

**SCOTLAND**  
WHERE GOLF BEGAN



# BRAND PARTNERSHIP OPPORTUNITIES





# Next on the tee...introducing our directors



**Allan Minto**

Allan has worked in golf and tourism for 48 years. Since 2003, he has focused on golf destination marketing in East Lothian and Perthshire.

Allan was the mastermind behind driving each region's economic impact from major events including the Open Championship, the Ryder Cup and Solheim Cup.

Allan oversees day-to-day business operations and provides input for creative storytelling and marketing campaigns that are inspiring golfers to take unforgettable golf trips to Scotland.



**Jamie Darling**

Enjoyed a varied golf career for 30 years since he left school, including teaching, club management and destination marketing.

Jamie is also a co-founder of independent golf magazine, The Links Diary.

Jamie is especially proud of producing some of the most watched golf content created in Scotland, including 'The Unofficial guide to Scotland' with Erik Anders Lang, 'The Trails Where Golf Began', and Scotland's 'Less Obvious' with The Average Golfer. These generated millions of views and grew awareness of must-visit destinations.



**Malcolm Duck**

Malcolm was a highly-respected officer for 11 years in The Royal Marine Commandos. Following the end of his service, he opened Ducks at Le Marché Noir in Edinburgh, before creating an iconic golfing and hospitality experience at the Ducks Inn, Aberlady.

Malcom also led associations for restaurateurs and tourism bodies before co-founding Scotland Where Golf Began

Malcolm passionately believes in Scotland Where Golf Began and the 1457 Society as a force for good within Scottish golf tourism.



**Neil Hampton**

Neil's father was both Head Greenkeeper and Head Pro, and his mother ran the club shop. Neil once held a handicap of +2 and achieved success at a local and regional level.

Distinguished general manager at Royal Dornoch since September 2010, Neil's expertise has helped grow the club considerably. Golf Digest ranks the Championship Course as the 3rd best in the world (outside the US). It is also rated in the world's top 10 golf courses.

Current Chairman of the Scottish Golf Tourism Development Group and Golf Highland.





## About us



- Scotland Where Golf Began was established in June 2021, with the aim to inspire golfers near and far to plan a trip to Scotland and make the most of the country on and off the course.
- We are a modern destination marketing initiative and the No. 1 resource for golfers looking to tee it up in the 'holy grail' of the sport.
- Through the creation of eye-catching photography, wonderful short films, insightful stories, and fascinating podcasts, we are inspiring golfers across the world to visit Scottish shores through a new style of creative golf media.
- We showcase the entire golfing landscape. From championship courses, to lesser-known gems, we relish sharing our knowledge to help golfers discover the beauty, variety and history of golf in Scotland.
- To continue our invaluable work, we are seeking brand partners who would benefit from connecting with our audience. Your partnership also helps local communities thrive.



# Scotland's premier golfing platform.



Metric	Stat
Website Reach (to date)	408,750 page views
Average page views per year	132,000
Website visitor locations:	UK (45%), US (30%), Canada (6%), Ireland (5%)
Typical visitor age range	35-65
Instagram	11,500 followers
Email database	11,000 golfers
Facebook	2,500 followers
Twitter/X	3,300 followers
YouTube *	1,150 subscribers
LinkedIn	600 followers

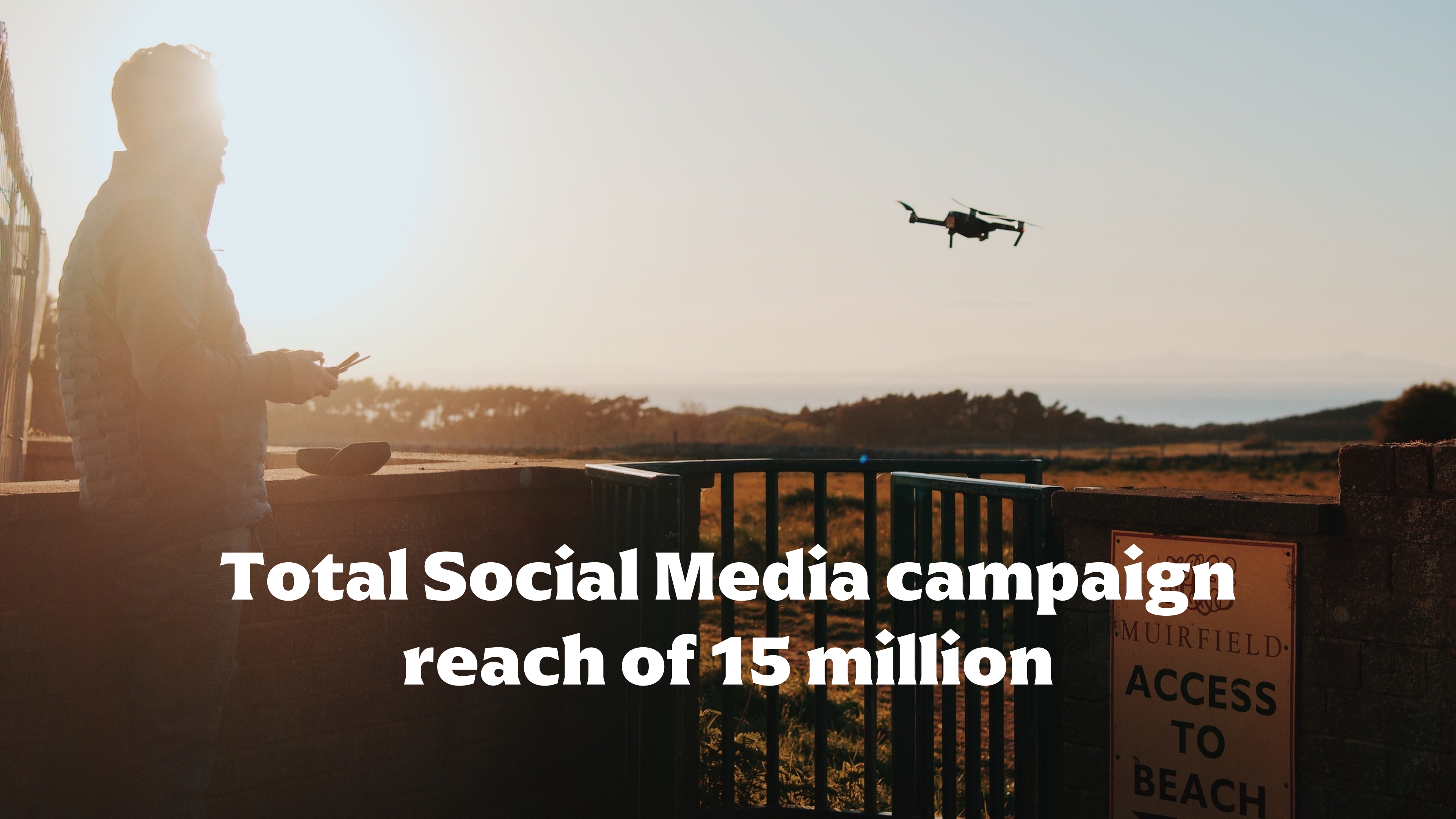


## Our proudest achievements:

- 4 million views of our commissioned and in house films including:
  - Scotland's Less Obvious, The Unofficial Golf Guide to Scotland Trails Where Golf Began
- 5.35m impressions of the Golf Trails campaign with a reach of 1.8 million and 1.04 million video views.
- 20,000 Editorial reads to date.
- 1457 podcast has remained in the Top 25 golf podcasts since launch.

\* We restarted our YouTube channel in mid-February 2024 and our top video amassed 51,000 views while the channel has amassed over 76,000 views in its first month.





**Total Social Media campaign reach of 15 million**

MUIRFIELD  
ACCESS  
TO  
BEACH



# The 1457 Society

Est. in 1457, brought to life in 2022. The 1457 Society has evolved from the success enjoyed by Scotland Where Golf Began, a dynamic, digital platform which has increasingly inspired golfers worldwide to take a trip back to golf's hallowed fairways.

The exceptional interest and passion for golf in Scotland needed a fresh concept for a modern golf community. One where like-minded golfers could tee it up together through member-only events, meet-ups and digital hang-outs.

## **Anyone from anywhere can join.**

We currently have 100 members and we're looking to grow the most engaged membership in the UK. We have 7 events planned in 2024.

## **Members benefit from:**

- Access to Scotland's best courses at our regular events
- Joining a digital clubhouse to arrange golf meet ups and networking
- ScotlandWhereGolfBegan partner discounts.
- 10% discount on 1457 merchandise.
- The knowledge that their membership and enjoyment supports the future of golf tourism in Scotland.









# Mutually beneficial sponsorship packages



## TOP TIER PARTNER

## ASSOCIATE PARTNER

## ONE-OFF PRODUCT LAUNCH

£15,000 p/a

£8,500 p/a

£5,500 p/a

### AUDIO & VISUAL CONTENT

- Brainstorm and production of 4x films
- Photography and footage from our library of content for additional use on own channels

- Brainstorm and production of 2x films.
- Limited additional photography and footage from our library for use on own channels

- Brainstorm and production of 1x film

#### 1457 Podcast

- 8x 30s adverts
- Feature your ambassador/spokesperson in 1x episode

#### 1457 Podcast

- 4x 30s adverts
- Feature an ambassador in an episode segment

#### 1457 Podcast

- 2x 30s adverts

### WEBSITE & DIGITAL MEDIA

- Full page on our website
- Logo in website footer
- Monthly social media campaign
- Brand integration in 12x editorials
- Sponsorship of 2x golf trails
- Feature in 6x emails to our 11k audience

- Half page presence on our website
- Logo in website footer
- 6x social media campaigns
- Brand integration in 4x editorials
- Sponsorship of 1x golf trail.
- Feature in 2x emails to our 11k audience

- 1x article introducing product launch/service
- 1x social media campaign
- Brand integration in 1x editorial
- Feature in 1x email to our 11k audience

### EVENT & COMMUNITY PRESENCE

- Sponsorship of all 1457 Society events
- Opportunity to feature at our events
- Offer our community discounts and new product release information
- Market research opportunities
- 2x 4 balls at a premier Scottish golf course for networking/entertainment

- Associate partner of 2x 1457 Society events
- Opportunity to feature at 2x events
- Offer our community discounts and new product release information
- Market research opportunities
- 1x 4 ball for networking/entertainment

- Offer the 1457 Society a discount code and new product release information



# A TaylorMade partnership



We collaborated with TaylorMade for the 2022 season to co-create content, engage our audience, and create tailored golf routes with bookings on elite courses in Scotland for TaylorMade content creators and influencers.

## The results

- 45,000 video views on our own channels
- 140,000 views on TaylorMade's own channels
- 1 million views on Barstool Sports channels
- Branded email reach of 42,576
- 6,604 branded editorial page reads

## Partner testimonial from TaylorMade Golf

"We wanted to support their efforts in showcasing Scotland's golf courses by aligning our brands and collaborating on content.

Scotland is the no.1 destination for most international golfers, and we wanted to insert our brand into content showcasing all the fantastic venues the country has to offer. They were also central to us organising and developing our "Trottie Does Scotland" series, and Barstool Sports Foreplay's travel series too.

Their knowledge, connections and relentless efforts in making this happen was crucial to the success of our content."

**Ryan Lauder, Senior Director Media at TaylorMade Golf**





# Executive summary. Why partner with us?

- We are the No.1 resource for golf in Scotland. Created to inspire, educate and entertain.
- Target a group of golfers with a high disposable income – the average annual individual spend on golf in the UK is £964 per year. (R&A, 2019)
- We have the knowledge, skills and passion to create eye-catching content that connects your brand with a key audience at the fraction of the price of your agencies and in-house teams. Production, logistics, distribution and community engagement in one convenient place.
- Join us as we grow our digital clubhouse, our podcast, and connect with our 1457 Society membership at our unique and welcoming events.
- Our extensive network of contacts at golf clubs, hotels and tourism bodies, can open doors and elevate your brand in Scotland.





**We would love to partner with you.**



Book an introductory meeting via  
[info@scotlandwhereregolfbegan.com](mailto:info@scotlandwhereregolfbegan.com)

Or find us on LinkedIn:

[Allan](#)

[Jamie](#)

[Malcolm](#)

[Neil](#)