



Strategy • Synergy • Activation

Executive Golf International helps corporations achieve their goals by creating sports marketing strategies and implementing them. In doing so we create alliances, strong brand awareness, client retention, develop new business and ensures the best possible ROI for our client's investment.

Focused solely on Golf we act as Agents for our Clients - the Corporations - looking out for their interests.

Executive Golf International is a boutique consulting firm focused on assisting US and International clients in creating and implementing golf programs and using those programs as a means to reach a company's bottom line strategic objectives. We identify opportunities for our clients and implement them using a focused approach that goes far beyond traditional marketing and PR. EGI creates an effective means to promote your product or service, creates brand awareness, builds relationships, creates cross marketing, targets markets, increases exposure, generates additional revenue and advances your overall business goals using GOLF as the medium. A combination of Strategy, Synergy and Activation is what sets us apart and enables us to create, develop and enhance client's performance and brand identity.

EGI's Performance and Current Projects

- Benchmarking studies for resort chains.
- Maximize brand exposure and creation of multi-level sales and marketing plans to drive sales.
- Programs for destinations such as the Dominican Republic to promote the country, increase tourism, generate revenue and increase visibility and perception of the country.
- Implementing golf-specific programs to increase a company's revenue, productivity, and relationships with clients.
Increasing and driving home presales through golf as well as resort activity, hotel room occupancy, real estate sales and product sales.
- Strategic planning with developers to maximize their golf investment including assistance with golf course designer procurement, finance, land planners and marketing.

Ensuring the best ROI, achieving bottom line results, developing a solid client base and reaching new markets for our clients is our mission.

The Size of Golf

There are 32.3 million golfers in North America and approximately 59 million golfers in the world. The fan base for professional golf grew 36.4% over the past few years; more than the NBA, NFL, MLB and NHL.

Golf is Business

Increasing interest in golf by domestic and global companies:



- Increase 28% in Fortune 100 and 40% in Global Fortune 500
- Sport tourism is a multi-billion dollar business, one of the fastest growing areas of the \$4.5 trillion global travel and tourism industry.
- Total corporate spending on sports, entertainment, arts, event and social-cause marketing grew 3.7 % to \$9.65 billion in 2002. (IEG)
- Golf consumer spending totaled \$26 billion on golf travel. (NGF)

Golf is not just a Sport. It's a Lifestyle

Golf is evolving into a lifestyle choice

- Golf as a sport revolves around core values and ethics, and relays an image of prestige, luxury, relaxation, and success.
- More companies are realizing the strength of the golf demographic and choosing to align their brands and create an association with Golf.
- Major purchasing decisions are made around golf such as first and second homes, automobiles and vacations.



Relationships and Industry Leaders

Years of working in the golf industry, vertical market knowledge both in the US and internationally, and our network of contacts worldwide enable EGI to assist clients with out-of-the-box, multi-faceted programs that work. Like any business, strong relationships with industry leaders and in-depth knowledge help us service our clients' needs most effectively. We proudly represent Greg Norman Golf Course Design, and have relationships with many of the top designers enabling us to assist in achieving the best possible scenario for a client.

"Executive Golf International's sole focus is the business of golf and we feel that Greg's company is one of the strong industry leaders. His vision, attention to detail, and strong branding power is what made this relationship the logical choice for us." *Elisa Gaudet.*

GREG NORMAN



GOLF COURSE DESIGN

"Over the past few years we have witnessed a great deal of growth outside the U.S. and we are looking forward to working with Elisa and EGI to secure new design contracts in these emerging markets," *Greg Norman.*



Biography



The Driving Force and founder of Executive Golf International, Elisa Gaudet, identified a need to help corporations, golf-related companies, developers, hotels-resorts and geographical regions reach the large and economically powerful golf demographic and to market golf. Elisa Gaudet has over 10 years of experience in servicing clients with their marketing, public relations and sponsorship sales needs. Specializing in the golf industry she previously worked for the PGA TOUR, Lucent Tour de las Americas and MGM Latin America. In-depth golf knowledge and strong relationships in international markets enable her to assist clients most effectively. She has lived and worked in Spain, Latin America, Japan, and South Africa. Some notable special projects she has worked on include: the EMC World Cup 2002; Caribbean and Latin American benchmarking analysis for an international resort chain; launch of a World Amateur Golf Tournament; creation of the Dominican Golf Alliance and countrywide golf promotion; launch of a Golf Miami program and US/Hispanic golf research.



Elisa has appeared on numerous radio and TV programs and has been a guest speaker on a variety of golf topics. She is a contributing writer on the business and lifestyle aspect of golf. Her monthly "On the Lip" and "Gaudet on Golf" columns appear in numerous publications in the US and Internationally, reaching over 1 million readers per month.

www.onthelip.com

Acting as agents for our clients we focus on ensuring the best ROI, achieving bottom line results, developing a solid client base, creating strong alliances and reaching new markets.

EGI creates Strategies that work

EGI has experience getting to the bottom line of a clients needs and creates strategies that make sense through a multi-level marketing campaign including print, public relations, on the ground marketing and alliances to achieve results.

Golf creates alliances that work and is a powerful sport that generates billions of dollars.



What Clients and the Press are saying about EGI

The Economist - Mexico by *Clara Zepeda Hurtado* "Golf helps position companies in Mexico"

"The first thing we do is find out a companies objectives and the particular project at hand: we immediately do an analysis to determine the best way to reach the companies targeted goals using golf. We then lay out a targeted strategy implementing an integrated multi media campaign with a way to track ROI." "Golf is a way of life that communicates prestige, luxury, relaxation and success."
Elisa Gaudet

America Economía - Latin American edition by *Julio Gama*

"Elisa Gaudet, the queen of the green, doing business and making money with the sport she is passionate about. On the course, in business and on TV women are gaining more visibility in a sport dominated by men. Women are everywhere and the greens are changing. The American Elisa Gaudet is an example of a business woman in the golf industry. She is the owner of EGI a consulting firm specialized in golf."

Herald Custom Publishing - *Garry Duell*- Publisher

"Four years ago EGI helped us to create the successful Golf Miami program that continues to prosper. When you need someone with extensive golf knowledge Elisa Gaudet is the person to call. Professional, On target, Responsible, she delivers on exactly what she says"

Caricap - *Chris Fulton*- President

"EGI put Caricap in front of more customers, more effectively, and more efficiently than we thought possible. EGI's plans catalyzed Caricap's growth, no question."