

A soccer ball is positioned on the left side of the frame, resting on a green grassy field. The background is a blurred green field, suggesting an outdoor setting.

# FOOTGOLF

BIG FUN, BIG RETURN

The beautiful game has become civilised



INTERNATIONAL GOLF  
DEVELOPMENT







# FOOTGOLF

## BIG FUN, BIG RETURN

FootGolf is an inventive, fresh & highly addictive sport that is taking the world by storm.

It combines the social aspect and elegance of Golf with the world's passion for Football and can be played by anyone who can kick a ball. What could be simpler!

This brilliant idea allows participants to share their competitive spirit with their friends and family whilst playing a fun and exciting game.

Like Golf the aim of the game is to get the ball into the hole in the littlest amount of strokes as possible. A scorecard and pencil is all you need to play.

***"FootGolf is the fastest growing new sport in the UK and continues to develop quickly around the world."***





# INTRODUCING FOOTGOLF

International Golf Development and gsa golfsportagentur have joined forces in a collaboration to introduce FootGolf to the international market.



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# TURNKEY SOLUTION

We provide a full turnkey solution from concept, design, construction, synthetic turf supply and installation and operational consultancy services.



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## FOOTGOLF IN THE NEWS

FootGolf is rapidly attracting everybody's attention and recent media coverage is helping to expose the sport globally and quickly becoming known as a revolution for sport for all ages.

### Bend it Like Bubba

As the summer has been dominated by the FIFA World Cup in Brazil it would seem likely that golf has been forced to wait on the touchline until grabbing its moment in the limelight when the Ryder Cup, gets under way at Gleneagles in September. However, it is possible to combine the two great games thanks to the new phenomena which is sweeping the country – footgolf!

The game is played over traditional golf courses or ones specially built for footgolf and instead of the trusty bag of 14 clubs the player uses his trusty right or left peg and aims it at a regulation football and not a 1.68 sized ball. Just as in golf it is the fewest number of swings (of the foot rather than the club) to find a hole, measuring 52 centimetres, which identifies the winner.

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## FOOTGOLF IN THE NEWS

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### UK Hosts First Footgolf International Open

Players from around the world descend on Manchester to compete in a sport that is taking the UK by storm.

The first UK International Open for the new sport of footgolf is hoping to showcase the game.

This sport is a combination of two of the biggest participation sports in the world, so it is perhaps not surprising that its popularity is really kicking off.

The UK is following in the footsteps of the US, where there are more than 200 courses, as well as countries including the Netherlands, Hungary and Italy.

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### A hole new ball game: Introducing the hybrid sport of FootGolf

Not athletic enough for football? Don't like the stuffiness of golf? No wonder FootGolf is taking off in the US, where you just have to kick a large ball into the hole.

As neither a skilled footballer nor an enthusiastic golfer, I rarely play either sport by choice. And yet last week I found myself playing both – simultaneously. At the Vista Valencia golf course, just north of Los Angeles, I teed off a round of FootGolf, the new hybrid sport that, organisers claim, is poised to take the US by storm...

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## THE FOOTGOLF APPEAL

**FootGolf** appeals to everyone. No formal training or skills are required to play and equipment costs are minimal. All you need is a football, a scorecard and a pencil.

This attracts families and beginners who may have previously been intimidated by the formality and costs of a round of golf.

The shorter round times also make FootGolf an attractive option for an afternoon activity or even a corporate team building event. With crossover appeal for current golfers and footballers alike, offering an informal and fun opportunity to practice skills associated with both sports.

### **Serious Fun**

Footgolf is one of the fastest growing sports in Europe, seeing an 8-fold increase in participation in recent years.





## FOOTGOLF CASE STUDIES

The rapid growth and broad appeal of Footgolf is attracting everybody's attention. Here are some examples of successful Footgolf ventures.

### One Stop Golf – United Kingdom

Originally solely a driving range, in conjunction with **IGD** extended it's facilities to encourage family participation.

The site now includes a Driving Range, FootGolf, Short Golf, Golf Shop, Starbucks Café/Bar and Academy.

A 9 hole synthetic short course was opened in the spring of 2013 as a year-round venue for FootGolf & Fun Golf.

Results within 16 weeks of opening:

- » Turnover of 5,000 GBP per week
- » Participation growth of 800% during this period
- » Participation ratio Golf to Footgolf 95% in favor of FootGolfers
- » Incredible increase in reciprocal use of complimentary facilities
- » Significant conversion from FootGolfers to Golfers for both driving range and Short Course usage.
- » ROI within 9 months of opening







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### Kingdom Golf - Scott Cranfield Academy - London, United Kingdom

Following the success of the 2012 Olympics and the UK's revitalised enthusiasm for athletic sports, Scott Cranfield's driving range began to suffer. He took the bold decision to invest in new initiatives to upgrade facilities with the emphasis on fun and family participation to attract people back to golf.

He introduced the following new facilities:

- » Moby Adventure Golf opened in May 2014
- » 9-hole **FootGolf** / **FunGolf** course which opened in August.

Following its early success, a further 27 holes are planned for construction in 2015. Interestingly, the planned 9 Hole Championship course has been placed on hold due to the comparative cost of construction versus the **FootGolf** courses, combined with the associated returns.

*"Since launching the FootGolf course, we've welcomed many new non-golfers to our facility and our 8 teaching professionals have enjoyed taking students onto the new course. We have also noticed a significant increase in families and younger visitors from the local area who are using the facilities every week!"* says Scott Cranfield.





# FOOTGOLF PROPOSAL

International Golf Development and gsa golfsportagentur offer a complete Footgolf turnkey solution from initial design to installation.

The proposal provided by IGD is broken down into the following:

- » Design
- » Shaping
- » Supply and installation of synthetic tees and greens

Additional pricing can be provided to include the following if required:

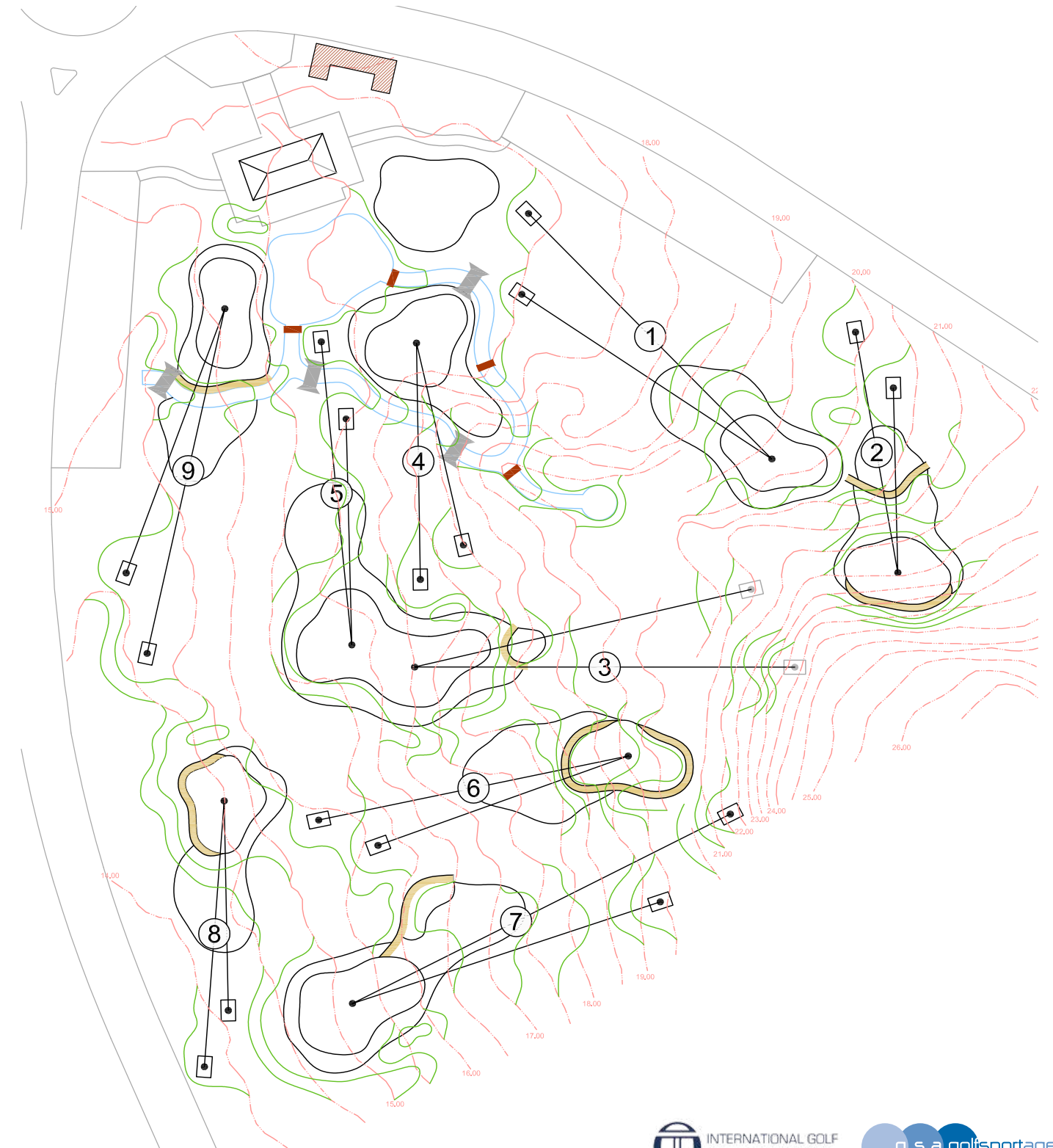
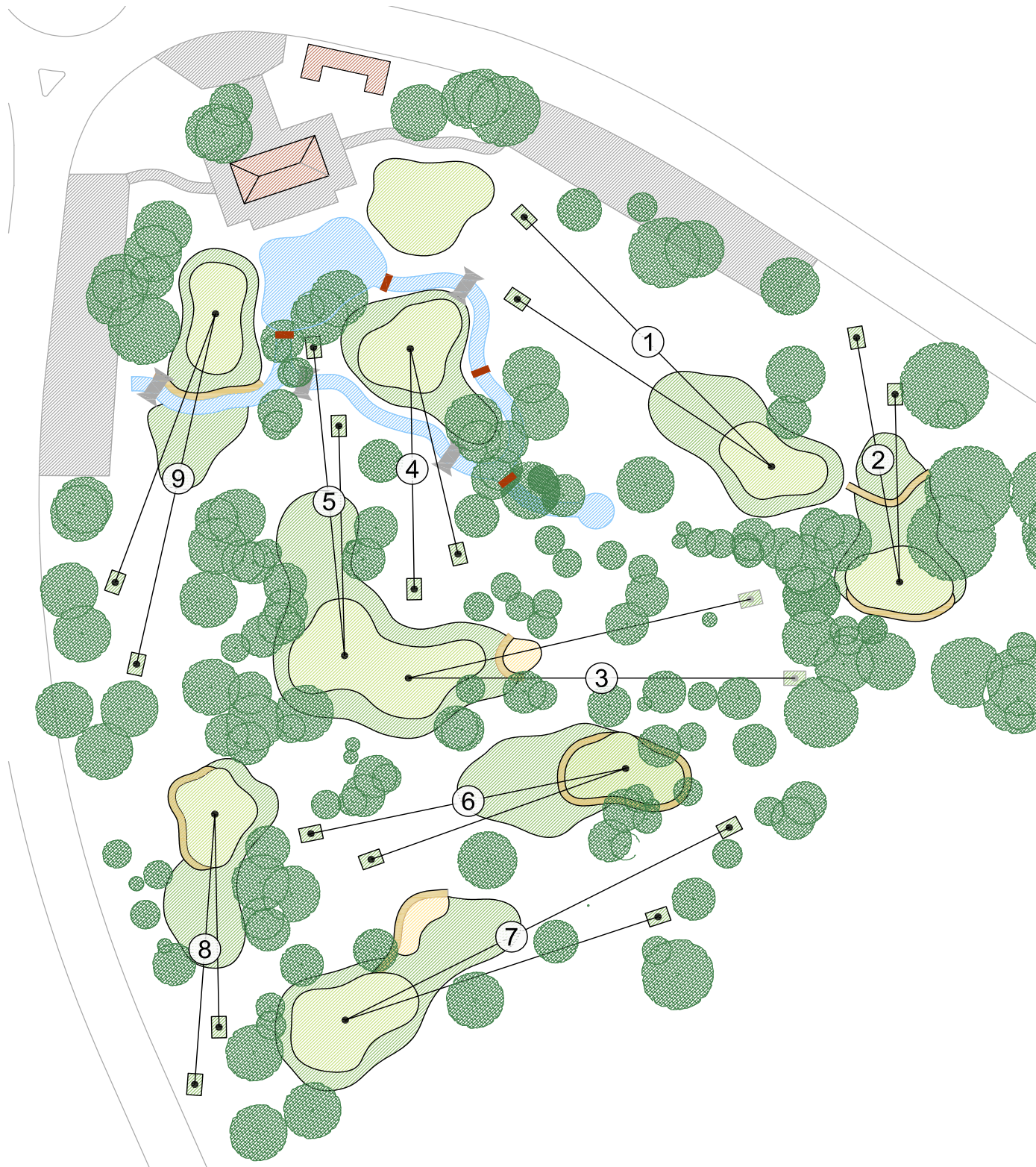
- » Landscaping
- » Irrigation
- » Fencing
- » Water features
- » Clubhouse
- » Carparking





# DESIGN

Footgolf design and development services available from world renowned golf course architect, Howard Swan. An example of a Footgolf course design and shaping is as follows:





# FOOTGOLF ROI EXAMPLE...

## ANNUAL REVENUE STREAM

2013 = £60,423

2014 (January - August) = £62,419

## PROJECTED ROI WITHIN 2 YEARS

Implementaton of a demonstrable revenue model delivering a stabilized annuity income stream.

The operational template, ensures appropriate levels of Opex. and as a result consolidating profitable trading.

IGD & gsa's experience ensures efficient design and installation appropriately matching the required Capital Investment, and ensuring an ROI in keeping with the required IRR's.

IGD & gsa's unique delivery and design ability, deliver a value added proposition creating an opportunity to capture market share in advance of the competition.

IGD & gsa's experience with this proven business model demonstrates positive cash inflow for the business from inception.



# THANK YOU...



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