



CRUSH IT!



JUNIOR GOLF

Marketing Directive

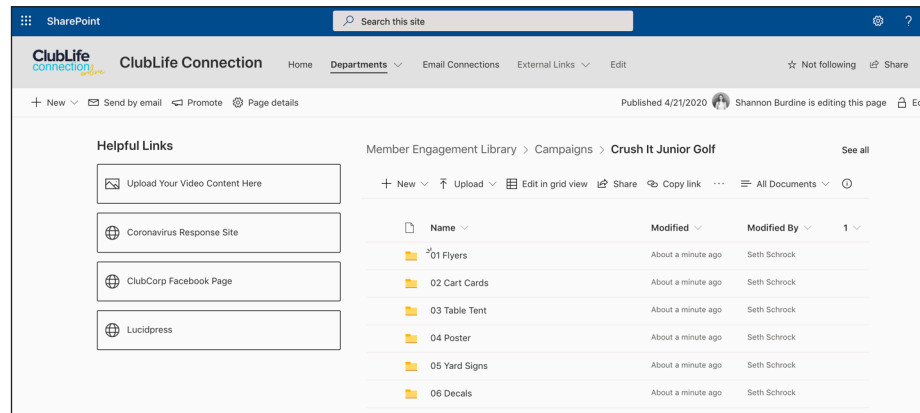
WHERE TO FIND MATERIALS

Are you ready to Crush It? We sure are! Enclosed are the in club materials that can help you promote your program. You may get them printed at a local printer in your area. Questions? Contact your Marketing Manager.

**SharePoint: ClubLife Connection >
Member Engagement Library >
Campaigns > Crush It Junior Golf**

<https://clubcorp.sharepoint.com/sites/ClubLifeConnection2/SitePages/Marketing---Member-Engagement.aspx>

Editable PDFs and noneditable materials housed here

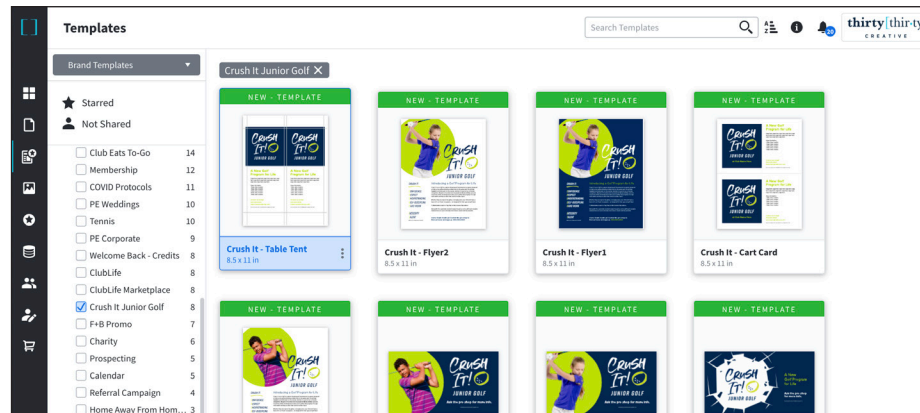


Lucidpress

Account needed (contact your club's Marketing Manager for assistance)

In 'Templates' select content filter 'Crush It Junior Golf' to find templates

Fully editable versions materials



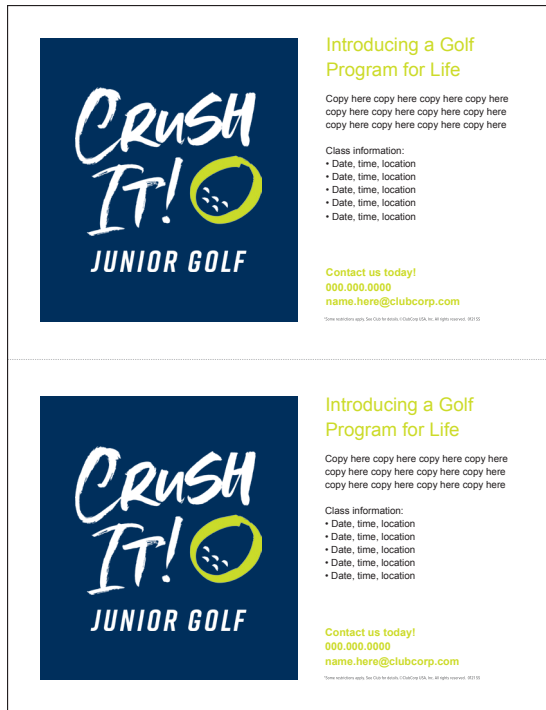
PRINT

Cart Cards

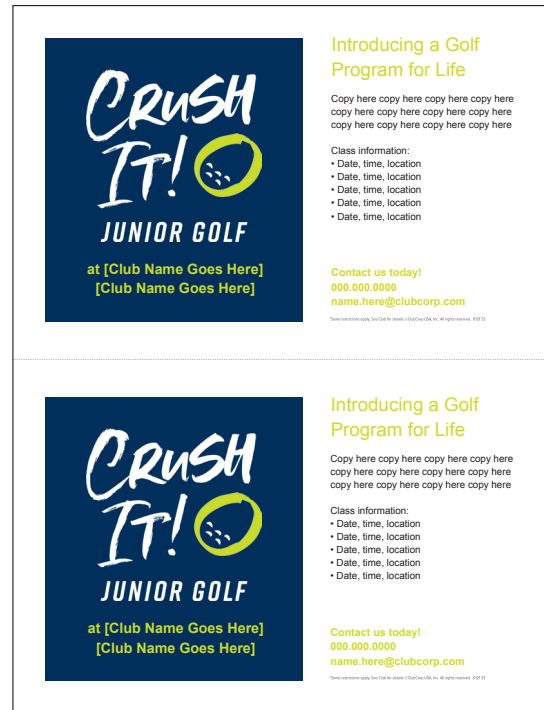
Place these in your carts during prime sign up seasons.

Table Tents

Place these in your dining room during prime sign up seasons.



Crush It - Cart Card



Crush It - Cart Card with Club Name



Crush It - Table Tent

PRINT

Poster

Have a place where you put posters against the wall? Have a great spot in the club where you get a lot of traffic? A poster is the perfect answer for a short amount of time to promote the program.



Crush It - Poster1



Crush It - Poster2

PRINT

Yard Signs

(I Crushed it today version): Set a benchmark for your junior golfers to get this amazing sign to place in their front yard! Plus, it tells all the neighbors about the cool program. Don't forget to put your club logo on it.

(generic version): A fun sign to place in the ground to show that the space is designated for the Crush It golfers.



Crush It - Yard Sign1



Crush It - Yard Sign2

PRINT

Window Decal

Talk about making a (cool) statement! Place these on your golf pro shop door or window.



Crush It - Window Decal



Mockup

PRINT

Car Decal

The perfect gift to junior golfers to promote their Crush It Junior Golf pride.



Mockup

Crush It - Car Decal

DIGITAL

Email Headers

Use for any emails you send out about the program (don't forget that these are being sent out from corporate for you as well).



Crush It Junior Golf - Email header1



Crush It Junior Golf - Email header2



Crush It Junior Golf - Email header3

DIGITAL

Enplug Screen

Upload this to your Enplug to spread the word.



Crush It - Enplug1



Crush It - Enplug2



Crush It - Enplug3

DIGITAL

Social Media

What better way to communicate Crush It to junior golf parents than social media? Challenge yourself to post about the program on a regular basis.

Always use #crushitjuniorgolf so we can repost and everyone can see your content!

Launch Post Copy

Have you heard about Crush It?

Crush It is designed to help junior golfers develop a deep love for the game of golf and the abilities needed to perform well on the course, whether it's just for fun or friendly competition. #CrushIt #GolferForLife

What is the method behind Crush It?

Crush It is based on the American Development Model (ADM), a proven, long-term athlete development model. Junior golfers progress through levels while working on skills that cover all areas of golf. #CrushIt #JuniorGolf #Athlete

What will my junior learn in Crush It?

Along with the essentials needed to play the game, juniors will learn valuable lessons they can use in all areas their lives to reach their full potential. #CrushIt #SkillsForGolf #LessonsForLife



Best Practices

- Try to use “organic” content which is showing other people in the program
- Feature junior golfers (with permission) and ask them why they love the program
- Show a junior golfer and say “<Name> crushed it today at Crush It Junior Golf!”
- Feature certain drills and activities
- Swag bags and apparel is always a good way to get people excited
- Feature a golfer (with permission) about their golf progress
- Golf tips

PHOTOGRAPHY



Generic images available in SharePoint and Lucidpress (search Shared Image folder titled “Crush It Junior Golf”)

LOGO



PANTONE 648 C
100 / 96 / 35 / 30



PANTONE 380 C
18 / 0 / 87 / 0

Thank you!

