



RJS ENTERPRISES INC.

From: RAY HRACH

APPLICATION FORMS

Number of pages (9), including cover sheet.

Complete these forms and E-mail to:

ray@golfpassport.com OR

Print and fax back to:

(416) 767-5938

Please Print For Your Records



2018 GREENS' FEE PASSPORT

Golf Course Advertising Information

Application Form 1 of 5

Facility Name: _____

Facility's Actual Physical Address: _____

City: _____ Prov/State: _____

Pro Shop: _____ Clubhouse: _____ Toll Free: _____

Hours of Operation: (W/D) _____ (W/E) _____

Web Site Address: _____

| | Tee Block Colours | Yardage | Rating | Slope |
|-----------|--------------------------|----------------|---------------|--------------|
| Colour #1 | | | | |
| Colour #2 | | | | |
| Colour #3 | | | | |
| Colour #4 | | | | |
| Colour #5 | | | | |

FEATURING: (Points of interest, special and unique attractions and featured facilities -Use your own promotional material as a source. If you require more space, please use a blank page.)

- Written Directions from Major Cities or Highways near your Course.

N.B. You may submit these forms by:

E-mail to ray@golfpassport.com OR

by mail or fax to (416) 767-5938 (Your club's name must be on each form)

EPS file or JPEG image for your Logo and Map must be emailed

41 Sandcliff Road, Toronto, Ontario M6N 2M5 Tel: (416) 767-6463 or 1-888-465-3241 (ext.#1)

Another Quality Product from RJS Enterprises Inc.



2018 GREENS' FEE PASSPORT Golf Course Coupon Information

Application 2 of 5

• Golf Club Name: _____

Offer #1:

• Offer Valid: _____

• Expiry Date: (Date offer ends in 2018) _____

• Other Restrictions:

Offer #2:

• Offer Valid: _____

• Expiry Date: (Date offer ends in 2018) _____

• Other Restrictions:

Offer #3:

• Offer Valid: _____

• Expiry Date: (Date offer ends in 2018) _____

• Other Restrictions:

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2018 GREENS' FEE PASSPORT Golf Course Coupon Information

Application Form 3 of 5

• Golf Club Name: _____

Offer #4:

• Offer Valid: _____

• Expiry Date: (Date offer ends in 2018) _____

• Other Restrictions:

Offer #5:

• Offer Valid: _____

• Expiry Date: (Date offer ends in 2018) _____

• Other Restrictions:

Offer #6:

• Offer Valid: _____

• Expiry Date: (Date offer ends in 2018) _____

• Other Restrictions:

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2018 GREENS' FEE PASSPORT FREE WALKING REPLAY PROGRAM OPTIONS

NEW FOR 2018

Up until recently, the concept of a “replay round” has not been exploited to its full potential at most facilities despite the fact that end of day tee times are commonly available and numerous customers would relish the prospect of redemption after a poor first round. By offering this extra option, we simply hope you will attract those golfers to return to your course more often where, in turn, you can realize greater profit potential. Simply presenting this up sell feature will definitely influence more golfers to play at your facility whether they are able to take advantage of the opportunity or not. Our feedback from course operators, like you, tells us that around 7% are willing and able.

Of those who choose to play more than 18 holes in one day, very few if any are inclined to walk the second round. This almost assuredly translates to greater power cart rental fees. The restriction on booking the second round until after the completion of the first round also plays into the hands of your pro shop staff. Specifically, by suggesting that the next available tee time is 30 to 40 minutes away on those days where the course is clearly not full, you encourage the customer to find some diversion to spend the time in between rounds. The vast majority will determine that your lounge, patio or restaurant is the perfect answer for passing this interlude. Hence, greater food and beverage sales and perhaps even an extra sleeve of balls or such if, indeed, the first round wasn't navigated successfully.

In the end, it is our job to bring customers to your door and, once there, it is then up to your staff to make them part with as much of their hard earned money as possible. After all, if the tee time goes unused anyway, are you that much farther ahead?

There are two different options for this program to choose from. The first allows the customer to decide whether or not to rent a power cart for their second round the other makes the cart rental a mandatory feature. **Please note that replay rounds are strictly subject to availability and cannot be arranged until the first round is completed.**

PLEASE MAKE YOUR SELCTION FOR EACH OPTION:

- My Golf Club will participate in the 2018 Free Walking Replay Program (Cart Optional): (*select one*) Yes No
- My Golf Club will participate in the 2018 Free Walking Replay Program (Cart Mandatory): (*select one*) Yes No

• Golf Club Name:

• Contact Name:

Date:

• Signature

Phone Number:

Please don't overlook these great marketing opportunities.

For further information regarding either of these Programs please contact Ray Hrach.

41 Sandcliff Road, Toronto, Ontario M6N 2M5 Tel: (416) 767-6463 or 1-888-465-3241 (ext.#1)



2018 GREENS' FEE PASSPORT FREE CART PROGRAM

After more than twenty years of dealing with the front line staff in your Pro Shop we determined that we should create a secondary program to alleviate the difficulty that occurs when a customer misreads their offer and is subsequently unable to use their discount. Not only does the Free Cart Program turn a negative into a positive by allowing the customer to obtain some value but it is also an up-sell for your facility. No longer is there any possibility of confrontation because your staff member has simply switched the client into a different discount. This program has its own separate set of Terms & Conditions in order to eliminate any possible conflicts. To date we have only heard glowing reports about this program from all of the participants.

The Free Cart Program is a unique marketing program that also enables your golf course to attract more clientele with the Passport book. The success of this supplementary and complementary program has been universal and we foresee another year of strong interest in 2018.

THE BENEFITS OF THE FREE CART PROGRAM ARE AS FOLLOWS:

- 1) Higher cash flow per tee time vs. an ordinary discount.
- 2) Lower maintenance costs for your fleet of carts.
- 3) Stronger appeal to golfers with the Passport.

The Free Cart Program is not valid with any other discount or promotion. This includes Memberships, Pre-purchased green fee packages, other coupons or specials. The program is also not valid in tournaments and the maximum daily use per Passport is one free power cart. The power cart may not be reserved and is strictly subject to availability at the sole discretion of the golf club. The user understands that the program is not guaranteed.

PLEASE CHOOSE ONE AND FAX WITH YOUR FORMS TO: (416) 767-5938

- I would like my Golf Club to participate in the 2018 Free Cart Program: *(select one)* Yes No
- Golf Club Name: _____
- Contact Name: _____ Date: _____
- Signature _____ Phone Number: _____

*Please don't overlook this great marketing opportunity.
For further information regarding the Free Cart Program please contact Ray Hrach at your earliest convenience.*

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2018 GREENS' FEE PASSPORT Golf Course Coupon Information

Application Form 4 of 5

- Facility _____
- Off Season Mailing Address: _____
- City: _____ Prov/State: _____ Postal/Zip: _____
- Contact Name: _____ Web Site: _____
- Position: Owner General Manager Director of Golf Club Pro
- Business E-Mail Address: _____
- 2018 Green Fee Rates: Weekdays \$ _____ Weekends \$ _____
- Twilight Rates: Weekdays \$ _____ Weekends \$ _____
- How many days in advance can times be booked? _____ Total number of holes: _____

Please Check Off Each Box That Applies To Your Facility:

• FACILITIES:

- | | | |
|-------------------------------------|---|---------------------------------------|
| <input type="checkbox"/> Pro Shop | <input type="checkbox"/> Banquets | <input type="checkbox"/> Club Rentals |
| <input type="checkbox"/> Clubhouse | <input type="checkbox"/> Tournaments | <input type="checkbox"/> Lessons |
| <input type="checkbox"/> Restaurant | <input type="checkbox"/> Practice Range | <input type="checkbox"/> Dress Code |
| <input type="checkbox"/> Snack Bar | <input type="checkbox"/> Practice Green | |

• PAYMENTS ACCEPTED:

- Cash Visa Mastercard Amex Interac

• Date: _____ Customer Name: _____

• Customer Signature: _____

N.B. You may submit this form by:
E-mail to ray@golfpassport.com OR
by mail or fax to (416) 767-5938 (Your club's name must be on each form)
as soon as your 2018 green fee rates are confirmed



2018 GREENS' FEE PASSPORT AGREEMENT

Application Form 5 of 5

AGREEMENT BETWEEN
RJS ENTERPRISES INC.
AND

THE 'CUSTOMER'

1. The Customer authorizes RJS ENTERPRISES INC. to sell (through employees, agents or subcontractors) published discount Booklets at a price yet to be determined that will provide the bearer coupon(s) to receive FREE or DISCOUNTED green fees or services as agreed upon by the Customer. Further, the Customer authorizes RJS Enterprises INC. To make available for sale in a virtual format these same agreed upon offers via their website at www.golfpassport.com at prices yet to be determined. All Offers will be valid during the 2018 golf season, expiring no later than December 31st, 2018. Proceeds of all sales will belong to RJS, or as it may direct. RJS will prepare all certificates at its own expense*.
2. The Customer will honour all certificates, published and virtual, according to the terms agreed upon and indemnifies RJS, its employees, agents and subcontractors against all claims which may be made against them by any persons bearing said certificates.
3. In the event of a change in the Customer's ownership, the Customer hereby agrees to make this agreement a part of any sale and/or transfer of ownership transaction and will ensure that the new owners will honour this agreement.
4. The Customer understands that RJS has chosen to waive the Initial Setup Charge as well as the Annual Maintenance Charge. However, should the Customer choose to discontinue this agreement at some future date, they will forfeit this exemption and be subject to any and all fees as required by RJS at such time that they wish to renew their participation in any of the Greens' Fee Passport Programs.
5. The Customer agrees not to solicit any persons directly employed or subcontracted by RJS for purposes directly or indirectly, in similar type advertising.
6. The Customer agrees to provide RJS with logos, pictures, name of Company and any other material as required by RJS for the purpose of producing the agreed upon certificates in both the published and virtual formats.
7. This agreement may only be revised by a written amendment signed by both parties.
8. This contract expresses the entire agreement of the parties with respect to the matters set out herein, and is binding on the parties and their successors and permitted assigns.

**An initial setup, annual maintenance or other charge may apply.*

- DATED THIS _____ DAY OF _____, 2017
- CUSTOMER SIGNATURE: _____
- RJS ENTERPRISES INC PER: _____

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2018 GREENS' FEE PASSPORT

Application Instruction Sheet

The following are a number of helpful hints and instructions for completing the 2018 Greens' Fee Passport Application Forms 1 through 5.

- Form 1 is your advertising information form. Any details such as news, facts or lore that you would like to appear on the left-hand side of your page in the Passport should be completed in the Featuring section. We will also add any pertinent information that you may omit from Form 1 but remember to include on our personal information sheet, Form 4.
- Forms 2 & 3 are your offer sheets. Your Passport page has 6 offers down the right hand side of the page. You will find three offers on each form to make up the 6 offers. If you have offers that expire in any chronological order (by month) we will arrange them for you on your page. Please check your time sheets throughout the year to pinpoint your slow periods. i.e. hours, days or months. You can make up your own offers or speak to us about your needs and we will provide you with valid ideas for your situation. If you have any questions, we would be glad to explain to you how different offers work in terms of attracting new clientele to your club.
- Form 4 is RJS's personal fact sheet about **your Course**. (This form need only be faxed when your 2018 Green Fee Rates rates are confirmed) We keep up to date information about all the facilities that participate in our programs so we may update this information on our web site and have it on hand for the thousands of members we speak with during the course of the year. If you have any other information you would like to make us aware of, please feel free to use the back of the sheet. If you choose to fax us your application and you have placed some information on the reverse side of Form 4, remember to fax both sides of that sheet.
- Form 5 is our contract. Please read it over carefully before completing it. We do not want there to be any misunderstanding between RJS and your Golf facility. It is important to point out that at no time in our history has the "Agreement" between RJS and our Customers been used to limit the business practices of either party.

N.B. It is important to remember that should you choose to fax us your application forms, we still will require that you E-mail us the "EPS file or JPEG image" versions of your LOGO and MAP, showing the location of your facility. Your printer will be able to E-Mail us, the proper versions of your logo and map, if you do not keep one handy. Please provide us with the name and phone number of your printer so that we may follow up on any missing information. If you do not have a map already made up for your facility, please fax us a hand-drawn map, with all the details you require and our staff will PROFESSIONALLY draft up a MAP for you.

- *Printer's Name:* _____ *Tel:* _____
- *Contact Name:* _____ *Email Address:* _____



2018 GREENS' FEE PASSPORT

Golf Course Renewal Contact

Preference Record

Several clients have informed us over the years that they would prefer to have a choice as to how we make contact with their club regarding renewing their annual contract. This form will provide us with a record of your preference for renewing for the 2019 edition. We will be touring your area in the first part of September, 2018 with the deadline for submission coming at the end of September, 2018.

Please complete the form below and include it with your application forms so that we may document your choice for next year. We will, as always, be available at anytime to visit with you to discuss any comments or questions you may have during the year. Should you wish to change your preference you may do so simply by calling our office anytime.

• Contact Name: _____

• Golf Course Name: _____

PLEASE CHECK ONE OF THE FOLLOWING CHOICES:

I would prefer RJS Enterprises to E-mail me the renewal information for the 2019 Contract to the following

E-mail address: _____

I would prefer RJS Enterprises to visit me during their tour of my area.

I would prefer RJS Enterprises to fax me the renewal information to the following Fax #: _____

I would prefer RJS Enterprises to mail me the renewal information to the following address.

• **Address:** _____

• **City:** _____

• **Province/State:** _____

• **Postal/Zip Code:** _____