


ON COURSE FOUNDATION

AUDIENCE IN GOLF



ON COURSE
FOUNDATION

A photograph of two men on a golf course, both wearing prosthetic legs. They are dressed in dark polo shirts and light-colored shorts, standing on a green with golf clubs nearby. The background shows a line of trees under a clear sky.

SUPPORTING THE *RECOVERY*
OF WOUNDED, INJURED AND
SICK VETERANS THROUGH
GOLF AND OPPORTUNITIES FOR
EMPLOYMENT IN THE INDUSTRY.

SINCE 2010, ON COURSE FOUNDATION HAVE REACHED:

850

BENEFICIARIES


£5.3M+

DONATIONS TO DATE

>6K

SOCIAL MEDIA FOLLOWERS



The image is a vertical split composition. The left half is a red-tinted photograph of a golfer with prosthetic legs, wearing a dark shirt and a red cap, standing on a golf course. The right half is a clear, bright photograph of a golfer in a white shirt and light-colored pants, also with prosthetic legs, in the middle of a golf swing on a green. In the background of the right half, two other people are visible, one holding a golf bag. The overall scene is a golf course with trees in the distance.

GOLF OCCUPIES A UNIQUE POSITION AS ONE OF THE FEW SPORTS WHERE PARTICIPANTS OF ALL SKILLS AND PHYSICAL ABILITIES CAN PLAY TOGETHER ON A LEVEL PLAYING FIELD OWING TO THE OFFICIAL HANDICAP SYSTEM. WE USE THE GAME AS A VEHICLE FOR RECOVERY FOR THESE DESERVING INDIVIDUALS.

THROUGH NO FAULT OF THEIR OWN, MANY VETERANS FACE THE DAUNTING CHALLENGE OF FINDING EMPLOYMENT AFTER LEAVING THE SERVICES, SOMETHING WE HOPE TO HELP THEM OVERCOME THROUGH OUR ***'TRANSITION PATHWAY'***.

IN 2021, ON COURSE FOUNDATION ACHIEVED THE FOLLOWING:

500+

ATTENDEES AT
40 CONFIDENCE
BUILDING EVENTS

75%

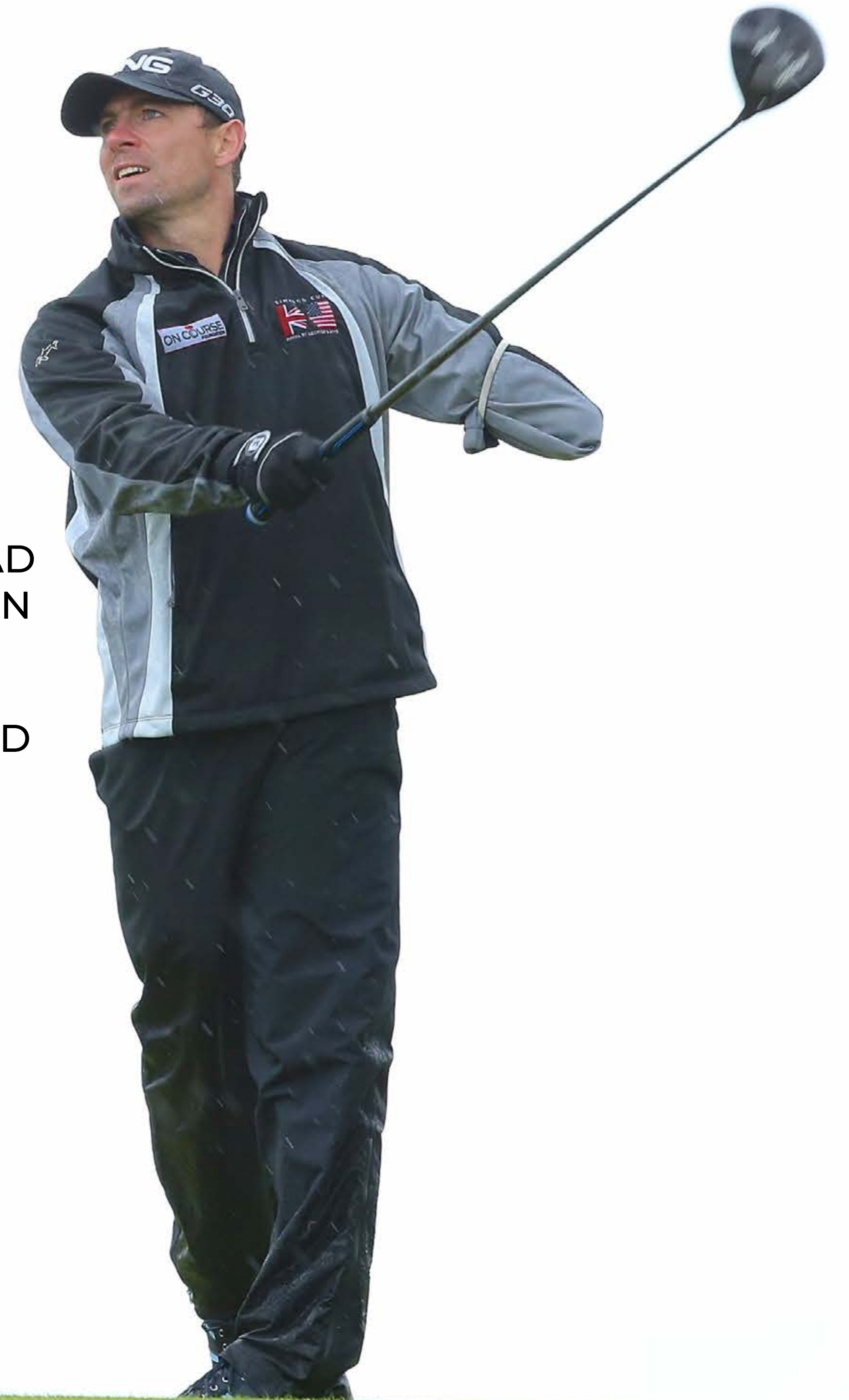
OF ATTENDEES STATED THAT
THEIR MENTAL WELL-BEING HAD
IMPROVED DURING THE SEASON

50+

NEW BENEFICIARIES RECRUITED

17

PLACED IN EMPLOYMENT
POSITIONS, INCLUDING FIVE IN
FULL-TIME POSITIONS



OUR AUDIENCE

BENEFICIARIES & SUPPORTERS

Since inception, **On Course Foundation** has grown, both in terms of the number of beneficiaries and in ways that we can help them.

In our experience we have clearly seen that golf has the ability to aid recovery, improving both physical and mental health. Our programme provides a safe, comfortable environment for camaraderie, confidence and competition.

With over 850 beneficiaries signed up, On Course Foundation is the perfect vehicle to meet your marketing strategies.

44%

ARE RETIRED

40-49

AVERAGE BENEFICIARY AGE

50-59

AVERAGE SUPPORTER AGE

75%

ARE MARRIED

OUR AUDIENCE

GOLF

The benefits of playing golf offer a key part in **physical rehabilitation**, improving both balance and limb coordination.

Camaraderie, competitive spirit and **concentration** are important too, supporting the psychological recovery of our beneficiaries and helping them to re-gain confidence.

73%

BELONG TO A GOLF CLUB

47%

PLAY MORE THAN ONCE A WEEK

£1000

AVERAGE SPEND ON GOLF PER YEAR

OUR AUDIENCE

LIFESTYLE

Our beneficiaries are like every other group of golfers and their buying habits are similar.

During a recent poll, our beneficiaries outlined their intentions for the next 18 months.

WITHIN THE NEXT 18 MONTHS...

7%

WILL APPLY FOR A NEW CREDIT CARD

16%

WILL SEEK FINANCIAL ADVICE

10%

WILL APPLY FOR A MORTGAGE

10%

WILL CHANGE OR AMEND THEIR HEALTH INSURANCE

35%

WILL CHANGE THEIR CAR INSURANCE PROVIDER

33%

WILL REPLACE THEIR FAMILY CAR

20%

WILL SWITCH MOBILE PHONE SERVICE PROVIDER

64%

WILL TAKE AN INTERNATIONAL FAMILY VACATION

20%

WILL MAKE A MAJOR RENOVATIONS TO THEIR HOMES

THE SIMPSON CUP

GB vs USA

COMPETITORS INVOLVED IN THE SIMPSON CUP ARE ALL BENEFICIARIES OF THE UK AND US FOUNDATION. IT IS AN ANNUAL FUNDRAISER BETWEEN TEAMS OF VETERANS FROM THE UK AND THEIR AMERICAN COUNTERPARTS.



The Ryder Cup style tournament showcases the unique position of golf as one of the few sports where players of all skills and abilities can play together on a level playing field, because of the official golf handicap system.



ON COURSE FOUNDATION

PARTNER WITH US

We hold numerous events and tournaments throughout the year for our beneficiaries and partners, leading to local coverage and exposure.

Why not partner with On Course Foundation, showing your support for our cause and utilising marketing activations to reach your target audience.

PARTNERSHIP INCLUDES AND NOT LIMITED TO:

- MAIN RIGHTS, SUCH AS CLASSIFICATION & CATEGORY EXCLUSIVITY
- ON-SITE BRANDING AT EVENTS
- FAN EXPERIENCES
- DIGITAL MEDIA RIGHTS
- SOCIAL MEDIA RIGHTS
- NETWORKING OPPORTUNITIES
- PRODUCT INTEGRATION
- PARTNERSHIP MANAGEMENT
- USE OF IMAGE RIGHTS

ON COURSE FOUNDATION

BENEFITS OF BEING A SPONSOR

SUPPORTING OUR WOUNDED VETERANS

Recent events in Afghanistan have brought the sacrifice and suffering of the Armed Forces back into the public eye. You will be giving back to those who have given so much to their country and who are now looking to rebuild their lives through golf. This is a great opportunity to enhance your Corporate Social Responsibility narrative.

INCREASING PARTICIPATION IN AMATEUR GOLF

The popularity of golf has risen dramatically throughout the pandemic with more people taking up the game. This audience is thirsty for knowledge and open to new things and using On Course Foundation to share your corporate message is a perfect fit.

PROMOTING GOLF AS A SPORT FOR EVERYONE *(IN LINE WITH THE R&A DISABILITY GOLF SCHEME)*

On Course Foundation is one of the leading organisations that gives opportunities to individuals, regardless of the injuries, illnesses and issues that they have.

CONTRIBUTING TO OPPORTUNITIES FOR NEW CAREERS IN THE GOLF INDUSTRY

One of our main objectives is to give our beneficiaries the opportunity to explore an alternative career in the golf industry. Your contributions will lead to more opportunities for insights, training, placements and meaningful employment.



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