



Colana Sports Group has a proven track record driving business to our Resort Partners thru numerous channels. Having designed a marketing campaign around the private country club community, The JetBlue Challenge, Draft Kings-Caddy for the Cure partnerships, and our 300,000 active golfer data base eblast campaigns, we have delivered over \$10 Million in revenues. Let us explain how are partnership would work.

- ❖ Introducing the CSG – Resort Partners Certificate Program. We distribute “Complimentary Stay” certificates for 2-3-4 nights, based on the purchase of additional resort spending. By providing complimentary rooms nights (as determined by your resort – subject to any blackout restrictions necessary) we fill the gaps when business is needed the most. By creating a program where guests provide revenue through alternative channels, we are insuring their participation at your resort.
- ❖ CSG developed the JetBlue Challenge over 16 years ago which is a Tournament Fulfillment Company that services over 700 annual golf tournaments. We reach over 50,000 NEW clients annually from an extremely desirable demographic, the country club member whose average annual income exceeds \$800,000. CSG has designed and developed a program to drive them to your resort.
- ❖ CSG has partnered with the Club Managers Association (CMAA) and the PGA of America thus enabling a marketing campaign designed to attract more groups traveling from within the private country club community to your resort. CSG will leverage our relationships with both the CMAA & the PGA to assist in the promotion of group sales opportunities, stay & play’s, or other leisure campaigns you create.
- ❖ For an additional opportunity when requested, CSG will invite meeting planners and event organizers to “Stay & Play” at your Resort property. We will showcase it as a viable place to conduct business seminars, host golf outings or as a destination for a leisure vacation to simply relax. CSG will highlight the first class amenities provided by posting a video of the properties on our website and inviting our clients to get on the next flight, and deliver them to your door.

Check out some of our current and former properties benefitting from this program!



We specialize in delivering our clients to you WHEN you need them most. YOU decide what types of restrictions you want in place! All you have to do is allow CSG to become an extension of your marketing efforts. Sincerely,

*Tom Fitzgerald*

Chief Executive Officer

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