

## **Annual “Change the Range” Program Summary**

The “Change the Range” Program is an annual, golf range marketing service available to licensees of the Range-Play Scramble Game System™, and is designed to maximize the revenue potential of a range which has deployed the Scramble System. When combined with the turnkey installation of the Scramble system, it provides everything needed to begin generating new revenue within a month of installation, and provides the range operation with on-going revenue-generating marketing support throughout the year.

## **Annual “Change the Range” Program Description**

The “Change the Range” Program is a suite of additional products and services geared toward maximizing the revenue potential of a range utilizing the Scramble System. Its goal is to provide the best practice marketing guidelines and operational models for a range owner/operator to follow.

Components included in the Annual “Change the Range” Program:

- Startup Marketing Services
  - Range Marketing and Management Best Practices training class (1 Day)
  - Event planning consultation (3 months unlimited telephone consultation)
- On-going Marketing services
  - Event and advertising marketing tools and promotional materials – best practice models and examples for creating, advertising and running Scramble System events on your range, and regular promotional materials for the Scramble System.
  - National marketing and sponsorship prize development – Range-Play secures regional and national advertising sponsorships for the Target faces, including merchandise and promotions (discounts, coupons, etc) which can be offered as prizes during events. Range-Play provides a revenue share of the advertising revenues from the targets on the range as part of this Marketing service.
- Additional services
  - Webpage development and maintenance – Range-Play will develop, host and maintain a webpage for the range providing a site to post event and league schedules, promotional offerings (coupons, etc), and other information about the Scramble System at the range.

The “Change the Range” Program is designed to achieve the maximum return on your investment in the Scramble Game System. For a detailed description of the ROI potential and modes of operation on the range see the product whitepaper “*ROI for the Range-Play Scramble System: How ‘Changing Your Range’ Will Affect Your Bottom Line!*”

## **Sale and Licensing Terms**

The Annual “Change the Range” Program is available under the R-PEC Range License Agreement. Contact Range-Play sales or representative for details. Extended terms and value bundles are available.