

# CASE HISTORY:

## Country Club Retail Calendar

### Fast Facts:

- Large UV-coated images for visual impact.
- Golfing tips from country club's teaching professional.
- Club events and promotions printed on calendar grid.

### Summary:

A country club offered this calendar for sale in its pro shop along with other branded merchandise, golf equipment, and gifts. Since golfing is a seasonal game in this club's region, the pro shop manager wanted to offer a gift to members and the public that would generate income while promoting the club's services all year long.

The calendar was designed to appeal specifically to golfers: large UV-coated images from twelve of the course's eighteen holes reminded members of the peaceful setting and perfectly manicured fairways and greens awaiting them at the club. The country club's teaching professional added his own touch with monthly tips to help members improve their scores.

The country club is home to a number of special events throughout the year (tournaments, scrambles, and member appreciation dinners/picnics) and the calendar incorporated these dates on the grids along with reminders about membership due dates, discount weekends, and more.

The calendar was a success for the country club, with over seventy percent of members choosing to purchase a copy.

