



## **Golf Courses Can Increase Revenue Share By Hosting Who's Your Caddy Golf Mobile App's Demo Days**

MILFORD, CT (July 26, 2012) – One of the important elements of the Who's Your Caddy mobile golf app marketing plan is the revenue share program for golf courses who help promote the free, cutting edge app to their golfers.

And what better way to accomplish that than to host a Who's Your Caddy Demo Day.

“The Who's Your Caddy Demo Days are designed to help get the word out for our partner courses,” said Laura Guthrie, Director and Partner in parent company Red Mat Media. “Our revenue share program, which costs the courses nothing, is based on usage of the app by the players. As the number of players using our app increases at the course, so grows the amount of revenue that is earned by the course.

“The WYC Demo Days are an effective way for the course to generate awareness and usage, and thus increase revenue.”

There are several ways for courses to host a WYC Demo Day. One is to integrate a WYC demo into an already existing equipment manufacturer demo. Another is to set up a demo area for WYC on the range or course during an existing tournament. And a third is to create a WYC Demo Day exclusively for the local Who's Your Caddy sales rep.

“The main objective of Who's Your Caddy Demo Days is to increase awareness of the app,” said WYC Course Director Scott Standerfer. “And greater exposure will help the golf course increase its revenue share. It makes sense for everybody.”

How can golf courses participate in this unique revenue-share program? Here's how it works:

- Golfers download the free app, then use their smart phones to gather enhanced GPS information about playing the course. Over 16,000 courses are already on the system.
- WYC sales reps will work with the golf courses and businesses in the neighborhoods of those courses to generate “Gimmes” for the app. Gimmes are free gifts from businesses in the golfer’s neighborhood, such as an oil change or a gift certificate to a restaurant. Golfers will be alerted of their free Gimme via a text while they are using their WYC unit during golf.
- Golf courses will then share in the revenue generated from marketing program. The more golfers who utilize the WYC app at the golf course, the more revenue the golf course will earn.

It is that simple. And there are many other benefits that golf courses will receive from the Who’s Your Caddy app. To see a brief overview highlighting the unique features of Who’s Your Caddy, simply click here to watch this short video:

[http://www.youtube.com/watch?v=O6\\_5p5hgLu4&feature=youtube](http://www.youtube.com/watch?v=O6_5p5hgLu4&feature=youtube)

To find out how to host a WYC Demo Day, or to sign up as a participating course in the revenue share program, contact Laura Guthrie at 801-648-7701.

WYC, created by parent company Red Mat Media, can be downloaded from iTunes, and is also available for Androids. You can link directly by going to <http://whosyourcaddy.com>, text Who’s Your Caddy to 88588, or find them on Facebook and Twitter <http://www.facebook.com/#!/pages/Whos-Your-Caddy-Golf-GPS-App/217040655026187> or <http://tinyurl.com/crtroj> and <https://twitter.com/WYCGolfapp>.

#### ABOUT WHO’S YOUR CADDY

Golf’s most complete mobile app is FREE to the courses and the players. Golfers earn Gimmes – free gifts from neighborhood businesses - by simply using Who’s Your Caddy app. Participating courses earn revenue through Who’s Your Caddy’s unique advertising program, and all they have to do is make their players aware of the app. Caddy-like advice is provided for each hole via a short video in which the golf professional explains how to play the hole. And all the other cutting edge tools expected from golf mobile apps are offered on the Who’s Your Caddy app. Find us on Facebook and Twitter (include links?)

#### ABOUT RED MAT MEDIA

Leading the way in relationship marketing, RED MAT MEDIA brings a fresh voice, distinctive ideas, innovative concepts, and positive messaging to customized print, digital, audio, mobile, and visual communications. From award-winning print publications to cutting edge websites, digital publications, mobile tagging, and mobile apps, RED MAT MEDIA delivers a portfolio of custom communications tools that strengthen current relationships and help form successful new alliances. RED MAT MEDIA clients receive the benefits of exceptionally high editorial and design standards, savvy business development and creative teams, and an advanced technology infrastructure that enables clients to manage, track, and analyze the success of their targeted relationships.

Through creative, engaging, and dynamic custom content, RED MAT MEDIA raises the quality of the relationship between clients and prospects by creating a media channel that delivers highly targeted content in ways that gain attention, and more importantly, garner action; in other words, memorable content of value.

For more information on Who's Your Caddy or Red Mat Media, visit their websites at [www.whosyourcaddy.com](http://www.whosyourcaddy.com) or [www.redmatmedia.com](http://www.redmatmedia.com).

**EDITOR'S CONTACT:**

Amy Fouts

407-328-0500, ext. 3

[amy@jamisongolf.com](mailto:amy@jamisongolf.com)