



# CLUBCORP®

The World Leader in Private Clubs

## ABOUT CLUBCORP

Founded in 1957, Dallas-based ClubCorp is the world leader in private clubs. Internationally, ClubCorp's affiliates own or operate more than 150 golf courses, country clubs, private business and sports clubs-- each club a reflection of its individual members and community.

Among the company's 96 nationally recognized golf properties are Firestone Country Club in Akron, Ohio (site of the 2006-2010 World Golf Championships - Bridgestone Invitational), Bear's Best with locations in Atlanta and Las Vegas, and Mission Hills Country Club in Rancho Mirage, California (home of the Kraft Nabisco Championship).

The 52 business clubs and business and sports clubs include the Boston College Club, City Club on Bunker Hill in Los Angeles, Citrus Club in Orlando, Columbia Tower Club in Seattle, Metropolitan Club in Chicago, Tower Club in Dallas, and the City Club of Washington, D.C.

The company's 16,000 employees serve the nearly 190,000 member households and more than one million guests who visit ClubCorp properties each year.

## MEMBER DEMOGRAPHICS

- Median Household Income ..... \$189,300
- Median Age..... 51.7 years
  - ~ Ages 25-54.....56.9%
  - ~ Ages 55-64.....19.9%
  - ~ Ages 65 or Older .....23.2%
- Married.....91.9%
- College Degree or Beyond .....68.1%
- Occupation: Any Chief Officer (net).....50.3%
- Median Household Asset Value ..... \$2,053,400
- Have Children at Home under the Age of 18.....22.0%
- Average Number of Golf Rounds  
Played in the Past 12 Months ..... 45.7

Source: 2007 MMR, 2007 MRI Subscriber Study

SEE NEXT PAGE FOR INFORMATION ABOUT CLUBCORP STRATEGIC ALLIANCES

## CLUBCORP STRATEGIC ALLIANCES

Long before the online trend of today, genuine social networking existed among our members — from golf courses to wine cellars, tennis courts to sports grills and ballrooms. For more than 50 years, we have provided experiences that foster networking: world-class golf, fine and casual dining in a variety of atmospheres, entertainment, travel, tennis, social and philanthropic events, and family activities for millions. With more than 380,000 active and engaged members, ClubCorp's audience represents the most well heeled, educated, and diverse consumer community in existence.

Our strategic alliances move away from the traditional media or promotions buy into fully integrated programs that include the entire portfolio of ClubCorp communication products. As a strategic partner, we offer leading brands the unique opportunity to reach our members by engaging them daily through their various interactions with their club.

## EXAMPLES OF AVAILABLE ASSETS AND OPPORTUNITIES

### PRINT

- *Private Clubs Magazine*  
~ ABC Audited circulation of 209,295
- Custom Publishing
- Club and Membership Newsletters  
~ 3.1 million distributed annually
- In-Club Collateral Materials  
~ Posters, table tents, and scorecards

### DIRECT TO MEMBER/CONSUMER

- E-mail Blasts  
~ 198,791 member e-mail addresses
- Ads on Reservation Confirmation E-mails  
~ 150,000 sent annually
- Ads or Sponsored Content in Club E-newsletters  
~ 2,385,492 sent annually
- ClubCorp Special Offers E-newsletters
- Direct Mail  
~ National, geographic, or demographic splits
- Printed Newsletters  
~ Society, Signature Gold, The Owners Club
- Statement Stuffers  
~ 3.84 million printed annually
- Event Ticket Jackets Sent from Ticket Brokers  
~ 40,000 jackets distributed annually

### MEMBERSHIP OPPORTUNITIES

- Individual Club Membership
- Club Without Walls Memberships

### ONLINE: CLUBCORP PORTAL AND INDIVIDUAL CLUB WEB SITES

- Banner Advertising  
~ 12,295,883 unique visitors annually
- Content Sponsorship
- Member Surveying/Polling
- Sponsorship of Hosted Blogs
- E-Commerce/Alternative Distribution Opportunities

### ON PREMISE

- Sponsorship of National Signature Events  
~ Team Championships  
~ Business Center sponsor  
~ Celebrity Chef events  
~ ClubCorp Charity Classic
- Club-Level Event and Program Sponsorships  
~ Annual Club traditions such as  
Member/Guest golf tournaments  
~ Non-Member outing play  
~ Ace Adventures Hole-in-One program  
~ Sponsorship of Hole-in-One Club  
~ Charity golf and tennis tournaments  
~ Young Executive events  
~ Club-within-the-club events
- Product Displays with Collateral Distribution
- Sampling and Demonstration Opportunities
- Client or Employee Entertainment and Hospitality Opportunities
- Signage

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For more information about ClubCorp and our Strategic Alliances, please contact Dana Fay, Vice President of Strategic Alliances, at [dana.fay@clubcorp.com](mailto:dana.fay@clubcorp.com) or 972.888.7374.