



# Taiyo Golf Club

Premier 18-hole golf course, driving range and academy, restaurant, and fully-stocked pro shop with professional club-fitting services



Opened in March 2010, Taiyo Golf Club is already drawing comparisons to the finest U.S. military golf facilities in the Pacific. Taiyo Golf Club, as derived from the Japanese kanji for “sun”, has a number of meanings, but the literal translation is “golf club of the sun.” Taiyo is an apt name for this property, as it serves to honor our host country while

acknowledging the abundant sunshine that bathes this subtropical island. The club logo features a stylized hibiscus flower and evokes the Okinawa Prefectural symbol, confirming yet again the commitment to proudly serve those who serve on Okinawa.

Taiyo Golf Club is located in Uruma City near the Kurashiki Dam in central Okinawa, just minutes from Camp Courtney and only 20 minutes from Camp Foster via the Okinawa Expressway. The course consists of a visually stunning 18-hole layout that unfolds across 247 acres of rolling fairways, lush wetlands, scenic vistas, dramatic elevation changes and large, well-manicured greens with subtle breaks. It's a feast for the eyes and a challenge for golfers of all skill levels.



# Touchscreen GPS

Let customers see and touch your logo with touch-screen GPS

Taiyo's fleet of 100 golf carts are equipped with touch-screen GPS systems which display the distance to the hole, course hazards, scorecard, and menu options, plus a flyover with audio for tips on playing the hole. Golfers view monitors an average of 15 times per hole, providing you with a captive audience.

Insert Ads: 314 pixels wide x 141 pixels tall

Fullscreen Ads: 1024 pixels wide x 600 pixels tall

## Insert Ads:

- Appear in the corner of the golf map screen as golfers are playing a hole
- Select when you would like your ad to appear: At the tee, at the fairway, or when approaching the green (par 3's cannot have fairway insert ads)

## Fullscreen Ads:

- Displayed when golfers arrive at a tee, drive toward the fairway, or approach the green.
- Fullscreen ads will initially fill the entire screen. After seven seconds, the text "Touch the screen to return to golf" will appear at the top of the screen. For this reason, it is recommended to leave a margin of about 50 pixels at the top of the screen



## Why GPS systems?

- Interactive communication with one of the most desirable demographic groups
- Over 95% of rounds played at Taiyo Golf Club include the use of a golf cart
- GPS ads are presented in an uncluttered environment, with no other ads shared on the screen so golfers focus on your logo alone
- High-profile tournaments and special holiday sales provide excellent exposure

# Banner Program

With banner placement on the course or driving range, your message will be installed at Taiyo for extended periods of time. Give your brand or business unparalleled exposure to the affluent golf demographic!



- Connect with your target in a relaxed environment where they are receptive to your message
- Positive brand association – golfers will connect your brand to the enjoyment of the game
- Experience extended exposure – golfers will see your ad for 1-6 hours!
- Sponsor golf tournaments and have your banner displayed by the practice green and in clear view of the restaurant and patio
- Clutter-free advertising – your ad will be solely featured on each placement, so your brand receives full attention!



## Driving Range Divider

Over 70% of golfers will practice their swings before beginning a round of golf. A golfer will also practice 6-8 hours per month at the driving range, at an average of 90 minutes per session.

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Ads will be placed between each hitting mat, in direct sight of your target audience.

## Water Cooler

In the hot and humid Okinawan climate, golfers take frequent breaks and seek the ice-cold water available at Taiyo's water coolers. Take advantage of the group gatherings around the cooler and show off your logo, latest product or seasonal promotion!

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Ads will be prominently displayed on the sides of the water coolers, available along the cart path throughout the course.



# Event Sponsorship Opportunities



- January-Cherry Blossom Scramble
- February-Challenge Day Tournament
- March-4-Person Spring Scramble
- April-Home & Home Challenge
- June-4-Person Best Ball
- September-Red, White and Blue Scramble
- October-Taiyo Club Championship
- November-Turkey Shoot
- December-Holiday Ham Scramble

\*Return on investment varies based on sponsorship commitment.

## Advertising Rates

|                    | 6-Month Agreement | 12-Month Agreement | Package Price (3 or more assets) |
|--------------------|-------------------|--------------------|----------------------------------|
| Golf Course Banner | \$175 per month   | \$150 per month    | \$100 per month                  |
| Golf Range Banner  | \$175 per month   | \$150 per month    | \$100 per month                  |
| GPS Unit           | \$175 per month   | \$150 per month    | \$100 per month                  |
| Golf Range Divider | \$200 per month   | \$175 per month    | \$150 per month                  |
| Water Cooler       | \$175 per month   | \$150 per month    | \$100 per month                  |

\*Does not include production fee

**For advertising information, contact  
Commercial Sponsorship and Advertising Sales at:**

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