



# SHOWTIME!

The 2021 Expo At Your Fingertips

## Welcome to Showtime Enewsletter!

Great news, views and offers you can use on golf in your areas.  
The 2021 Golf Expo at your fingertips.

### Golf Is Booming

Consumer spending and participation is up 15-20% across the U.S. We will return in 2022 with our best shows yet — until then join us for this turn key way of creating awareness and driving sales.

### Client benefits with showtime!

- Stay in front of our LOYAL and LONGTIME fans that attend and buy at the Golf Show since it's start.
- This is more effective and a great value compare to: buying a list, advertising in local radio/TV, non-golf media outlets and we work with you SIDE-BY-SIDE..
- We have great followings of SHOW ATTENDEES that opted-in.
- This is a safe, economical and customized way to create a CAMPAIGN to the show and change your message each week
- Our SHOWTIME NEWSLETTER can also include multiple markets, social media, and dedicated email campaigns.
- We can also feature you in our award-winning magazines CASCADE GOLFER and DESTINATION GOLFER.

### YOU GET

50-100 words, an image, links to your site, possible video links and clicks to your e-commerce tool.

### Markets Reached

- St. Louis, Kansas City, Portland, Seattle and Connecticut.

### Publishing Schedule

- Weekly beginning February 20th (4-8 times depending on the market).

### Rates for Kansas City Showtime! per issue:

- 1x — \$325
- 2x — \$295
- 3x or more — \$250
- Each submission gets 50-100 words, photo and link.

### Deadlines

- One week preceding email blast date. Our team will outline your deadlines.

### CONTACT

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**Our Show Portal**  
VarsityGolfShows.com



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### TOP STORY

**A bucket list trip to Pebble Beach and how you can create one, too**

The term "bucket list" isn't one I remember hearing much when I was a boy. But, as I age, I find myself not only hearing about bucket lists, but thinking about them, making them and pinning for every opportunity to execute them.

[> READ MORE](#)



### GOLF WELLNESS

During the winter months and as we all work hard to stay safe during the pandemic, maintaining golf and physical health and wellness has never been more important. We are grateful that golf is a great place to play and exercise during these interesting times. Please review these fantastic ideas and visions from our wellness partner to stay in shape and maintain your wellness.

[> READ MORE](#)



### IN THE BAG

**2021'S HOTLIST AND VALUE CLUBS TO TRY AND BUY — RIGHT HERE!**

#### TITLEIST TSi Drivers

You'll be shocked — shocked! — to learn that Titleist's new TSi2 and TSi3 drivers are faster and longer than anything the company has produced before. I mean, has a company ever come out and said, "Actually, these aren't that great." Of course not. But, when Jordan Spieth puts it in his bag just one week after testing it, we take notice.

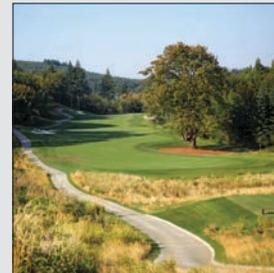
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### LESSON TEE

Hit play for this week's secrets into **HITTING STRAIGHTER DRIVES** and **READING 10-FOOT PUTTS** by our PGA Teacher of the Year pro.

[CLICK HERE](#)



### SAVE SOME GREEN

Long-time Cascade Golfer readers won't be surprised at all to see Salish Cliffs on this list. We've practically made Salish our official home base over the last few years, visiting not only for an annual Cascade Golfer Cup event, but coming back in the fall for the final three rounds of our year-long Cascade Golfer Match Play Championships, where eight golfers compete over two days (with a nice stay at the Little Creek Casino Resort wedged between) for the coveted match play trophy and a sweet stay-and-play package.

[> READ MORE](#)



### NEW PRODUCTS

Check out this week's best gear and gadgets. Perfect Putting Mat Rides Social Media Endorsements to Mainstream Success.

[> READ MORE](#)



### 19TH HOLE

All our shows have featured great beer, wine and spirits brands for our adult attendees to enjoy and sample. Showtime will be featuring great winter cocktail ideas, how to enjoy them best and pairing ideas for the winter and coming spring. We know the 19th Hole is a popular spot here and on course. Cheers!

[> READ MORE](#)



### ENTER TO WIN!

This week, the golf show giving these products away to a lucky show patron.

[ENTER HERE](#)

We Have The Most Comprehensive Golf Expo Reach In The Country!

Have a product or service you wish to have on a future show newsletter.  
Contact Kirk Tourtillotte at [kirk@varsitycommunications.com](mailto:kirk@varsitycommunications.com)



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