

## **Message from the General Manager**

Dear Member

The Club's Committee have retained the services of Ludis Group to produce 5000 copies of a very high quality official Club brochure. Ludis Group are specialist publishers in the sporting industry and work for over 150 Golf clubs nationwide.

The brochure will be designed to profile our Club in some depth, consolidating our identity and raising our profile within the local community. It will be self-financing through the sale of advertising, and will be produced at no cost to the club.

The brochure will be full colour, full gloss and have a laminated silk finish. It will be extremely high quality and have a total of up to 52 pages, with limited space for advertising and a 12-16 month cover date.

Follow this link to see a sample publication created by the publishers in the last few months - [Langland Bay Golf Club 2018 - 2019](#)

Copies will be made available for all members and the club will offer and encourage as many of our guests and visitors throughout the year to take copies whilst any society mailings will include a copy. It will also be on display in all the highly visible areas at the club for the full 16 months and will be distributed heavily in the local area in order to raise the club's profile. We will be targeting the letterboxes of thousands of homes and a list of selected businesses.

This is by no means a sales pitch, as the publishers are charged with finding appropriate and suitable advertising, but the Club naturally wishes to offer first refusal on advertising space to its own members and sponsors.

We will take great care to ensure that only quality, well established and appropriate businesses advertise in the brochure; those offering a product or service perceived as being of interest or benefit to members, visitors and guests.

The publisher will offer all Members the following preferential terms:

- 1) Partial Account Status (50% payable on Invoice, 50% balance on publication)
- 2) Free use of the design team to create the advert itself with copyright attached.
- 3) Full exclusivity as the only business to be included within your particular field.

Should you have an interest, or wish to recommend an appropriate business that you have knowledge of, please contact Adrian Branker at Ludis Group on 07805 009 557

Regards

Duncan Driver