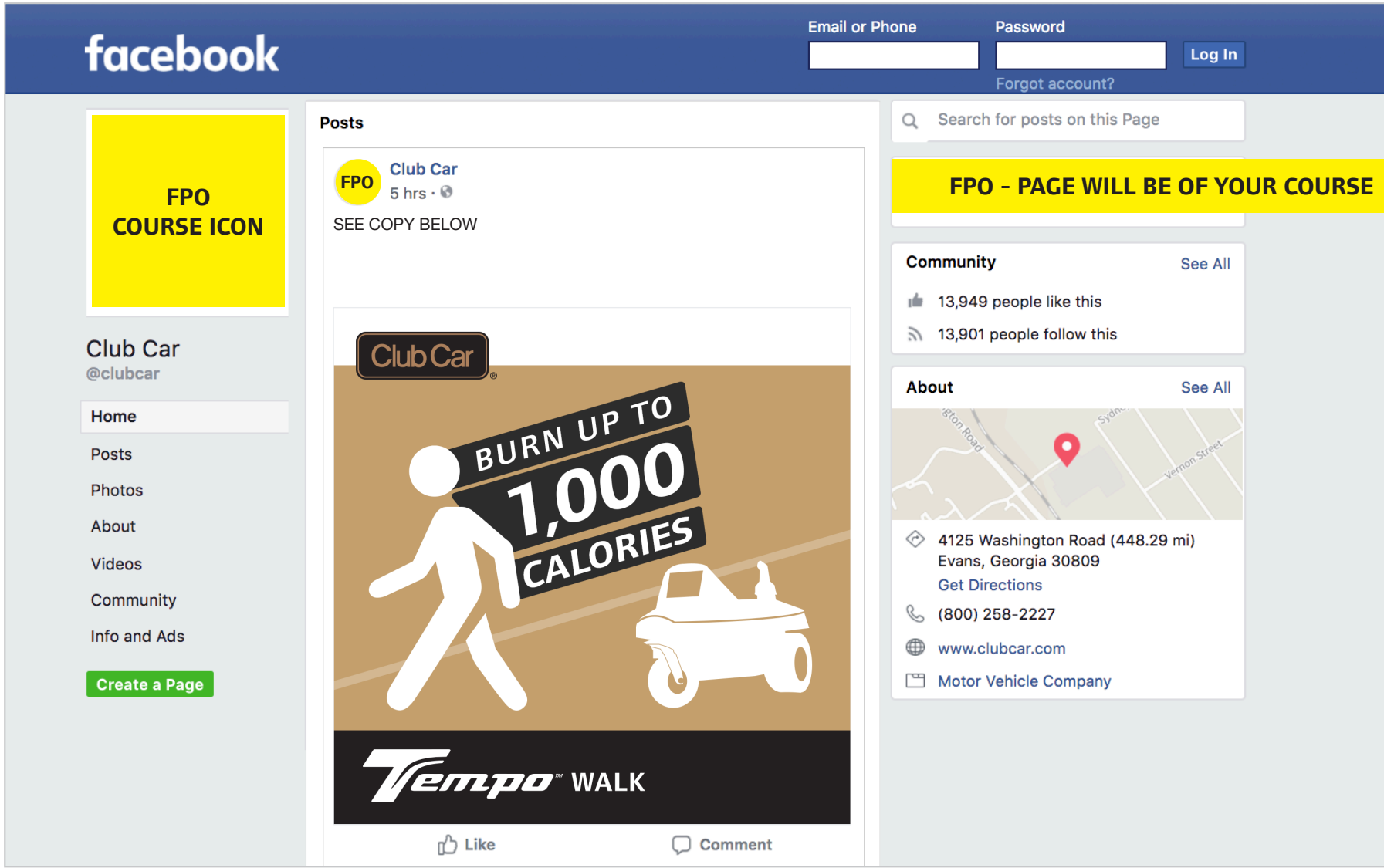
Step up your game! With Tempo Walk, the course experience has never been so much fun.



Copy:

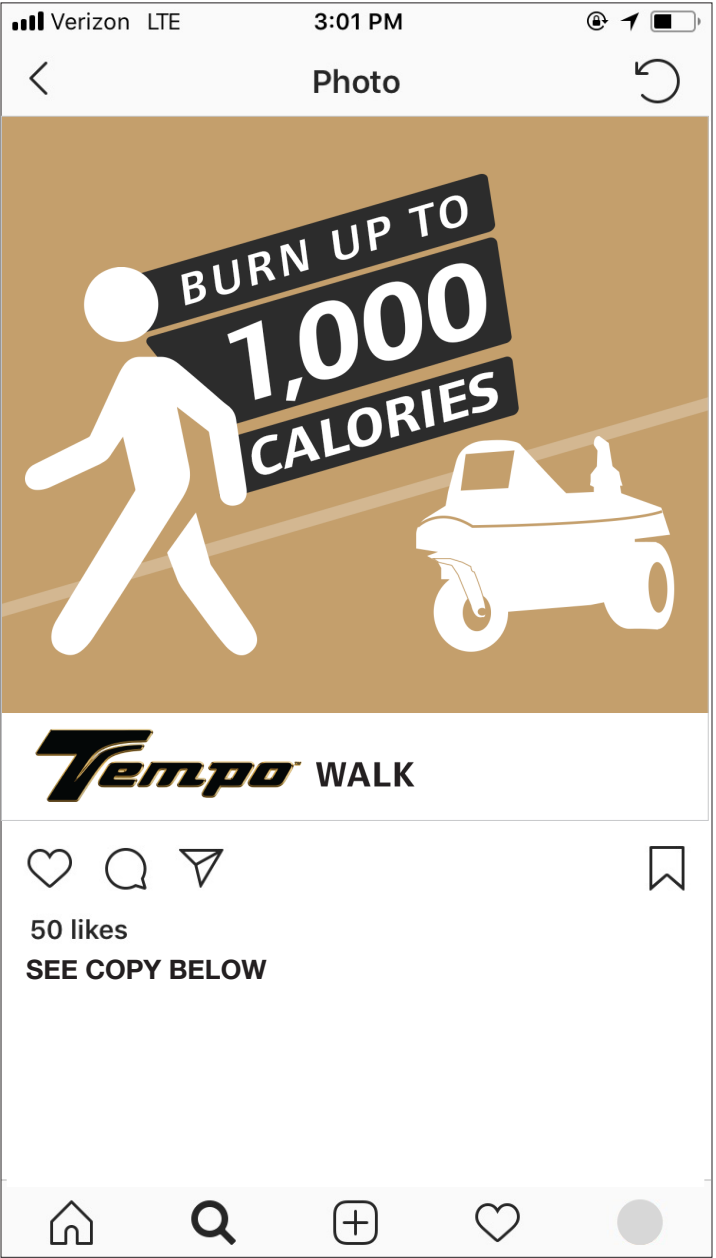
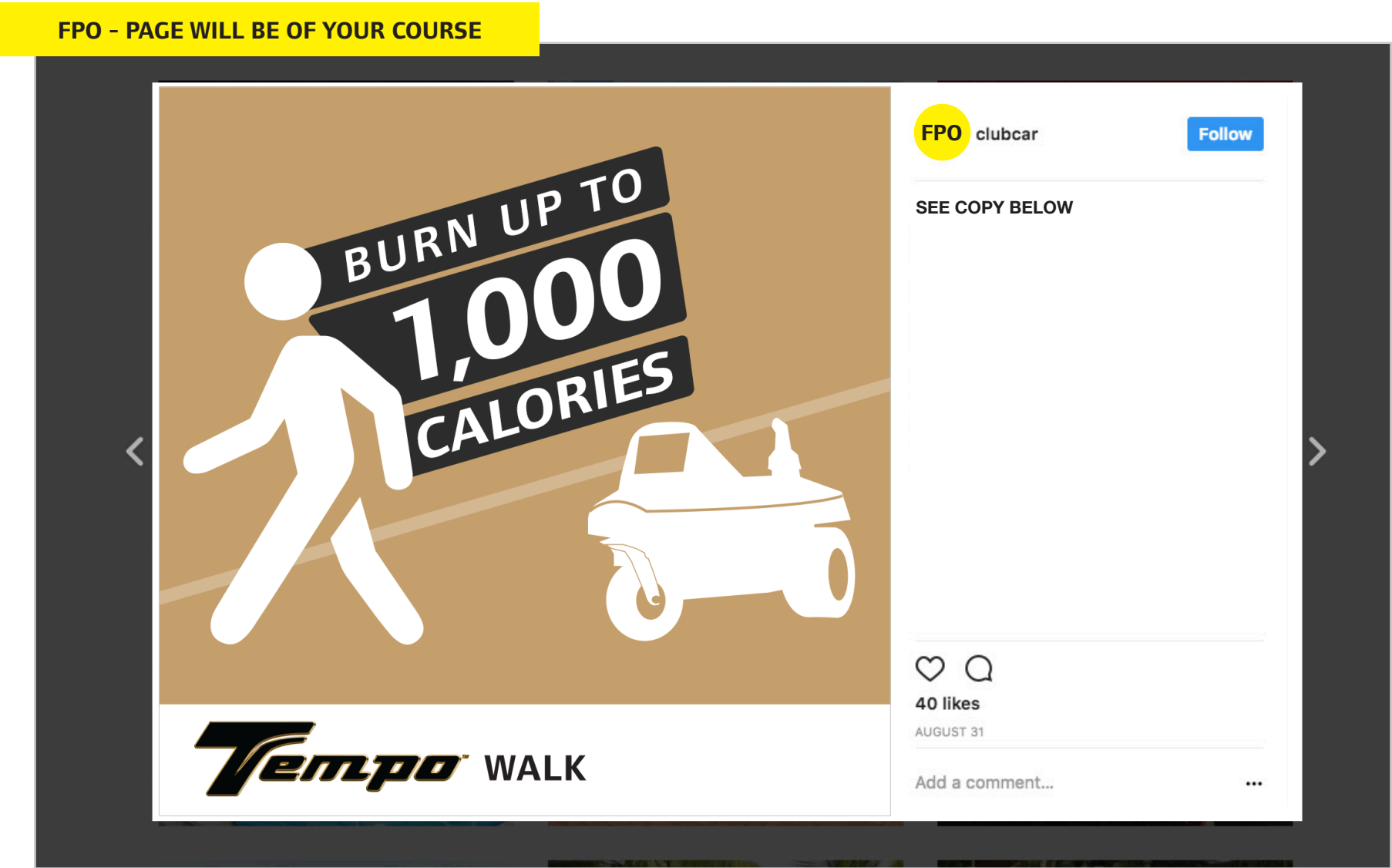
Step up your game! With Tempo Walk, the course experience has never been so much fun.

--
#[Course Name] #setthetempo #anytimecaddie



Copy:

Stay fit, focused and free from distraction. Tempo Walk hands-free caddie does the heavy lifting, so staying fit can also stay fun. [#\[Course Name\]](#) [#setthetempo](#) [#anytimecaddie](#)

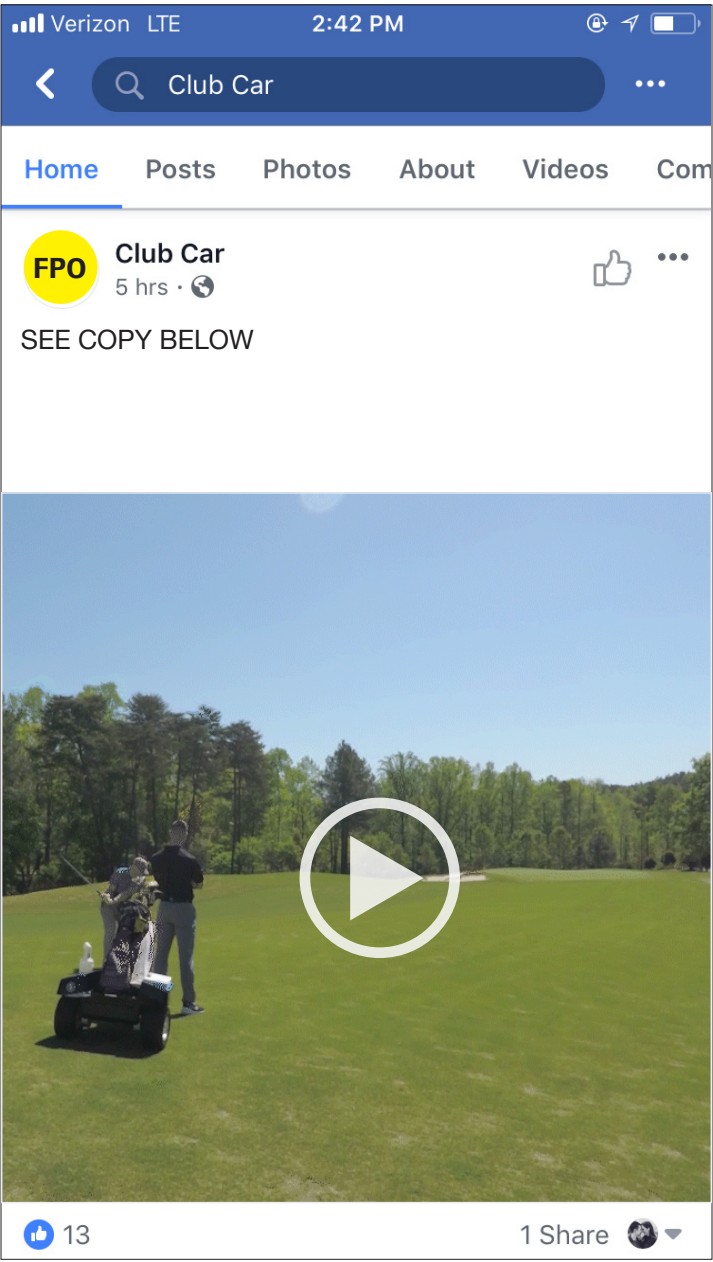
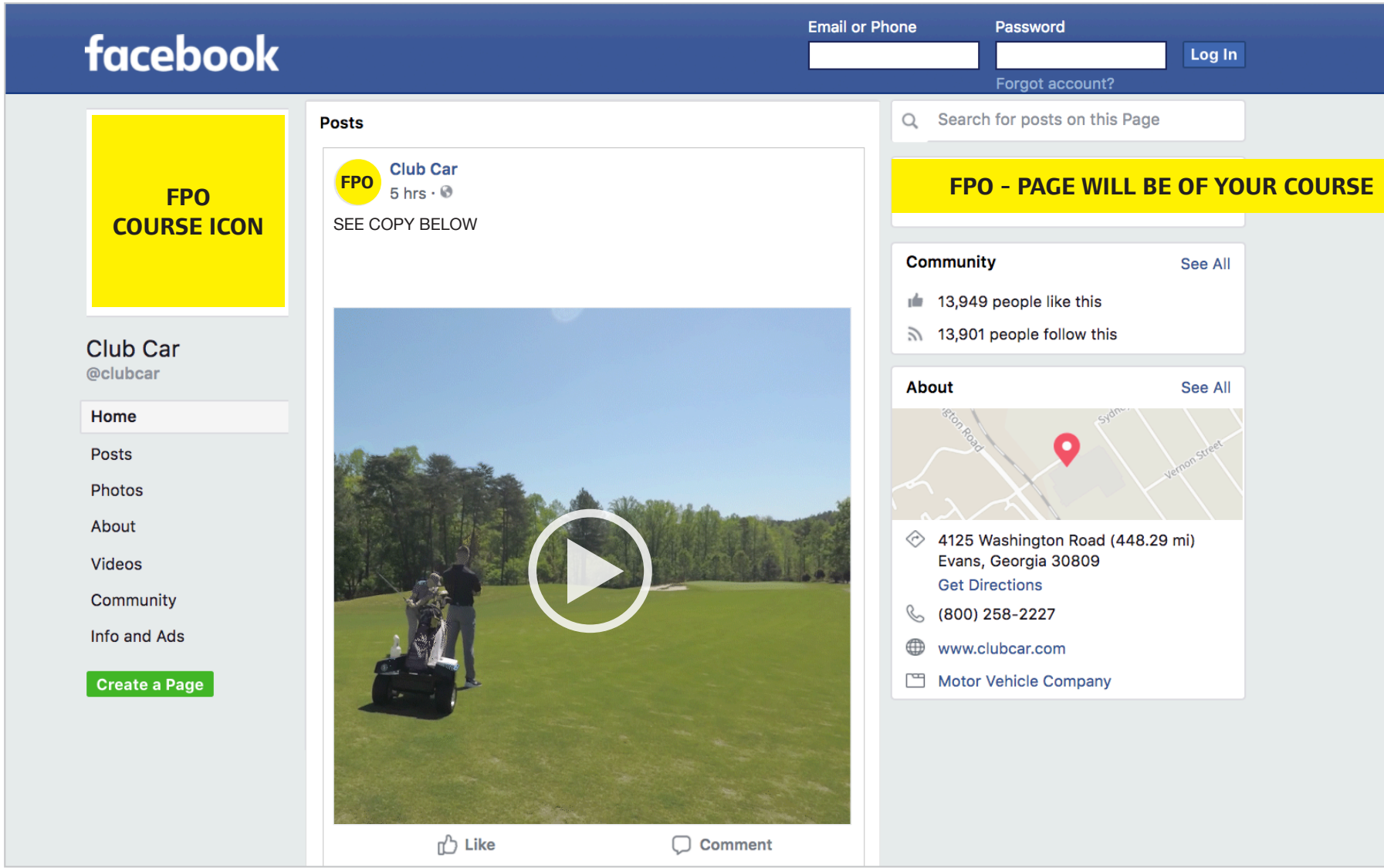


Copy:

Stay fit, focused and free from distraction. Tempo Walk hands-free caddie does the heavy lifting, so staying fit can also stay fun.

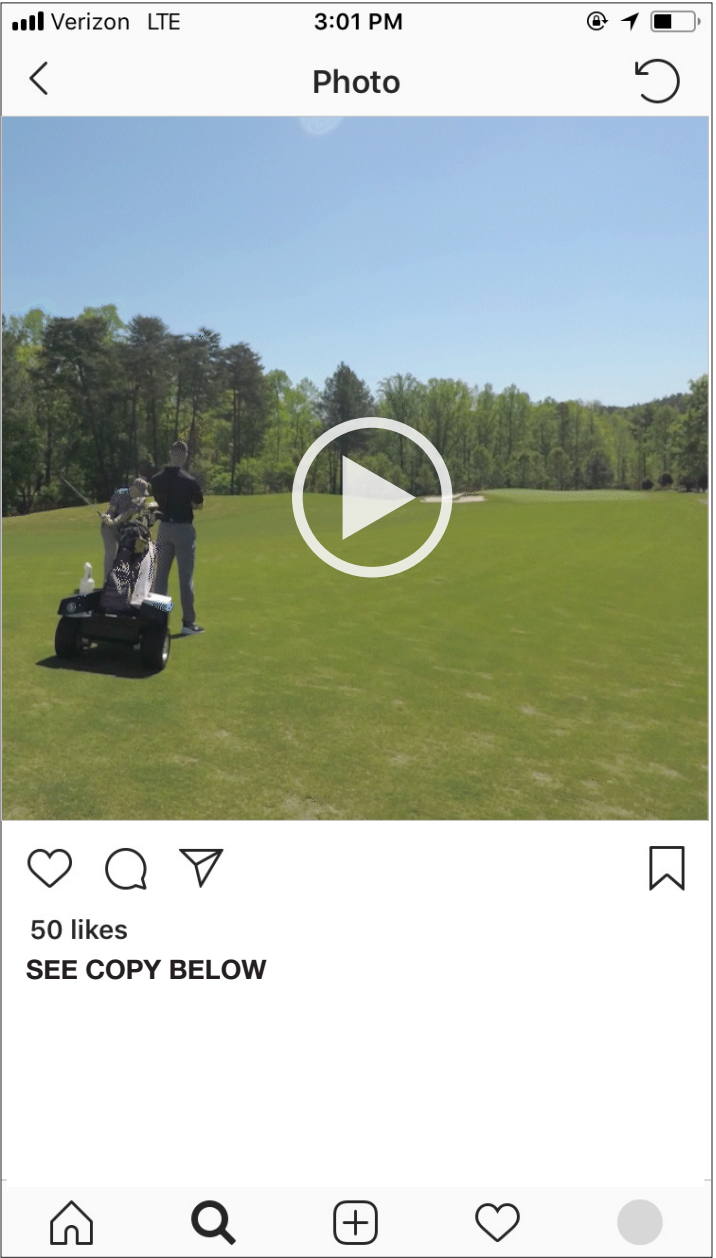
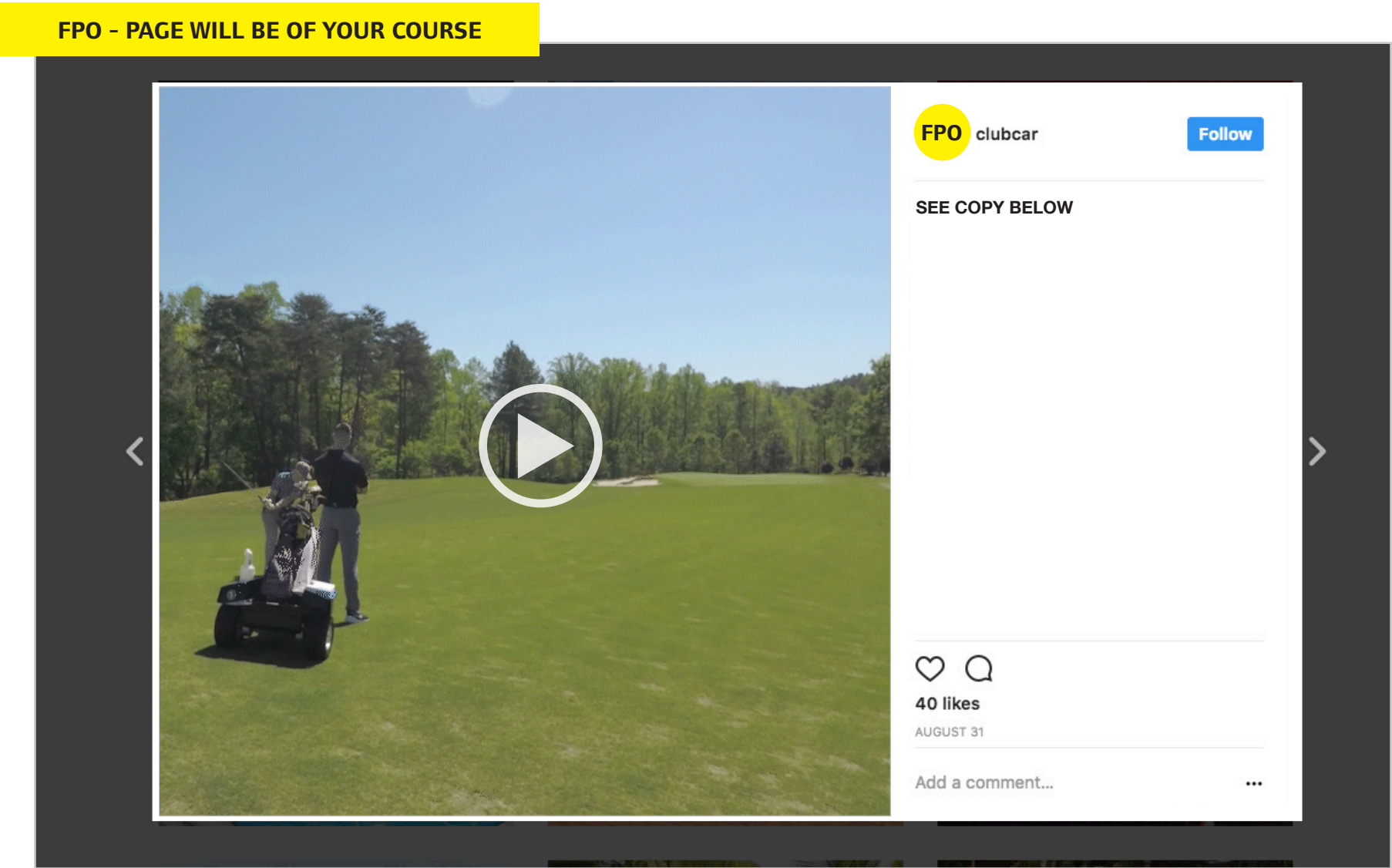
--

[#\[Course Name\]](#) [#setthetempo](#) [#anytimecaddie](#)



Copy:

Did you know Tempo Walk has accurate GPS and course info? It's like having a real caddie by your side as you play!
See more at: <https://www.clubcar.com/us/en/golf-operations/fleet-golf/tempo-walk.html>



Copy:

Did you know Tempo Walk has accurate GPS and course info? It’s like having a real caddie by your side as you play!
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#[Course Name] #setthetempo #anytimecaddie

PROMOTIONAL

EMAILS

HOW AND WHEN TO USE:

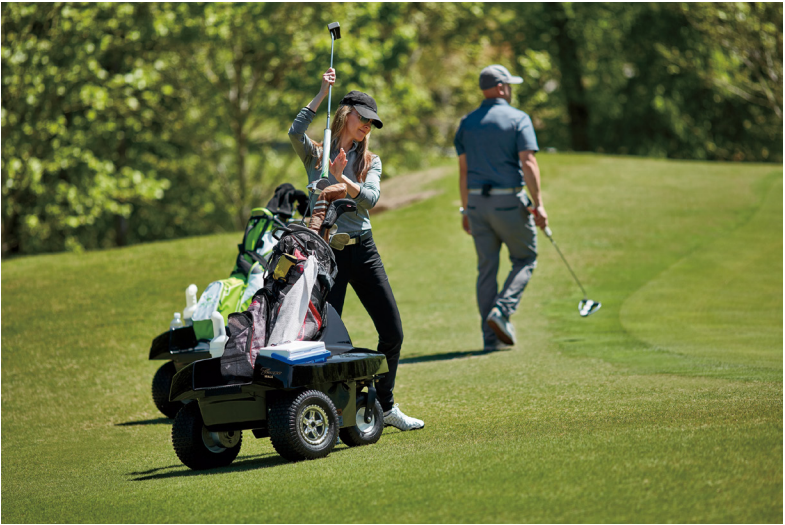
Email 1 Template: FUN | Objective: Excite

THEME/SUBJECT LINE: The Most Fun Way to Walk the Course

HANDS DOWN THE MOST FUN WAY TO PLAY

Tempo Walk Hands-Free Caddy

Lose the baggage and amp up the fun with Tempo Walk. It carries your clubs, automatically following you around the course. With less to carry and fun add-ons like a personal cooler and digital course info, you'll be able to enjoy the game and the course from an all-new perspective.



TAKE ONE FOR A SPIN TODAY

Email 2 Template: Fitness | Objective: Inspire

THEME/SUBJECT LINE: The Most Fun Way to Stay Fit

BURN UP TO 1,000 CALORIES EVERY 18 HOLES

The Tempo Walk hands-free caddie

Staying fit has never been so much fun. The Tempo Walk automatically follows you around the course with GPS yardage, a divot seed bottle, and a person cooler, so you can keep your head in the game, and your body fit while walking the course.



NOW AVAILABLE AT **[COURSE NAME]**
LEARN MORE [LINK TO VIDEO](#)

Email 3 Template: Experience | Objective: Excite

THEME/SUBJECT LINE: Play Your Way with Tempo Walk

FREEDOM TO PLAY YOUR WAY

Tempo Walk hands-free Caddie

Hands-free is the way golf was meant to be – experience the game in a fun new way with Tempo Walk. It carries clubs and follows you as you walk the course. Stay fit, focused and free from distraction as you enjoy the beauty of roaming the course.



TAKE ONE FOR A SPIN TODAY

PROMOTIONAL

ADS

HOW AND WHEN TO USE:



Golfers can burn over 1,000 calories walking 18 holes.

Tempo WALK

Freedom To Play Your Way

Hands-free is the way golf was meant to be – experience the game in a fun new way with the Tempo Walk autonomous caddie. It carries your clubs and follows you while you walk the course. Stay fit, focused and free from distraction as you enjoy the beauty of roaming the course.

FPO
COURSE LOGO

1/2 PAGE AD



Freedom To Play Your Way

Experience the game in a fun new way with the Tempo Walk hands-free caddie. It carries clubs and follows you while you play. Stay fit, focused and free from distraction as you enjoy the beauty of roaming the course.

FPO
COURSE LOGO

1/4 PAGE AD

PROMOTIONAL

PRINT MATERIAL

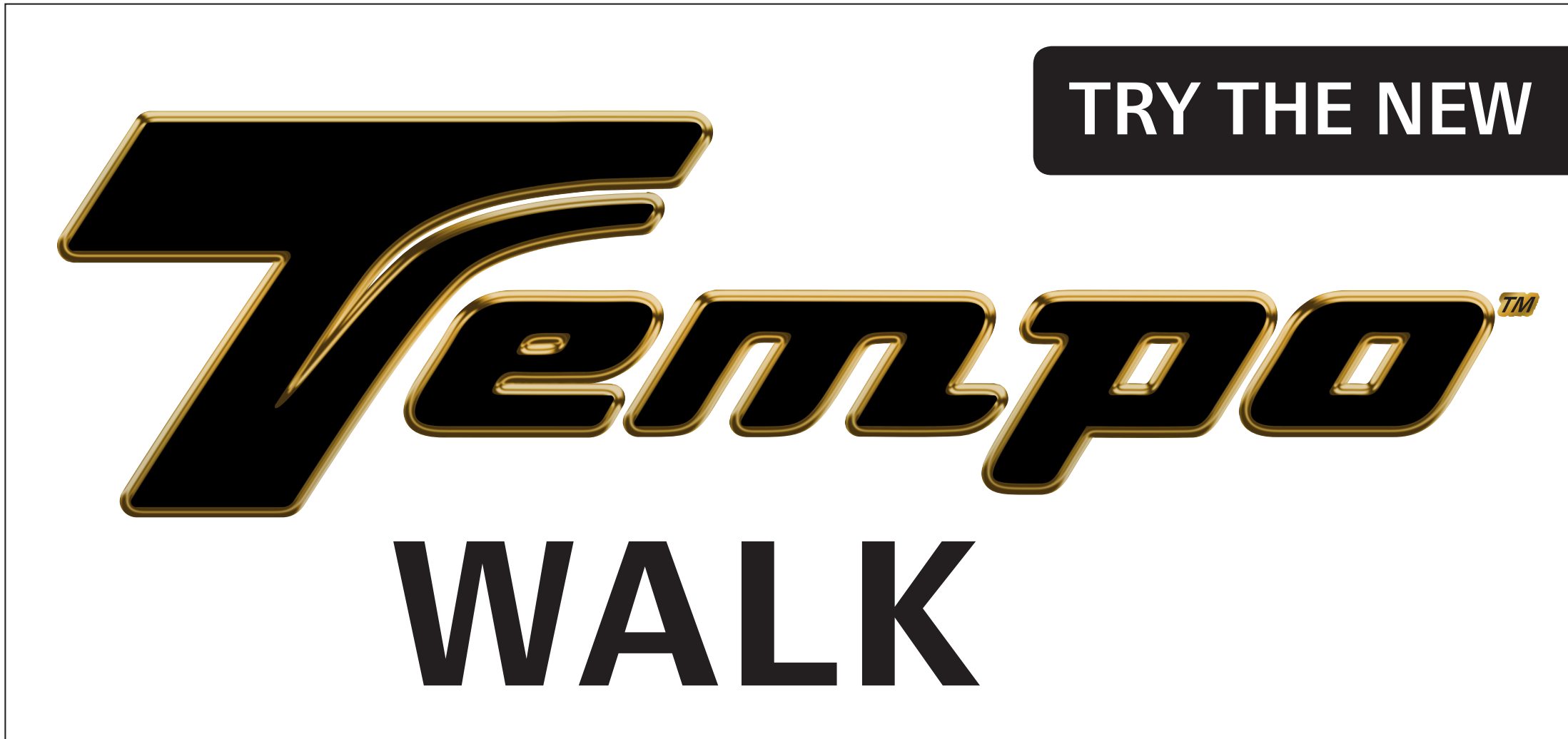
HOW AND WHEN TO USE:



Poster 2 (11x17) *24x36 will be designed upon approval









Walk the walk, talk the talk

Everything you need to know before your first Tempo Walk experience.

It's **tech-packed** with GPS, Bluetooth, cellular, ultrasound, and more.

No two units are the same which means you and your partner can **golf side by side without any interference.**

The Tempo Walk is the **1st autonomous caddie of its kind.**

It can carry **50 pounds.** Which means it can hold pro bags or an additional child's bag.

The attached cooler can **hold 6-12oz cans.**

The Tempo Walk is **so good on hills,** it even climbed the Blue Ridge Mountains.

The lithium ion battery easily **lasts through 18 holes on a single charge.**



Tear-drop banner (11ft template)



krēber

Club Car®