

# Hunting Hills Country Club



## GOLF HOLE SPONSORSHIP

*\$2000 annually per hole*

### ABOUT OUR PROGRAM

Capture the attention of avid golf enthusiasts, key decision-makers, and prosperous professionals within the local community. Elevate your brand visibility through a strategic golf hole sponsorship—a brilliant avenue for cost-effective and targeted outreach. Nestled in the heart of Roanoke, the upscale Hunting Hills Neighborhood stands as a pinnacle of affluence, boasting residents who are not only homeowners but also dedicated members of the esteemed Hunting Hills Country Club. Renowned as one of the fastest-growing clubs in the region, its diverse membership comprises dynamic male and female golfers, young professionals with families, and engaged retired community members. Seize this unparalleled opportunity to connect with an influential demographic and position your brand prominently within this thriving and unique community.

*Review current Golfer Demographics to determine if our program aligns with your business objectives.*

[www.huntinghillsccl.com](http://www.huntinghillsccl.com)  
5220 Hunting Hills Drive



### FACILITIES

- 18 Hole Golf Course
- Limited Opportunities for each business category
- 10,000+ Rounds annually
- Multiple Charity & Community Tournaments played annually
- 400+ Households

### CONTACT US

540-774-4435, Option 8  
Sarah Blanchard  
General Manager

# GOLFER DEMOGRAPHICS

## INCOME

- 62% of golfers say they prefer to purchase from small, local businesses
- Annual household income of \$125,000
- Golfers are middle to high income people
- 40% plan on seeking financial planning advice within the next year
- 44% invest so they can retire early
- 83% own securities
- 86% own life insurance

## EMPLOYMENT

- 90% of Fortune 500 CEO's are golfers
- 1 in 4 golfers own their own business
- 1 in 3 golfers are in top level management
- 75% of golfers recommend/order products and services at work

## REAL ESTATE

- 91% of golfers are homeowners
- 18% own at least 1 vacation home
- 38% are interested in purchasing a luxury leisure property
- Average home value: \$480,000
- Avid PGA Tour viewers are 2x as likely to own 2nd homes
- 72% made home repairs last year
- 1 in 3 are interested in purchasing property (1 person in every foursome)

## VEHICLES

- 32% of golfers own at least 3 vehicles
- 47% plan on buying a car this year
- 56% spent over \$30,000 on their last vehicle
- 28% spent over \$40,000 on their last vehicle

## DETAILS

Secure your sponsorship to enjoy exclusive visibility on the golf course with a personalized (7" x 18") plaque crafted by Vertex Signs. This unique plaque, featuring your business name, logo, and contact details, will be prominently displayed on the hole marker for 12 consecutive months from January to December. Act swiftly as sponsor opportunities are limited to three per business category.

Ensure your spot by providing the ad content promptly, and full payment is required before the sign installation scheduled for January. Priority is accorded to club members, subject to Board Approval. Beyond the golf course, sponsors will be highlighted in our monthly club newsletters and featured across our social media platforms throughout the year. Elevate your brand with this impactful sponsorship

## GOLF

- The Average golfer plays 60 rounds each year, practices 1 hour 11 minutes each week, and plays for 4.5 hours each week. That's 300 hours each year at a golf course!
- Golfers spend 7-10 minutes at each tee box
- Exclusive setting (nothing else to look at)
- Guaranteed exposure (ad is next to important information—par, yardage, handicap, etc.)
- Placement is right at the tee box
- 4 people see the sign/product together (word of mouth generated)
- Golf is the fastest growing female sport

## FOOD & BEVERAGE

- 3 out of 4 golfers dine out at least 1x a week (74%)
- 32% spend over \$3,000 a year at restaurants
- 77% drink wine on a regular basis
- 64% buy filtered or bottled water

## TRAVEL

- Golf tourists represent the top end of the tourist market
- Golfers take an average of 4-5 golf vacations annually, for a combined total of 13-17 days
- They spend \$6,800 annually on their biggest vacation
- 64% took international trips in the past 3 years
- They fly an average of 5.5 times a year

## ADDITIONAL OPPORTUNITIES

- Beverage Cart- \$3,000 annually
- Putting Green- \$3,000 annually
- Practice Range- \$3,000 annually

**Inquire about our Corporate Memberships**