



The Tee|Box

Taking Your Game To The Next Level



Mission Statement



By providing golfers with descriptions of a different course each month we strive to continuously improve the game by teaching golfers how to manage the course, and improve their game.

Vision Statement

To continuously improve the golfer, and the game.



How We Give Back



A little goes a long way.
A percentage of all profits go back to community groups that focus on providing education in low income communities. We at The Tee Box strongly believe that a proper education is a fundamental right that should be equally available to all children.



Who We Are

Play the Course Not the Person

The Tee Box provides its members with the tools necessary to improve their game by helping them learn to play the course. Each month our members receive a detailed description of the course with play by play instructions and photos of each hole. These write-ups are written by a PGA tour caddie who walks the course and details each hole.



The Tee Box

How it Works

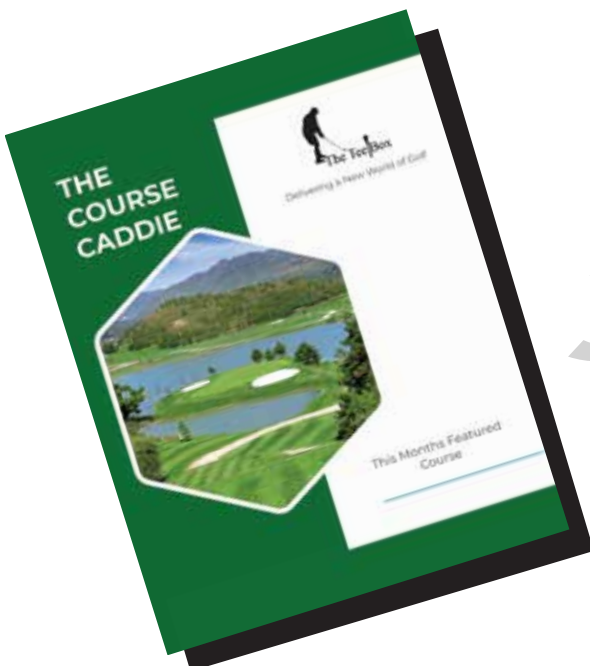


1 Pick 1 of 3 different sized boxes. Each box contains an assortment of items directly from the course pro shop. The number of items in the box is based on the value of the selected items.

2 Every month we send items from a different course. Our professional curation team works closely with the course pro to select quality items to send straight to your door.



3 In addition to a selection of items from that month's featured course you will also receive a detailed write up of the course and each hole, provided by a PGA tour caddie. You will also have access to photos and video fly-overs of the course through the members site and phone apps.





What We Offer The Course

Every month we feature a different course from around the country. We will purchase a series of items from your pro shop that is curated by you and our curation team. There will be a total of 6 items to fill three different sized boxes. In addition to the selected items we will work with a PGA tour caddie to write up a detailed analysis of each hole that will allow the golfer to learn the intricacies of your course as well as photos of the course and a video fly over of each hole.

We will include these write-ups in a pamphlet inside the box as well as through a mobile app that the golfer can access on the course while they play. The app will also include nearby hotels, restaurants, and other activities near the course.

What it Costs You

There is no financial commitment from you now or at any time, we will never ask for any compensation from you. We will receive the items at an agreed upon cost below market price but above your cost to provide you instant revenue. In addition, you will receive free advertising of your course and all the amenities that it includes.

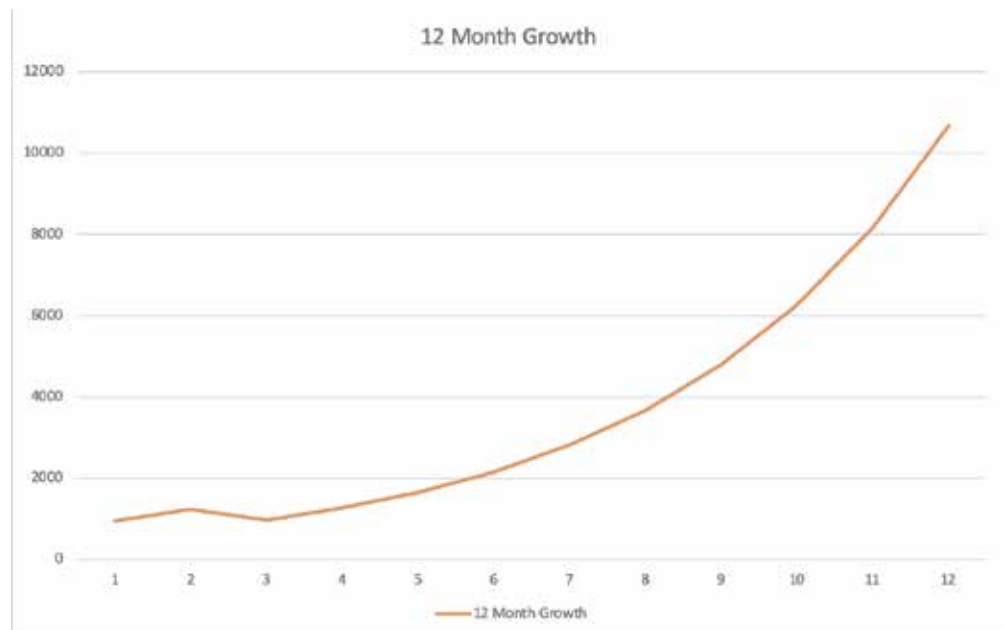
Our goal is to increase interest in golf and promote courses from around the country. Our team will work with you to create sales and marketing materials to have included in each box.



Potential Reach

The Tee Box sells 3 different sized boxes, each box as an assortment of items. We will purchase the items through your suppliers, or straight from your pro-shop, at a slight markup from your cost and have them drop shipped to a distribution center for processing to our customers. Based on the potential growth and estimated item cost you could see a revenue of roughly \$6,000 to \$9,000 for your membership month. In addition to this you will be featured on our site for all current and future customers.

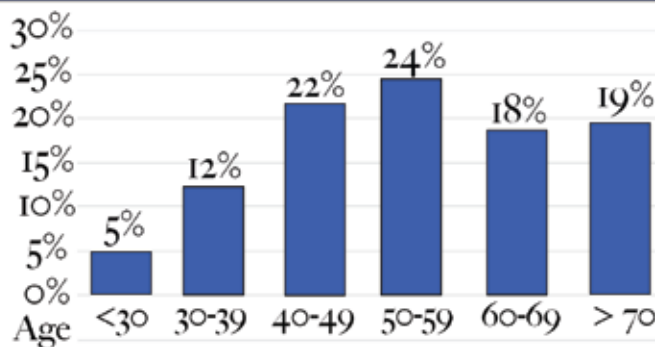
As one of the inaugural courses you will have your courses branded on our main site as well as any marketing material we agree to. We expect to see a 30% increase in sales each month over the first year, putting your course in front of roughly 17,000 potential new customers.



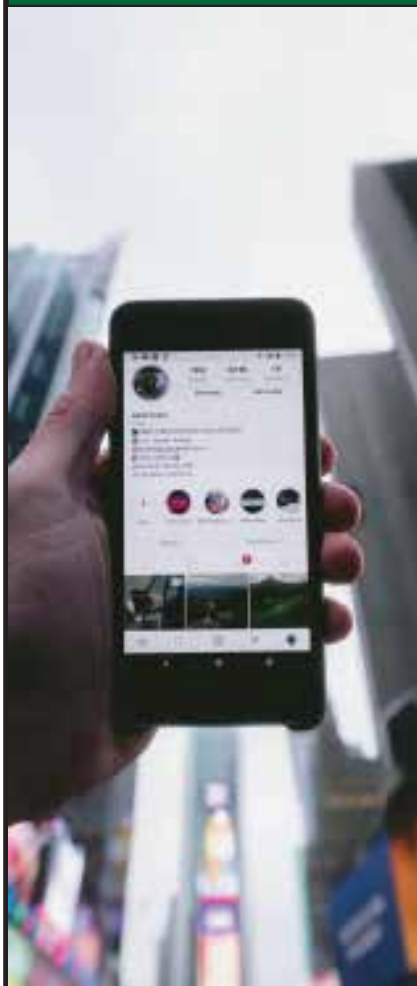
Demographics

The golf industry is currently undergoing a major change in demographics. Approximately one third of golfers are now millennial's, courses are adapting to the younger generations. In 2019 roughly 14 million millennial's indicated that they would be willing to play a round of golf.

Age Distribution
Golfers



This change in demographics will require the industry to change, which includes adapting to an increase in the use of technology. The Tee Box provides products and information to people all around the country, allowing individuals to read the provided pamphlets or download the app and learn to play the course in whatever platform the golfer prefers.





Golf and Covid

The golf industry has shown greater than expected increases since the beginning of Covid with an increase of 500,000 over the prior year. The NGF also factors in off-course experiences which have increased 20 percent over the past 5 years. In 2021 more than 25.1 million people played on a course while another 12.4 million participated in off course golf activities.

Statistics

- 441 Million rounds of golf were played in 2019
- 24.3 Million people played on-course golf in 2019
- 41 Percent of Americans supported their states allowing the reopening of golf courses during the COVID-19 pandemic
- Between April 23 and May 5, 2021 the number of rounds sold Online at public courses that were open was up 60% from the previous year
- 14 Million millennial's are interested in playing a game of on-course golf
- Women are 40% of off-course golfers
- In 2019, 900 hours of PGA Tour golf was covered by media
- The average price of a round of golf costs \$35
- Juniors (6-17) and young adults (18-34) make up about 35% of all on-course golfers
- 75% Of U.S. golf facilities are open to all players

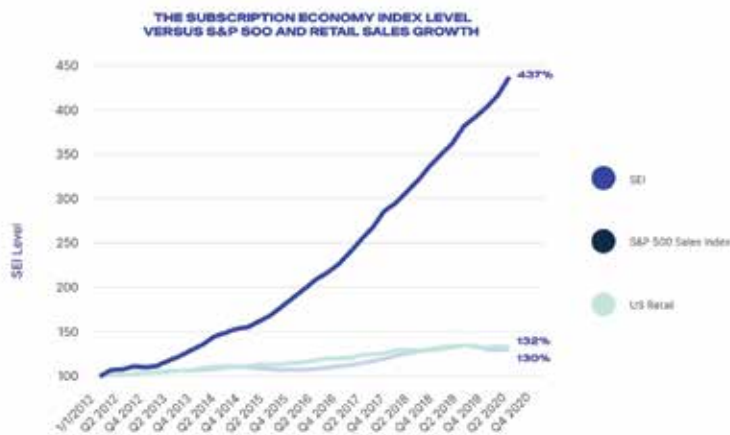




Subscription Box

Over the past 10 years the subscription economy has seen a growth of over 435%. Recent studies forecast that over the next 4 years the subscription industry will continue to see a growth of at least 20.1%. This industry is driven by the ever expanding e-commerce industry as well as current consumer preferences shifting towards curated and personalized products.

Subscription box services continue to increase in sales. Between 2017 and 2018 subscription services reported a 40% increase. Since then, they remain popular because they continue to offer convenience, personalization, value, and novelty. As 2021 shows continued growth we also see an increase in specialty markets, such as The Tee Box.



Subscription boxes continue to outperform retail sales as customers prefer the simplicity and surprise of having products delivered to their door.





Social Media

The Tee Box also maintains a strong social media presence that offers continuous coverage of the industry and the different courses. We strive to build your business and continue to increase the global interest of golf.



For any questions or concerns you have please reach out to any member of our team

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