

planner profiles

golf

in 2013 there are 23 golf sponsors

"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

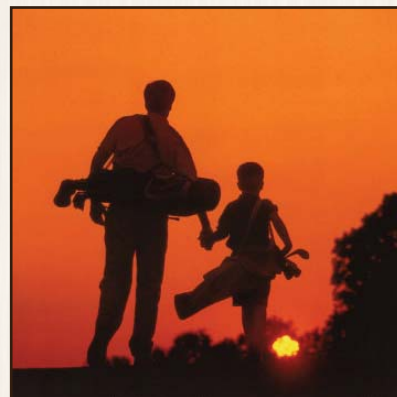
Laura Lake, Branding Basics

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.



See The 2013 Ad Samples Book For Additional Ads

Sponsor since 2008



SCENIC VALLEY
GOLF CLUB

681 Church Hill Road
Finleyville, PA 15332
412-833-1988

*Call Up To 1 Week In
Advance for Tee Times!*

Sponsor since 1995

CASH FOR CLUBS!

Bring in your
OLD CLUBS
for **CASH** or
store credit!

All Major Brands.
Call for more information



IRONWOOD GOLF

*We match
or beat any
advertised
price!*

3036 Brodhead Rd.
Center Twp. • 724-378-6600
www.IronwoodGolfCenter.net

Sponsor since 2006

\$10 OFF
GREEN FEE
(RACK RATE)
GOLF LESSON
RANGE PASS
Cart Rental Required



Southern Dunes
GOLF COURSE

18 Championship Holes
Banquets • Weddings • Meetings

8220 S. Tibbs Avenue
317.865.1800
southerndunesgolfcourse.com

Not valid with outings, leagues, or other
specials or offers. Offer good M-F &
after 12 noon on weekends & holidays.
Expires 12/31/13

TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
Ironwood Golf Center	PADEB	1995
Frontier Falls Mini Golf	PADEB	1999
Water Golf City Island	PAWEA	2005
Southern Dunes Golf Course	INMAR	2006
Cleveland Metroparks	OHCAS	2007
CSD- Emerald Lakes Golf	CACAR	2010
Sunset Whitney Country Club	CALUN	2010
City of Mentor Black Brook Golf	OHSIE	2011
Grantwood Golf Course	OHCAS	2011
Ruth Park Golf Course	MOROS	2011
Talbot Trail Golf Club	ONCIA	2011
GolfTec	AZLAB	2012
Shadowmoss Plantation Golf Club	SCFER	2012
The Golf Club of Florissant	MOROS	2012
Bridgeport Country Club	MDNEL	2013
Chitimacha Louisiana Open	LAPLR	2013
Cricket Ridge Golf Course &	INCHE	2013
Dove Valley Golf Club	AZLAB	2013
Dunes West Golf & River Club	SCFER	2013
Fairways at Twin Lakes	OHLUB	2013
Orchard Golf Center	INMAR	2013
Quail Ridge Country Club	MAWIN	2013
RC Golf Lessons	MIGOR	2013
Rancho Manana Golf Course	AZLAB	2013

Sponsor since 2011

FREE ROUND

Complimentary Greens Fee
with Greens Fee Purchase.
Cart Purchase Required




(314) 727-4800
ucitymo.org

8211 Groby Road
University City

offer valid through 12/31/13

Sponsor since 2011

FREE

Bucket of Range Balls

Cannot combine offers. Exp 12-31-13



**CSD
EMERALD LAKES
GOLF COURSE**

916-685-GOLF

Buy 1 Round of Golf Get 1
FREE GREENS FEE

Mon-Fri anytime; after 2pm
on weekends or holidays
Cannot combine offers. Exp 12-31-13

golfemeraldilakes.com

Sponsor since 2011

FREE GOLF

Buy 1 Greens Fee at regular
price, get 1 Greens Fee
*cart required



Located in Solon at
Aurora Rd. and Petitbone
440-248-4646

Valid Monday-Thursday anytime
Friday, Saturday & Sunday after 12pm
Not valid holidays or with any other
discount, coupon or special promotion

www.grantwoodgolf.com

Not Good for League Play.
Expires 12/31/2013

Sponsor since 2011



Cleveland Metroparks

8 Great Courses!

24/7 Tee Times:
216-635-3673
or **clevelandmetroparks.com**

Open Mid-March thru December

Sponsor since 2002



**Dove Valley
Ranch Men's
Golf
League**

Individual & Team Events
480-488-0009
dovevalleyranch.com

TOWN PLANNER®
Your Community Calendar™

... the best location for your ad