



## 2024 GPS

# Advertising Opportunities

Boulder Canyon Golf Club is a premier public golf course located in the heart of the Northern Black Hills of South Dakota. The course was designed to take full advantage of its spectacular setting in Boulder Canyon, surrounded by the Black Hills National Forest and only ten minutes away from the legendary towns of Deadwood and Sturgis.

Boulder Canyon Golf Club's state-of-the-art golf carts are equipped with Visage GPS and provide a remarkable opportunity for advertising both goods and services. The bright 10.2-inch, high-resolution, color touch screen is mounted to the front of the cart, directly in front of the two occupants, and displays a full-screen ad four different times during an 18-hole round, all season long.

At a fraction of the cost of print ads, it's an affordable way to reach customers in a relaxed environment, from the first tee to the clubhouse.



Every year, tens of thousands of golfers come to play Boulder Canyon Golf Club's stunning course. Capitalize on this unique advertising opportunity with the state-of-the-art Visage GPS.



# Why Boulder Canyon Golf Club?

Over the past three seasons, we have invested more than \$1,000,000 in course improvements to make Boulder Canyon Golf Club one of the finest courses in the Black Hills. Thanks to these improvements, players are now enjoying a vastly improved experience both on and off the course, which led to 21,000 rounds played during the 2023 golf season alone. This is a 75% increase in four years! Last year, we also introduced a new Club Cart golf fleet, which comes with full GPS and built-in Bluetooth speakers, making the golfing experience even more enjoyable ... and the best is yet to come.

Our new destination restaurant and bar, the Dakota at Boulder Canyon, will open in 2025. Additionally, we will open a new Golf Shop that offers the latest golf equipment, as well as fashionable merchandise and apparel, including resort and lifestyle wear. The Dakota at Boulder Canyon will become a premier dining destination in the Black Hills that is perfect for a date night, to celebrate special occasions with family and friends, or to enjoy a great meal and drinks with important business clients.

Our continuous investments in the golf course, as well as the opening of our new restaurant and golf shop, will result in significant growth in the number of rounds played for many years to come. More rounds played mean more potential customers seeing your ads. We believe that you won't find a better value for your marketing dollars anywhere in the Black Hills.

## 2023 # of Rounds per Month

April - 406

May - 2431

June - 4202

July - 5296

August - 3794

September - 3530

October - 1440

## Limited Availability

Ads are sold on a season-long basis; full-screen ads are displayed on the 10.2" high definition screens a minimum of 7 seconds FOUR different times throughout EVERY 18-hole round and twice during every 9-hole round played at Boulder Canyon Golf Club.

You have the option of changing your ad every month. For example, if you have a special promotion for the month of July we can design a unique ad for that promotion.

During the 2024 golf season, your ad is projected to be seen by each cart occupant approximately 65,000 times, and the best part is that the entire season costs only \$3,200. We have room for ONLY 18 advertisers for the 2024 golf season and these spots are going fast. Secure your position today.

For more information, contact Carole Skalsky at 218.329.9738  
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