

Barstool Golf Time & Supreme Golf Free Marketplace Frequently Asked Questions

Overview

What are the basics of the free Barstool Golf Time and Supreme Golf Marketplaces?

- Free marketing option for golf courses to sell tee times and acquire new golfers
- Courses control their inventory and rates directly from their tee sheet
- Courses receive consumer data, including emails, for bookings at their golf course.
- Bookings take place directly in the tee sheet for courses using our integrated partners, which currently include LightSpeed Golf, foreUP, Club Caddie, GolfNow, and EZ Links.

What is the reach of Barstool Golf Time and Supreme Golf?

- Our brands reach millions of golfers per year through a variety of mediums.

Benefits

How will a course's tee times be promoted? On what sites? What marketing will be provided?

- Courses will be marketed to golfers on Barstool Golf Time, Supreme Golf, CBS Sports, and Golf Digest.
- Golf courses can market promotions, such as free drinks, food discounts, etc., at no additional charge to encourage bookings at their course.
- Marketplaces are promoted to users, readers, and followers via paid search, podcasts, social media, and more.

What benefits are there to golfers booking on the Marketplace?

- Search, compare and book via a single inventory source, whether at home or traveling.
- Unique golf course inventory not available on other marketplaces.
- A simple way to find and book courses within seconds from their phone or the web.

How do courses accept payment for tee times sold on the Marketplace?

- **Prepaid:** 100% of tee time price collected at the time of booking, which is automatically deposited into the golf course bank account two days after the play date.
 - Promotes contactless check-in, reduces no-shows, and drives revenue.
- **Postpaid:** All proceeds are due at the golf course.
- The course chooses how they want to accept payment, and bookings take place directly on the golf course's tee sheet.

Participation

How does a course connect to the Barstool Golf Time & Supreme Golf Marketplace?

- Visit courses.supremegolf.com to sign up for additional information, request a listing, or contact sales@supremegolf.com.
- Supreme Golf will take care of the listing process:

- The golf course signs an agreement approving to list course tee times on the Marketplace
- Supreme Golf will work with the golf course's tee sheet to establish a connection and list the course.
- If a tee sheet connection doesn't exist, there is a \$100 per month fee for a link-off option.
- Supreme is open to working with any tee sheet provider so they can list their golf course's tee times on the Tee Time Marketplace.

Is it really 100% free to market to new golfers?

- Yes, it is 100% free if you use foreUP, Lightspeed, or Club Caddie for your tee sheet. If you use EZ Links or GolfNow, they already provide you with a free listing as a benefit of your existing marketing agreement.
- We are working on adding additional tee sheets all the time, so if your tee sheet isn't one of the above at the moment, reach out to them to request integration with our marketplaces so that you can obtain our free marketing services, or we will provide a direct link to your course website from our marketplaces for \$100 per month.

Does the course receive data for golfers who book through a marketplace and play my course? Who else gets the data?

- Customer data from rounds booked via an integrated tee sheet partner will be collected by the marketplace where the round of golf was booked and shared with the golf course.
- Depending on tee sheet connectivity and capability, this data may be shared directly within the tee sheet or via a customer booking report sent to the golf course.

Is a time commitment required from the golf course staff to set up our listing?

- No. As pricing and inventory come directly from the course's tee sheet, there is no extensive time commitment from the golf course.

How will the course know if a tee time is booked on Supreme Golf or Barstool Golf Time?

- Bookings via an integrated tee sheet partner will show on the course's tee sheet and golfer confirmations as being booked on Supreme Golf or Barstool Golf Time.

Do courses have to switch tee sheet technology?

- No. foreUP, Lightspeed Golf, and Club Caddie are integrated partners, which means we connect directly to their tee sheets. All tee sheets are invited to connect directly to our marketplace. Courses on tee sheets without integration can be listed as a link-off option for \$100 per month.
- If you use GolfNow or EZ Links, they already provide you with a free listing on our marketplaces as a benefit of your agreement with them.

Payment/Compensation

What is the financial model? Is there a revenue share component to any of the fees?

- The marketplace is free for courses using participating tee sheets (foreUP, Lightspeed Golf, Club Caddie) or who currently leverage GolfNow's marketplace(s).
- Courses using a non-integrated tee sheet can pay \$100 per month for our marketplaces to link consumers directly to your course website.
- Supreme Golf charges the consumer a booking fee at the time of booking.

Miscellaneous

How does Supreme Golf get the rates for the marketplace? Who controls the rates?

- Supreme Golf can pull any rate type directly from integrated course tee sheets, including those dynamically priced.
- The golf course controls rates set in its course tee sheet.

Tee Sheet & Point of Sale Companies (“POS”)

Does a POS have to pay to integrate with Supreme Golf or Barstool Golf Time?

- No. Supreme Golf waives all integration fees for POSs and will handle all integration development at no cost if the POS has the required API.

Does Supreme Golf own or operate a POS?

- No. Supreme does not offer POS to golf courses.

Does Supreme Golf share revenue with a POS?

- Yes. We understand that a POS has costs associated with technology and staff to offer distribution on our marketplace. Our revenue share provides 15% of the net revenue from a POS’s courses listed on our marketplace (consumer booking fees collected by Supreme Golf).

Can a POS offer distribution directly to its golf course clients?

- Absolutely. Supreme Golf distribution can be included in a POS team’s portfolio of products to offer golf courses.

What other software does Supreme Golf offer to a POS?

- Supreme Golf has developed tee sheet agnostic, market-leading public membership subscription software. Our software provides single and multi-course golf course owners/operators an unmatched public membership tool to generate recurring revenue. Membership can be reciprocal with one or an unlimited number of golf courses. It can be sold in the pro shop, on a course’s website, or in the booking channel on marketplaces such as Supreme Golf to help drive additional revenue to our valuable golf course partners.
- Supreme Golf’s marketplace technology allows multi-course operators and golf marketing groups to create their own marketplaces for their course customers.

Does Supreme Golf help golf courses select a POS?

- Supreme Golf doesn’t favor one POS company over another. We will provide information on which POS is integrated with our software if required for your selection process.