

Take a look at

1 OFFICIAL FOOTGOLF STORE

FootGolf



Know why "Differences make The Difference."

BRING IN A NEW DEMOGRAPHIC

FootGolf is a great way to bring a younger and more diverse demographic to your course.

LOCAL AND NATIONAL PRESS EXPOSURE

This sport gets TV and News and Social Media coverage everyday.

PRO-SHOP APPAREL = \$

FootGolfers frequent the golf shop the same as golfers.

RESTAURANT TRAFFIC

Increase Food and Drink Sales

EVENTS AND WEEKLY LEAGUES

50% of FootGolf Tee Times are from returning customers. You can participate in League and Tournament play through the AFGL.

NEW OUTING CLIENTELE

FootGolf can involve more people to participate in a corporate or fundraising event.

MORE TEE TIMES

FootGolf can fill your open Tee Times.

Since FootGolf plays faster than golf, footgolfers can start closer to sunset and still finish their round.

EXPAND THE REACH OF YOUR COURSE

A FootGolf Club will introduce your course to another group of players.

COMMUNITY EXPOSURE

It's the new sport that families can play together. FootGolf captures the Soccer players and non-golfers.

Watch this video from Disney's Oak Trail Golf Course and see the Big Picture!



START A FOOTGOLF COURSE

To become a Sanctioned Course, you must be using the official equipment from the American FootGolf League, be playing under the Rules for FootGolf as written by the Federation for International FootGolf and become a course member of the AFGL.



- 1** Become a sanctioned AFGL course.
- 2** Order equipment at <https://www.footgolf.biz>
- 3** Get marketing best practices (we learned from over 500 courses)
- 4** Layout of your course (Distances, Pars)
- 5** We add your course to our website to promote in your area
- 6** Start with AFGL Play League program
- 7** Start with AFGL Tournaments (local, state and national structure)

Facts and projections

Awareness	25,000,000
Interest in Playing (after concept shown)	42,000,000
Average round played per year	16
Average length of time played	2
Typical size of group	4 people
Locations	350 AFGL facilities
Estimated rounds played	840,000
Average \$ spent (per person)	\$17 in playing fees & \$8 in F&B

Health of activity

Very likely to continue playing	87%
Have recommended to a friend	94%
Median # of people recommended to	15
Satisfied with FootGolf	81%

What's more important to footgolfers?

- **Fun**
- **Being with friends**
- **Friendly competition**

Can Golfers and FootGolfers share the course at the same time?

The answer is YES! It requires management but it can work.

Since golfers and footgolfers do not use the same holes and FootGolfers do not use the greens, the play for each can run at the same pace, allowing you to send a foursome of footgolfers out followed by a foursome of golfers.

If course management wants to introduce FootGolf slowly they can designate slow golf times as the time for their FootGolf play. The AFGL supports you in your decision to introduce FootGolf in the best way that fits your course needs.

It is important to understand that FootGolf is a very social sport and players are having fun.

For the players, FootGolf is a joy. No stress or frustration involved.

How much do we charge for FootGolf Tee Time?

You have the ability to set the rate at what is in line for play on your course. Courses may start with an introductory rate and raise it as the popularity increases.

Since 18 holes of FootGolf can be played on only 9 holes of the golf course you may consider charging similar to what you charge for 9 holes of golf. You will want to keep it in line with your golf pricing.

Excellence in service and a quality FootGolf Course are more valuable to most players than a discounted price.

How many yards are par 3, par 4 or par 5 for FootGolf?

An average FootGolfer can kick the ball around 65 yards. The difference with golf is that a soccer ball rolls more but is kicked less yardage than a golfer hits a golf ball with a club. Based on that, a FootGolf Course distance is shorter than a regular Golf Course. Depending on the layout of your course, you may be able to setup 18 FootGolf holes in the same amount of space as 9 Golf holes.

The AFGL will provide you with the yardage guide.

How much does it cost to join the AFGL as a Sanctioned Course?

The AFGL has a small annual membership, which gives you access to marketing items, league and tournament play under the AFGL platform and access to the equipment.

The FootGolf course must be in the perimeter of a sanctioned Golf facility.

For annual membership cost is \$200 at year (average \$17/month).

How much does it cost to set up a FootGolf Course?

You can purchase the AFGL Official FootGolf Cups, FootGolf Flags, and all course equipment through us. These cups are the **ONLY FOOTGOLF CUP IN THE US** that meets the requirements of the international federation.

An 18-hole course can be set up for as little as \$2500 depending on the equipment needed. A fully equipped 18 hole course, including cups, flags, tees, flagpoles, soccer balls, mapping and scorecard can be set up for less than \$4500.

How long does it takes to play a round of 9 or 18 holes of FootGolf?

A round of 9-holes of FootGolf takes between 1 and 1.5 hours

A round of 18-holes of FootGolf takes between 2 and 2.5 hours

For open tournaments with Shotgun start, it may take up to 3 hours

Is this soccer or what?

If you have a basic idea about the sport of Soccer, you will notice that FootGolf is closer to Golf than Soccer. Even though we play with a regular soccer ball, FootGolf is played on a golf course and the rules are similar to golf.

We follow the course dress code and soccer cleats are **NOT** allowed under the rules of FootGolf. No need to worry about damage to your course from soccer cleats. Footgolfers actually do less damage because they don't take a divot.

**YOU ARE NOT ALONE! Courses in all across the U.S.
are receiving NEW clients everyday!**

**Give us a call, we are
happy to answer any
questions you may
have!**



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