



**MARKETING OPPORTUNITIES**

# SEG GOLF OVERVIEW



Scott Garrison,  
Master Club Builder



SEG are the initials of the nationally recognized master golf club builder, Scott E. Garrison. He has built a name and reputation for himself on the PGA TOUR over the past decade as one of the most highly skilled club builders on the tour and the choice of most top players for club work.

SEG Golf is a company that has taken Scott's master skills on the road. They travel over 20,000 miles annually on the nation's busiest interstates through many of the United States' largest markets, setting up a full mobile workshop at PGA golf tournaments from January through September each year.

# SEG GOLF OVERVIEW

SEG Golf operates one of only two independent trucks on the PGA Tour, and in addition to the full mobile workshop, the truck is used as storage and work areas for vendors and company reps. It provides companies with the opportunity for prime advertising on the inside and outside of the truck.

In 2015, SEG Golf debuted a new custom, full-sized semi truck that has added, enhanced and improved the services that SEG Golf offers.

Whether you want to reach the masses or want to target an affluent, upscale audience, SEG Golf offers marketing opportunities that can fit your need.

# 2021-22 TOUR STOPS

**Jan. 17 - 23:** The American Express Tournament, La Quinta Country Club, La Quinta, CA  
**Jan. 24 - 30:** Farmers Insurance Open, Torrey Pines Golf Course, San Diego, CA  
**Jan. 31 - Feb. 6:** AT&T Pebble Beach Pro-Am, Monterey Peninsula Country Club, Pebble Beach, CA  
**Feb. 7 - 13:** Waste Management Phoenix Open, TPC Scottsdale, Scottsdale, AZ  
**Feb. 21 - 27:** The Honda Classic, PGA National Resort & Spa, Palm Beach Gardens, FL  
**Feb. 28 - Mar. 6:** Arnold Palmer Invitational, Arnold Palmer's Bay Hill Club & Lodge, Orlando, FL  
**Mar. 7 - 13:** THE PLAYERS Championship, TPC Sawgrass, Ponte Vedra Beach, FL  
**Mar. 14 - 20:** Valspar Championship, Innisbrook Resort, Palm Harbor, FL  
**Mar. 21 - 27:** World Golf Championships-Dell Technologies Match Play, Austin Country Club, Austin, TX  
**Mar. 28 - Apr. 3:** Valero Texas Open, TPC San Antonio, San Antonio, TX  
**Apr. 11 - 17:** RBC Heritage, Harbour Town Golf Links, Hilton Head Island, SC  
**Apr. 18 - 24:** Zurich Classic of New Orleans, TPC Louisiana, Avondale, LA  
**May 2 - 8:** Wells Fargo Championship, TPC Potomac at Avenel Farm, Potomac, MD  
**May 9 - 15:** AT&T Byron Nelson, TPC Craig Ranch, McKinney, TX  
**May 16 - 22:** PGA Championship, Southern Hills Country Club, Tulsa, OK  
**May 23 - 29:** Charles Schwab Classic, Colonial Country Club, Fort Worth, TX  
**May 30 - June 5:** The Memorial Tournament, Muirfield Village Golf Club, Dublin, OH  
**June 13 - 19:** US Open, The Country Club, Brookline, MA  
**June 20 - 26:** Travelers Championship, TPC River Highlands, Cromwell, CT  
**June 27 - July 3:** John Deere Classic, TPC Deere Run, Silvis, IL  
**July 4 - 10:** Barbasol Championship, Keene Trace Golf Club, Nicholasville, KY  
**July 18 - 24:** 3M Open, TPC Twin Cities, Blain, MN  
**July 25 - 31:** Rocket Mortgage Classic, Detroit Golf Club, Detroit, MI  
**Aug. 1 - 7:** Wyndham Championship, Sedgefield Country Club, Greensboro, NC  
**Aug. 8 - 14:** FedEx St. Jude Championship, TPC Southwind, Memphis, TN  
**Aug. 15 - 21:** BMW Championship, Wilmington Country Club, Wilmington, DE  
**Aug. 22 - 28:** TOUR Championship, East Lake Golf Club, Atlanta, GA

# BRAND MARKETING





# BRAND MARKETING



# WHO SEES THE TRUCK?

Highways make up  
**86.93%**  
of our nation's mode of  
transportation

Mode of passenger transport	Passenger-miles (millions)	Percent
Highway — total	4,273,876	86.93%
Passenger vehicles, motorcycles	3,692,760	75.11%
Trucks	268,318	5.46%
Buses	312,797	6.36%
Air Carriers	580,501	11.81%
Rail — total	37,757	0.77%

REACH  
THE  
MASSES!

**7.5 million**  
urban area road impressions

This does not count the  
**thousands of miles**  
in between markets!

# Our vehicle travels on the US's most traveled interstates through and to the largest DMAs



## The Nation's Most Traveled Interstates

			Avg. Daily Traffic Per City				Avg. Daily Traffic Per City
California	Los Angeles-Long Beach-Santa Ana	I-405	374,000	New York	New York-Newark (NY-NJ-CT)	US-9	289,300
California	Los Angeles-Long Beach-Santa Ana	60	337,000	California	Los Angeles-Long Beach-Santa Ana	I-10	289,000
California	Mission Viejo	I-5	334,000	California	San Diego	I-5	288,000
Illinois	Chicago (IL-IN)	I-90	329,542	Georgia	Atlanta	I-75	274,060
California	Los Angeles-Long Beach-Santa Ana	I-110	328,000	Texas	Houston	I-610	265,220
Florida	Miami	I-95	328,000	California	Los Angeles-Long Beach-Santa Ana	55	265,000
New Jersey	New York-Newark (NY-NJ-CT)	I-95	325,495	Arizona	Phoenix	US-60	263,604
California	Los Angeles-Long Beach-Santa Ana	I-5	313,000	Nevada	Las Vegas	I-15	263,000
Texas	Houston	I-45	310,662	Arizona	Phoenix	I-10	261,785
Virginia	Washington (DC-VA-MD)	I-95	296,766	Georgia	Atlanta	I-285	261,220
California	San Diego	I-15	295,000	Georgia	Atlanta	I-85	258,490
New York	New York-Newark (NY-NJ-CT)	I-95	289,300	Texas	Dallas-Fort Worth-Arlington	I-35E	258,324
				Maryland	Washington (DC-VA-MD)	I-270	250,763



# ALIGNING YOUR BRAND WITH THE PGA TOUR

## ***A Strategic Fit!***

- Exposure to PGA TOUR professionals
- Exposure to PGA TOUR players ( top players, new and emerging ones)
- Exposure to international players that can help fuel GLOBAL GROWTH
- Exposure also to high level executives in Monday Wednesday Pro-ams
- Elevation of Your Company's Brand
- Expressions in nearly 100 MARKETS while traveling from tournament to tournament (over 30,000 miles)
- Premier location at each TOUR event
- Brand Building Media Exposure
- Unique Relationship Building Opportunities
- Networking Platform – Cross promotional with all other major Golf Equipment manufacturers on TOUR.

# ALIGNING YOUR BRAND WITH THE PGA TOUR

## *A Strategic Fit!*

### PGA Tour Audience Profile

Average age: 51.3

Male 65%, Female 35%

The PGA TOUR consistently attracts an audience of affluent/educated individuals, business decision makers and the influencers that is significantly higher than the U.S. average.

PGA viewers and attendees are affluent:

60% more likely than average to have a household income of \$250,000+

73% more likely than average to own a vacation/weekend home

69% more likely than average to have a household net worth of \$1M or more

PGA viewers and attendees are business decision makers:

65% more likely than average to be a decision maker for purchases of \$500,000 or more

46% more likely than average to have a job title of President

82% more likely than average to be a Business Influential

Source: GFK MRI, Doublebase 2013



# ALIGNING YOUR BRAND WITH THE PGA TOUR

## ***A Strategic Fit!***

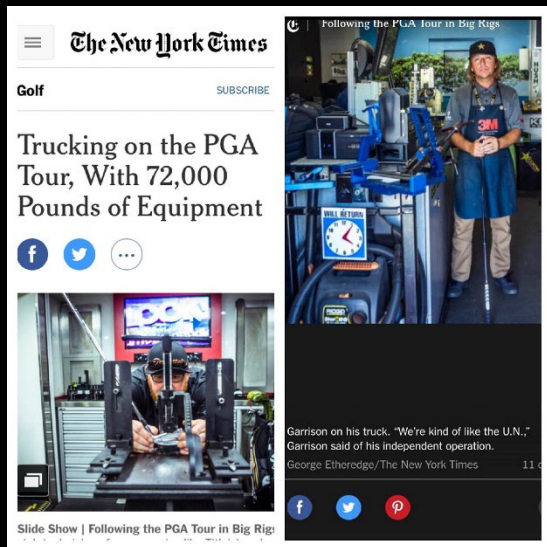
### Expendable Income

PGA Tour viewers and attendees are **72%** more likely than average to own a vacation or weekend home.

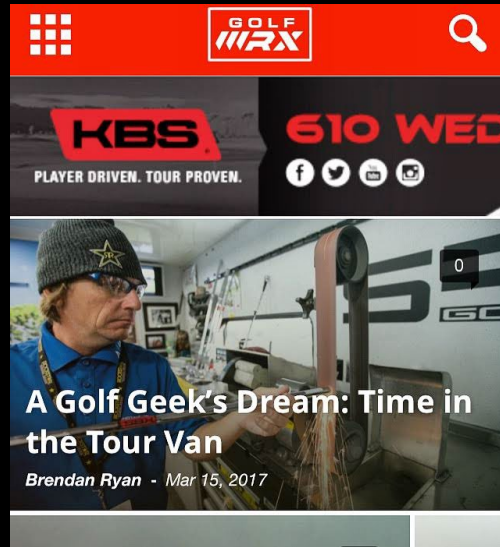
They are **101%** more likely to spend over \$5000 on a single vacation, and **366% more likely than average to play golf while on vacation.**

Source: GFK MRI, Doublebase 2013

# MEDIA EXPOSURE FOR SEG GOLF MEANS *Media Exposure for your Brand!*



THE NY TIMES



GOLF WRX



ESPN

Instagram Relationships with popular golf related companies such as KBS Golf Shafts (22k followers), Superstroke Golf (55k followers) and CartBarnGuys (81k followers) means your brand could frequently be seen by their audience as well.



# ALIGNING YOUR BRAND WITH THE PGA TOUR

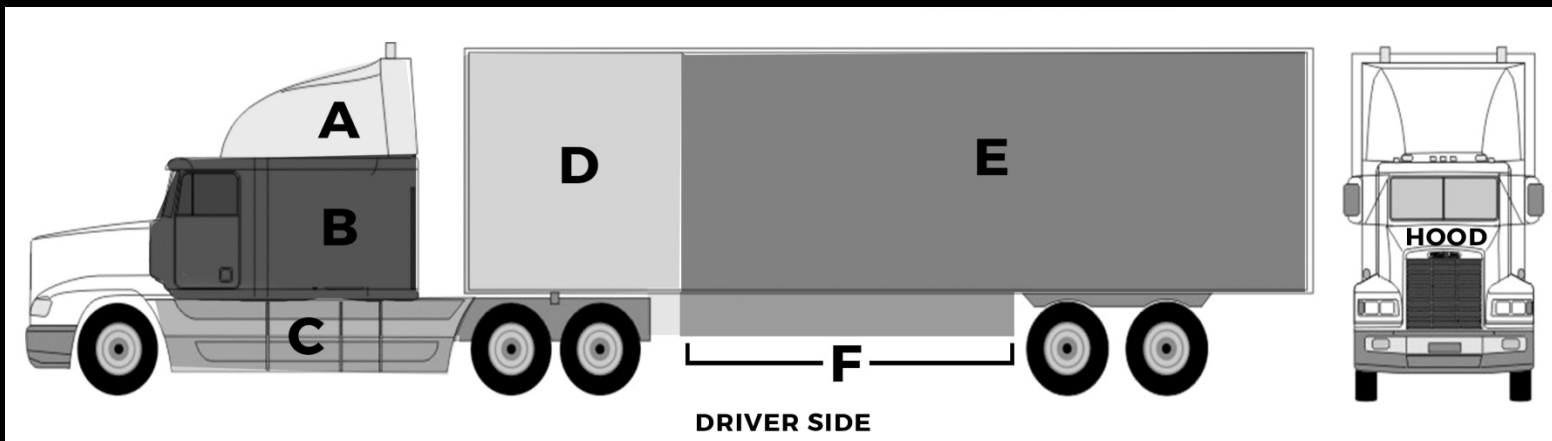
## ***A Strategic Fit!***



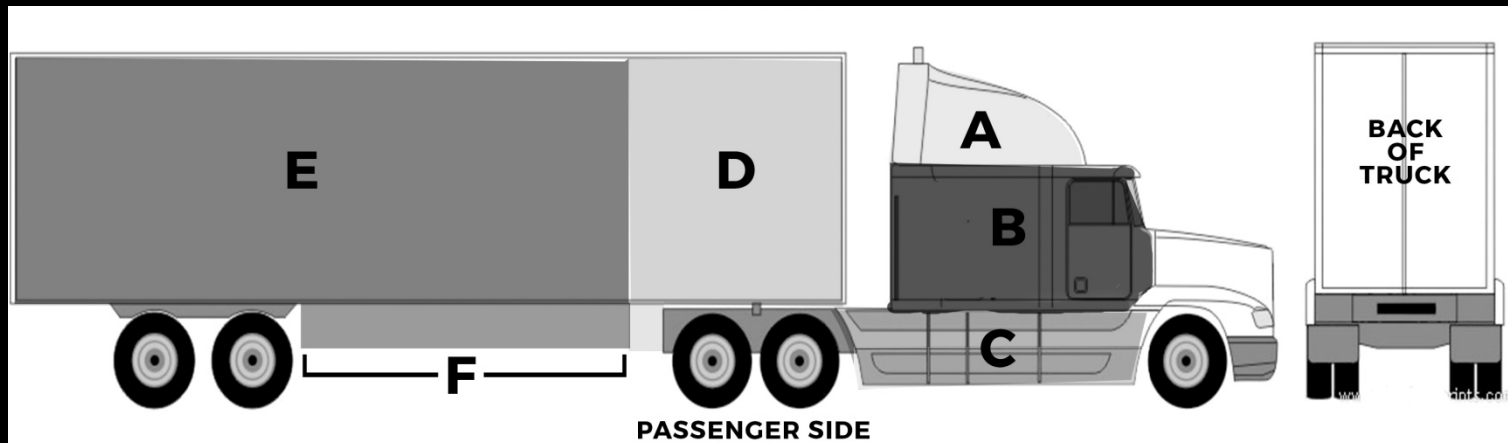
### **CELEBRITY EXPOSURE**

Scott E. Garrison has done work for many famous actors  
and musicians who play golf!

# TRUCK PRICING – DRIVER'S SIDE



# TRUCK PRICING – PASSENGER SIDE







EXPOSURE TO PGA TOUR  
PLAYERS

# Aligning Your Brand with The PGA Tour *A Strategic Fit!*

At any given tournament week, the best golfers in the world will have access to your brand.

You can reach

- The top ranked players
- The new and emerging stars
- Legendary Golfers
- And the international golfers who can help to fuel global growth





# LEGENDARY GOLFERS





## TOP-RANKED PLAYERS



## INTERNATIONAL GOLFERS

## TOP-RANKED PLAYERS







## **Wrap the INSIDE of the truck with your brand!**

*Your brand doesn't have to be associated with golf to be associated with golf!*

This one-of-a-kind, unique opportunity will expose your brand to PGA Golf Professionals, golf manufacturers, Tour attendees, and country club golfers throughout the country.

**The entire inside: cabinets, drawers, doors and back splashes will be wrapped in your brand!**



What other marketing opportunity offers over 75 million interstate impressions, exposure to celebrities and alignment with the PGA Tour?

**SEE  
GOLF**

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