



ENGLAND
GOLF



iGolf Promotional Club Assets

User Guide

The following document (the "User Guide") provides a guide to utilising the iGolf assets supplied to golf clubs and venues, to help promote opportunities for iGolf subscribers, such as competitions or membership offers (the "Promotional Assets").

These assets are editable and have been designed for golf clubs to include their own branding and details as necessary, and ensure the assets work effectively based on individual needs.

Edit Instructions

Example

The image shows a promotional asset for an iGolf competition. It features the iGolf logo in the top left corner, followed by the text "UPCOMING iGOLF COMPETITION" in large, bold letters. Below this, it says "VISIT OUR WEBSITE FOR MORE DETAILS" and "WWW.INSERTWEBSITE.COM". On the right side, there is a circular image showing silhouettes of people on a golf course. Five callout boxes provide editing instructions:

- Top right:** Please only include your club logo here and keep it as an equal size to iGolf logo
- Right side:** The image included is not to be altered in any way
- Bottom right:** The URL and copy above can only be updated to URL relevant to activity being promoted
- Bottom left:** The main message can be updated as needed for the activity but please adhere to the guidelines presented below
Preferred font: Muli
Secondary font: Verdana
- Left side:** The iGolf logo is not to be altered in any way

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@englandigolf @englandigolf @EnglandiGolf

www.englandigolf.co.uk

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Messaging

We appreciate the need to adapt messaging to make it relevant to your own community and activity however, please adhere to the following guidelines when drafting own messaging:

We would encourage you to post your own captions, as you know your audience best, however the following is an example caption which might be helpful as a guide:

We're excited to announce that our [INSERT COMPETITION NAME] on [INSERT DAY/DATE] is open to iGolf subscribers. If you hold an official WHS Handicap Index and want to put your game to the test, get in touch to sign up now!

When posting on social media, don't forget to tag the iGolf social media handles included in the footer of this document.

The iGolf Team appreciates your help in spreading the word about opportunities which are available to the iGolf community.

Further Information

If you have any questions, please contact your Club Support Officer
<https://www.Englandgolf.org/club-support/our-club-support-network/>

For more information on the iGolf opportunity for clubs, head to
www.Englandgolf.org/igolf-clubs

Terms of Use

1. The Promotional Assets shall only be used as stipulated in this User Guide.
2. The Promotional Assets should solely be used for the purpose of the promotion of opportunities for iGolf Subscribers. The provision of Promotional Assets does not constitute any form of partnership or other form of commercial arrangement between yourself and England Golf.
3. England Golf reserves the right remove its authorisation for your use of the Promotional Assets without notice.

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