



Resort Marketing Program



Thomas Fitzgerald, Chief Executive Officer
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Resort Marketing – Introduction

Colana Sports Group Inc, is a golf & resort marketing company. We have created multiple channels to market our Resort Partners and create new business when they need it the most. Most resorts have seasonal challenges, and Colana Sports has been filling those "gaps", for over 16 years!

As the parent company of "The Challenge", we are also a golf tournament enhancement company to over 700 events. These tournaments boast an affluent list of attendees that have a median household income exceeding \$800k annually.

Our recent partnership with points.com will expand our touch globally. We are seeking additional golf resorts to enter into our program. The next few slides will be a brief overview of how CSG works and some data for your evaluation.

Resort Marketing Program Production

- Colana Sports Group (CSG) has produced over \$10 million in total revenue for our participating resort partners
- We have generated over 18,000 room nights
- We have driven over 30,000 clients to resort partners
- Our program provides a \$1 million dollar valuation in annual marketing exposure
 - \$2,500 per event – 700 Annual Events
 - \$30,000 per bi-monthly E-blast/ 300,000+ people
 - \$70,000 in PGA Affiliations, Club Managers Association, Sponsor Trade Agreements, and remaining channels where we have direct access

How Does The Program Work?

- Resort Participation:
 - Partnering Resorts provide complimentary “Room Night Stay Certificates” for CSG to market
 - “Room Night Stay Certificates” provided to CSG by each resort
 - Provides CSG with a “Presale Package” to pass along to clients
 - All rooms are based on availability
 - CSG sells a **mandatory** resort packages, insuring revenue with every booking
- CSG Distribution Program:
 - CSG promotes our partner resorts prominently on our website
 - CSG distributes their certificates thru multiple channels such as:
 - 700 annual golf events throughout the U.S. – 100,000 + golfers
 - Club Managers Association (CMAA) 3,500 Private Country Clubs throughout the USA
 - PGA Ambassadors (850 total)
 - PGA Section Executive Directors
 - 40 Directors that represent all PGA facilities throughout the United States
 - Points.com Partnership
 - DRAFTKINGS FANTASY SPORTS CONTESTS
 - VIP FAM Visits (Corporate Accounts)
 - 300,000 Person Electronic Data Base
 - Trade Show Distribution – Regional and Global

Traditional Marketing Proposal

- CSG **Traditional** Resort Marketing Program
 - 2 Year Agreement
 - Partner Resorts supply CSG with complimentary “Room Night Packages”
 - There are no quantity restrictions on comp packages, solely based on availability
 - With each complimentary package consumed, all clients **must purchase a** host resort package, such as all-inclusive food & beverage, spa, or golf
 - Partner resort pays CSG an annual marketing fee, customized for each individual property
 - All packages provided to CSG from the resort will be **“net terms”**
 - **CSG is not interested in competing with your high season, we deliver when you need us most, in your low season when your looking for ways to generate revenue**

Resort Certificate Details

- The certificate recipient will call/email CSG directly with any questions and to make their reservations.
- The CSG client will pay the resort partners all-inclusive F&B (where applicable), golf, or SPA packages per each visiting guest and applicable taxes
- The CSG team of booking specialist will upsell the resorts additional activities prior to arrival
- The resort will supply CSG onsite pricing for additional room nights, golf, food and beverage, SPA, and other revenue generating activities offered throughout the resort
- After the reservation process has been completed, a booking form will be submitted by CSG to the resorts point of contact, along with company credit card
- Revenue collection terms and conditions will be contracted based on the following:
 - It is agreed that **CSG** will collect all revenues and pay participating resort via company credit card or wire transfer

Resort Certificate Sample



CONGRATULATIONS!

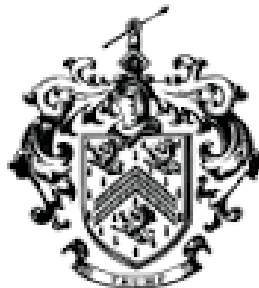
You are the recipient of a Resort Certificate redeemable for a resort stay for two people (lodging only) at any Colana Sports Group Partner Resort!

For a list of our current resort offerings, visit www.colanasportsgroup.com. To learn more about your booking options, contact Denise @631-371-1153 or email DMRconclergereservice@gmail.com CSG HQ at 631-584-9544 or info@colanasportsgroup.com

There is NO time share element to this offer. Upon redemption of any CSG Resort Certificate, the bearer is required to purchase a resort package (such as a meal plan, golf &/or spa). DMR will provide up to date, discounted offers. Offer subject to change without notice.



Resort Partnerships

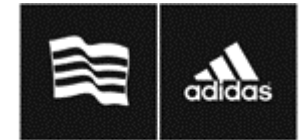




Trade Agreement Sponsors



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