



## CALLAWAY CUSTOM FITTING DAY 2023

**Event Date/Time:**

**Fitting Technician:**

The Callaway Team are determined to deliver the most successful fitting event possible. Working together we can make it happen and so we just ask you to take a minute to read through the following details:

### WHAT CALLAWAY WILL PROVIDE:

- A complete POS pack – containing a range of the latest posters and new sign-up sheets to help you raise awareness of the event.
- E-Vite - which you can use to effectively communicate utilising your own e-mail database.
- Fresh new 'Web banners' to add to the collective message.
- Social Media: – The ability to utilise the Callaway database as well as your own to get details out within the local area of the Fitting Day.
- Personalised Consumer Invitation: -Using these we can individually personalise your customer's appointment and limit cancellations and 'down-time'.
- Our people and product for the day itself (complete with our state of the art Flightscope / Trackman systems).

### SET UP DETAILS:

- A 4 hour provisional slot has been allocated for your day.
- Callaway are more than happy to extend our fitting days where possible - please contact me and we can discuss this on
- When taking bookings, please allow 30 minutes per fitting (45mins – 1 hour if you have someone looking for a full bag fitting).
- Please book in appointments consecutively where possible.
- I will call 48 hours in advance to check how bookings are progressing. Please note that we do reserve the right to cancel or amend the length of your day should there not be enough interest.

### MOST IMPORTANTLY: WHERE YOUR SUPPORT WILL PAY DIVIDENDS:

- Ensure any pricing/special offers are developed in advance and are clearly visible / communicated on the day itself.
- Your presence / visibility throughout the day – ensuring that you are the face of the event and also maximise any sales opportunities (both on the day and potential follow up).

I am confident we are set for a great year together and look forward to helping you fit our exciting product range. If you have any questions please do not hesitate to get in touch on