

# Promotion Examples

## Golf Vertical

---

# THE IRELAND GOLF BUCKET LIST EXPERIENCE



**Win a Dream Golf Trip to Ireland!**  
Imagine you're standing on the 18th tee at Royal County Down at sunset, stiff breeze blowing in from Dundrum Bay, you're about to finish up at Golf Digest's #1 ranked course in the world. The WORLD. And in the following days you'll be teeing-it-up at three other masterpieces, staying at two world-class hotels, and you and a guest will be celebrating your favorite game in majestic Ireland.

*Bucket. List. Experience.*

[Click](#) to view  
full email.



[VIEW PROMO ONLINE](#)



Total Entries\* - 73,999

Total Page Impressions - 116,703


Total Actions (Unique Entries & Shares) - 40,370

-----  
**Total Entrants/Emails - 34,348**

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).

This promo has been executed in the PNW, Carolinas and Georgia markets.

# 2020 RYDER CUP VIP EXPERIENCE GIVEAWAY (2021)



2020 RYDER CUP  
VIP EXPERIENCE  
GIVEAWAY

PRESENTED BY  
PGA  
Southern California

THE U.S. vs EUROPE  
Whistling Straits, Kohler, WI  
Sept. 24-26, 2021

There is nothing quite like the Ryder Cup.

Sponsored by the Southern California PGA, Radmor, TaylorMade and UnderPar.com, the 2020 Ryder Cup Experience Giveaway will grant one lucky winner and a guest an opportunity to enjoy every day of the famed event at Whistling Straits, including every practice round and medalist round. Every time knocking tee shots off #1. And if they're fast enough, they'll be able to see the winning shot drop and the first coin toss!

ENTER NOW

The Grand Prize Includes:

- The winner and guest will receive VIP event tickets for each day of this year's Ryder Cup (Sept. 21-23, 2021). Two Thursday practice rounds and Friday Sun. competition rounds included. (Est. value \$1,200).
- Both will receive new outfits to sport for, eat and Sun, compliments of Radmor, golf's first sustainable golf & lifestyle fashion brand. Looking their best while cheering on the best! (Est. value \$1,500).
- Upon returning from their bucket list experience, both will receive a year's supply of TaylorMade golf balls. You know, the balls played by Dustin, Rory, Collin and a few others who'll be teeing it up in Kohler. (Est. value \$600).
- And thanks to UnderPar.com, both will be able to book a round or two and pay for their green fees with their respective UnderPar gift cards. (Est. value \$500).

ENTER OUR SWEEPS TODAY!

Enter through 9/13/2021. Winner announced 9/16/2021.

Bonus: You get five additional entries for every friend you get to enter. So do it! The more entries you get, the greater your chance of winning!

NO PURCHASE NECESSARY TO ENTER OR WIN.

Copyright © 2020 Saint Street Marketing, LLC. All rights reserved.  
SPONSOR: SCA PGA, RADMOR, TAYLORMADE, UNDERPAR.COM  
OFFICIAL GOLF BALL: TAYLORMADE  
Want to change how you receive these emails?  
You can [unsubscribe](#) from these emails.  
If you are having trouble viewing this email, you may wish to [click here](#).



VIEW PROMO ONLINE

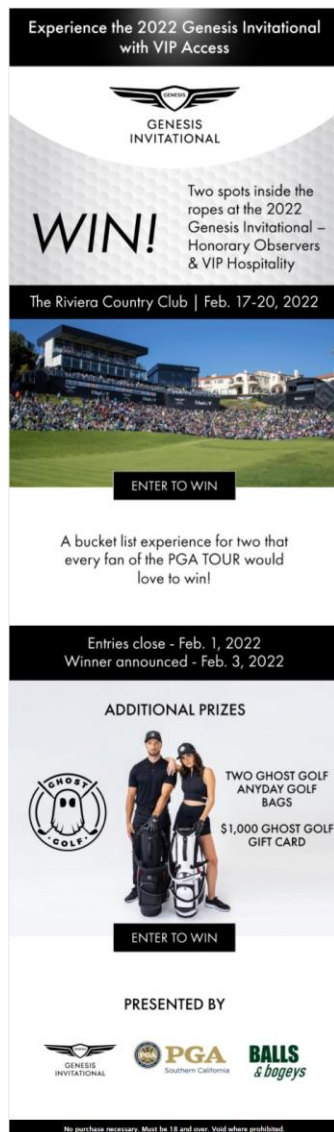
Total Entries\* - 27,842

Total Page Impressions - 53,997

Total Actions (Unique Entries & Shares) -  
18,137

-----  
Total Entrants/Emails - 16,290

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).



[Click](#) to view  
full email.

## So Cal PGA's 2022 Genesis Invitational Giveaway



[VIEW PROMO ONLINE](#)

Total Entries\* - 24,577

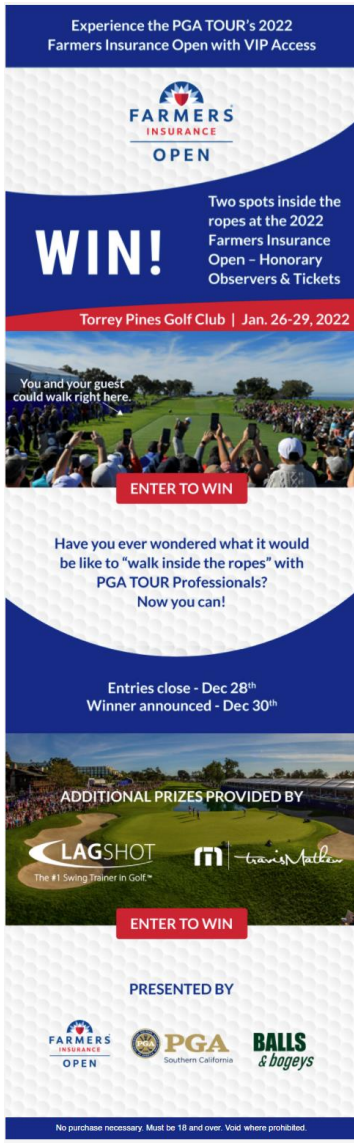
Total Page Impressions - 54,442

Total Actions (Unique Entries & Shares) -  
16,608

-----  
Total Entrants/Emails - 15,610

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).





[Click](#) to view full email.

## So Cal PGA's 2022 Farmers Insurance Open Giveaway



[VIEW PROMO ONLINE](#)

Total Entries\* - 15,749

Total Page Impressions - 43,506

Total Actions (Unique Entries & Shares) - 12,145

-----  
Total Entrants/Emails - 10,736

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).

# 2021 FedEx St. Jude Invitational Experience

Experience the WGC-FedEx St. Jude Invitational  
From Inside the Ropes

**WIN!**

**FedEx**  
St. Jude  
INVITATIONAL™

Two spots inside the ropes at  
the 2021 WGC-FedEx St. Jude  
Invitational - Honorary  
Observers & VIP Hospitality

Memphis, TN | August 7, 2021



ENTER TO WIN

A Bucket List Experience for two  
that every fan of the PGA TOUR  
would love to win!

Entries close - July 26th  
Winner announced - July 28th  
*The Big Day - Sat., August 7th*



WGC-FedEx St. Jude Invitational  
TPC Southwind | August 4-8

ENTER SWEEPS TODAY

PRESENTED BY

No purchase necessary. Must be 18 and over. Void where prohibited.

Experience the FedEx St. Jude Invitational  
From Inside the Ropes

**WIN!**

**FedEx**  
St. Jude  
INVITATIONAL™

Two spots inside the  
ropes at the 2021 FedEx  
St. Jude Invitational -  
Honorary Observers &  
VIP Hospitality

Memphis, TN | August 7, 2021

Total Entries\* - 8,608

Total Page Impressions - 21,219

Total Actions (Unique Entries & Shares) -  
7,126

-----  
Total Entrants/Emails - 6,765

\*Total entries include individual entries and entries which were originated  
via a share link (which count as five entries).

VIEW PROMO ONLINE



**THE PEBBLE BEACH BUCKET LIST SWEEPSTAKES**  
Presented by the Arizona Golf Association

**ENTRIES CLOSE SEPTEMBER 30!**

Right at the top of every golfer's bucket list is "Play Pebble Beach." So we thought we'd make someone's year by giving away a dream getaway for two to the greatest golf resort in the world.



7th Hole - Pebble Beach Golf Links



The Lodge at Pebble Beach

**ENTER TODAY**

#### THE PARTICULARS

One grand prize winner and their guest. Two nights at The Lodge at Pebble Beach. Two rounds of golf – one at Pebble, a 2nd at The Links at Spanish Bay. And \$500 for caddie fees and a celebratory cocktail or two at The Tap Room. All-in: a \$5,000 bucket list experience, on us!



17th Hole - The Links at Spanish Bay



18th Hole - Pebble Beach Golf Links

*A TRIP ANY FAN OF GOLF WOULD LOVE TO WIN!*


ENTRIES CLOSE 9/30.  
WINNERS ANNOUNCED 10/16.

**ENTER TO WIN**

To learn more about the AGA, visit [azgolf.org](http://azgolf.org) or email us at [info@azgolf.org](mailto:info@azgolf.org).

Photos courteously provided by the Pebble Beach Company

# THE PEBBLE BEACH BUCKET LIST SWEEPSTAKES



**The Pebble Beach Bucket List Sweepstakes**  
Presented by the AGA



**THE PEBBLE BEACH BUCKET LIST SWEEPSTAKES**  
Presented by the Arizona Golf Association

*Win a dream  
getaway for two  
to the greatest golf  
resort in the world.*



7th Hole - Pebble Beach Golf Links



The Lodge at Pebble Beach

Photos courteously provided by the Pebble Beach Company

**VIEW PROMO ONLINE**

Total Entries\* - 31,180

Total Page Impressions - 42,856

Total Actions (Unique Entries & Shares) - 17,341

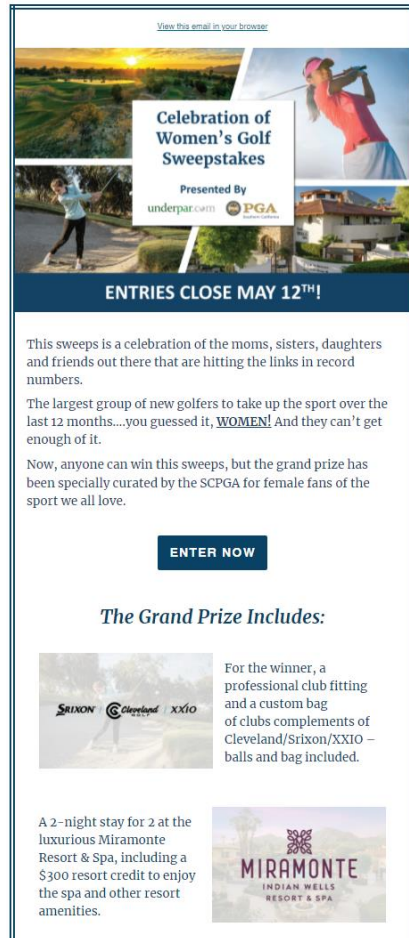
**Total Entrants/Emails - 14,558**

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).

This promo has been executed in 10 different markets across the US.



# CELEBRATION OF WOMEN'S GOLF SWEEPSTAKES



Truncated  
[Click](#) to view  
 full email



VIEW PROMO ONLINE



Total Entries\* - 15,709  
 Total Page Impressions - 39,137  
 Total Actions (Unique Entries & Shares) - 18,456  
 -----  
 Total Entrants/Emails - 11,443

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).



UnderPar and the Charley Hoffman Foundation Presents

# WIN!

TWO SPOTS IN THE 2021 CHARLEY HOFFMAN FOUNDATION SAN DIEGO CELEBRITY / PRO-AM

San Diego | Jan. 25, 2021

Unfortunately, this year you can't watch the PGA Pros play in person at Torrey Pines, but you and a guest can play with one at the ultra-exclusive Rancho Santa Fe Golf Club.

[ENTER TO WIN](#)

Past PGA Tour Participants in the Charley Hoffman Celebrity Pro-Am Include:

Rickie Fowler	Pat Perez
Kevin Kisner	Xander Schauffele
Phil Mickelson	Gary Woodland

Sweepstakes entries close Jan. 20<sup>TH</sup>  
Winner announced Jan. 21<sup>ST</sup>

SPECIAL EXPERIENCE INCLUDES:

Pairing with a PGA Tour Professional, killer gift packages, and lunch and libations on the course.

And, we're throwing in \$500.

[ENTER TODAY](#)

underpar.com

  
CHARLEY HOFFMAN FOUNDATION

## CHARLEY HOFFMAN PRO-AM SWEEPSTAKES

UnderPar and the Charley Hoffman Foundation Presents

# WIN!

TWO SPOTS IN THE 2021 CHARLEY HOFFMAN FOUNDATION SAN DIEGO CELEBRITY / PRO-AM

San Diego | Jan. 25, 2021

Total Entries\* - 14,654  
 Total Page Impressions - 29,094  
 Total Actions (Unique Entries & Shares) - 14,654

-----  
 Total Entrants/Emails - 8,653

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).

[VIEW PROMO ONLINE](#)



# THE SO CAL GOLF NIRVANA EXPERIENCE

Are you ready to experience Golf Nirvana?

Golf Nirvana...otherwise known as the professional golfer's lifestyle. You know, swanky 5-Star resorts. Courtesy cars. Flamingo for breakfast. A tour bag full of Titleist clubs perfectly tuned to your sweet swing. The life of a straight-up card-carrying member of the Bent Grass Royals.

Well, now you can thanks to our friends at Fairmont Grand Del Mar (located just north of sunny San Diego, CA) and Titleist!

First-class room & board and nothing left to chance to ensure you're lifting only the biggest trophies on Sunday afternoons.

**WIN THE SO CAL PGA GOLF NIRVANA EXPERIENCE! >**

## The Grand Prize includes:

- For the Grand Prize winner, a tee-to-green, Tour Fitting experience by a Titleist Fitting Specialist at The Grand Golf Club. You'll walk away with a new set: driver, fairway wood, hybrid, a set of irons, and Vokey wedges.

- 6 dozen personalized Titleist golf balls

- Two night, double occupancy stay at the award-winning Fairmont Grand Del Mar

- Two rounds of golf at the ultra-exclusive The Grand Golf Club (for the winner & their guest)

- A golf lesson with Titleist Staff PGA member Erik Wilson (for the winner & their guest)

- A \$300 resort credit to enjoy a spa treatment, treat them for breakfast, celebratory cocktails on the veranda, or whatever else you'd like to indulge

- A \$300 travel stipend from UnderPar (go ahead, upgrade!)

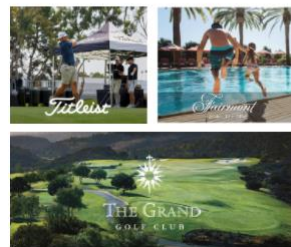
**~\$7,500 Grand Prize Value~**

Entries do close on December 10, 2020, but your dream of playing on tour should never die.

**GOOD LUCK & ENTER TODAY!**

underpar.com | Visit UnderPar.com > | Visit the SCPGA >

Fairmont | Titleist  
Visit Fairmont Grand Del Mar > | Visit Titleist >



Total Entries\* - 22,053  
Total Page Impressions - 41,799  
Total Actions (Unique Entries & Shares) - 13,647


-----  
Total Entrants/Emails - 12,121

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).

**VIEW PROMO ONLINE**

# THE LUCKIEST GOLFER ALIVE SWEEPSTAKES II (2021)

View this email in your browser



**The LUCKIEST**  
Golfer Alive Sweepstakes II


Remember Chad from a few years back? The self-proclaimed "Luckiest Golfer Alive." Well, turned out he wasn't.

Some guy from Van Nuys raised the trophy the last time we staged the *Luckiest Golfer Alive Sweepstakes*.


Because we're all about celebrating golf - and being the *Luckiest* - here we go again. Round 2. So what say you? Feelin' *Luckiest*?

[ENTER NOW](#)


*2021's "Luckiest" Will Experience:*




Winning a fancy-pants bag of Big Berthas and a sure-to-drain-snakes Odyssey putter. We're throwing in a new bag for good measure.



Flip those collars up! A golf vacation for 2 at the Waldorf Astoria Monarch Beach Resort & Club, including a 2-night stay and a sunset dinner.



36 holes on the Links, kicking-off with Raul's breakfast burritos and delightful "umbrella drinks" at the turn.



How will our newest *Luckiest* dress after winning? Well, thanks to Travis Mathew and Cuater, head-to-toe in only the finest. "Looking good Billy Ray. Feeling good Louis!"



**The LUCKIEST**  
Golfer Alive Sweepstakes II

[ENTER TODAY](#)

ENTRIES CLOSE MAY 6<sup>TH</sup>!

[VIEW PROMO ONLINE](#)

Total Entries\* - 24,081

Total Page Impressions - 55,078

Total Actions (Unique Entries & Shares) - 16,921

-----

Total Entrants/Emails -  
15,583

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).

Truncated





If you love to travel to Los Cabos, golf from sunrise to sundown, and would be in awe of two miles of swimmable beach on the exclusive East Cape while indulging 5-star accommodations at an award-winning Four Seasons resort, this is your kind of sweepstakes!



ENTER TODAY

#### THE GRANDEST OF GRAND PRIZES

- Experience all that there is to enjoy at the five star, Four Seasons Resort and Residences Los Cabos at Costa Palmas
- The Costa Palmas Golf Package for Two
- Unlimited golf, food and refreshments at Costa Palmas Golf Club
- 4-days, 3-nights of Baja bliss
- An ocean view room and cool evening breezes
- Six resort pools & two miles of swimmable beach
- Indulge at one of the best new hotels in the world, recently named to Travel + Leisure's "T List"
- A \$500 resort credit for a special dinner or resort amenity compliments of UnderPar.com. Viva!



ENTER TO WIN

Enter through 6/14/2021. Winner announced 6/17/2021.  
Bonus: You get five additional entries for every friend you get to enter. So do it!  
The more entries you get, the greater your chance of winning!

No purchase necessary to enter to win.

PRESENTED BY



underpar.com



View this email in your browser

# FOUR SEASONS LOS CABOS GOLF VACATION SWEEPSTAKES



VIEW PROMO ONLINE

Total Entries\* - 22,226

Total Page Impressions - 47,375

Total Actions (Unique Entries & Shares) - 15,596

-----  
Total Entrants/Emails - 14,316

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).

This promo has been executed in the So Cal/AZ/NV and Carolians markets.



**How big of a golf fan are you?**

Big enough to play 12 of the best courses in So Cal (with a friend no less), including exclusive (very) private clubs. Top 100 Golf Resorts, the most popular public tracks – simply the best tee times money can buy? Only you don't have to pay. We've got you covered. That's if you win.

**ENTER TODAY**

So step up to the first tee and enter our sweeps today. And get your playing partners to enter too. You never know. You could lose and still win. Remember, 12 TWOSOMES, 24 rounds, Southern California's best.

**WIN & PLAY**



**SPONSORS INCLUDE**



Enter through 8/24/2020.  
Winner selected 8/25/2020.

**Bonus:** You get five additional entries for every friend you get to enter. So do just that!

**ENTER TODAY**

# FREE GOLF FOR A YEAR SWEEPSTAKES



**VIEW PROMO ONLINE**

Total Entries\* - 32,231  
Total Page Impressions - 46,323  
Total Actions (Unique Entries & Shares) - 22,114

**Total Entrants/Emails - 20,015**

\*Total entries include individual entries and entries which were originated via a share link (which count as five entries).

This promo has been executed in the So Cal, Nor Cal, Tennessee and PNW markets.