

Community Golf Is Working - Help Us Keep Building It

Our first full season has shown what can happen when affordable golf, junior programming and local support come together at The Backyard and Clayton Hills Par 3.



Matt Palsenborg joined Jay Janower on Global BC's Weekend Tee to talk about the junior membership, LABsters and the programs growing at Clayton Hills Par 3 and The Backyard.

260+	1,500+	650+	\$99
junior members by July	juniors through the facility	students through one school program	junior season membership

The Demand Is Here

Our goal is simple: grow the game and create a true community golf facility for a growing population. The \$99 Applewood Junior Membership gave juniors season-long access to The Backyard and Clayton Hills Par 3, while children 8 and under continued to golf free with a paid adult.

We hoped for 100 junior members and thought 150 would be an incredible first year. We passed 260 members in July. Ladies clinics regularly sell out, LABsters summer camps expanded and sold out, First Tee programming was introduced at no facility cost to the program, and more than 650 Crescent Heights Academy students came through a six-week coaching program.

We estimate 1,500+ juniors used the facility this season. They wanted to play. They needed somewhere affordable and accessible to do it.

The Tee Box Project Is Already Taking Shape

Five tee boxes are now completed. With 7 of 18 tee-box sponsor positions already committed, our goal is to secure enough additional partners this fall to complete the remaining work this fall.



Tee Box #1: one of five tee boxes already rebuilt as part of the course revitalization project.

- \$1,500 cash or in-kind
- Two sponsors per hole
- 18 sponsor positions total
- 7 of 18 already signed
- Recognition for 3 years

Each tee-box sponsor gets to design their own sponsor sign:
55" wide x 10" high

Completed: #1, #2, #3, #5 and #8

Our target is to secure the remaining sponsorship support this fall so we can complete the tee-box work before the season changes.

Stretching Every Dollar

Vancouver Golf Club and its Head Professional generously gave us a great deal on their previous range mats after hearing what we were doing. Comparable mats are worth approximately \$1,300 each new. Support like this keeps project costs down and lets sponsorship dollars go directly into course improvements.

Three Ways to Partner With Us

TEE BOX	BACKYARD SIGN	SCORECARD
\$1,500 cash or in-kind 3-year recognition	\$1,500/year 8' x 4' metal fence sign 3-year commitment +\$500 one-time production	\$1,000/year 6 advertising spots available on the upgraded course scorecard

New: Scorecard Sponsorship. We are working with Surrey Digital to produce a better-quality printed scorecard for Clayton Hills Par 3. We are offering six advertising positions at \$1,000 per spot per year. This support will offset printing costs and allow us to replace the small printed cards we currently use with a more professional and useful scorecard for every golfer.

More Than a Sign - A Community Partnership

We are looking for partners who want more than their logo on a fence or scorecard. The best partnerships get involved, share the story and create value for both the community and the business.

Every Sponsorship Can Be Personalized

- Social media credit and sponsor shout-outs are included for every partner.
- Come on site and create content. Showcase the project, your involvement and why our community values align with your company's values.
- Discounted rounds of golf can be built into a package for staff, clients, customer gifts, contests or prizes.
- Membership packages for staff, friends, clients or families can be designed into a personalized sponsorship.
- Cash and in-kind support can be blended to create an arrangement that makes sense for both sides.
- We will continue offering free or low-cost signage to selected community programs and organizations that can benefit from the exposure but may not have the budget.

Why Local Partnership Works

We estimate 80-90% of our golfers live within a 15-20 minute drive of the course. Like an ice rink or ball diamond, a community sports facility works best when local businesses, staff, families and community organizations help keep it moving. We do not want to fund every improvement by simply increasing the price of golf. Sponsorship lets us improve the property while protecting the affordable experience that brought golfers back.

The Team Behind the Vision

Matt Palsenbarg, Head Golf Professional and Operator, coaches full-time at Haus of Golf. The Backyard is a passion project for Matt: a chance to grow the game and help revitalize a golf course that still has an important role in the community. The vision became possible because investors and Clayton Pub also saw what the property could become and supported bringing it back.

A seasonal team of 6-8 staff keeps the course open and running. Matt's wife, Jenn Forbes, takes care of much of what happens behind the scenes. No successful facility is built by one person. It takes a great team, supportive partners and people who believe in the vision.

OUR GOAL: PARTNERS, NOT JUST SPONSORS

We want businesses that want to get involved, help showcase the project and grow the community with us. When our partners benefit, the facility benefits - and when the facility grows, we can give more back.

LET'S BUILD THE NEXT TEE TOGETHER

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And yes - we proudly call ourselves the #1 golf course in Clayton.