

Valued Player's Club Member,

We would like to thank you for being a member of **Walt Disney World®** Golf's Player's Club in 2019. This program is very important to us, and your ongoing support and utilization of the included benefits helps us reach many of the goals that we strive to accomplish. The most important objective of this program is to encourage people to play and practice golf more frequently. The more passion for the game of golf we can generate, the more likely we can get new players involved in the game.



We appreciate all of the feedback that you have shared with us in an effort to help us improve the program's overall value. We continue to work creatively to enhance your membership value – working on offerings including a league for Player's Club members as well as additional experiences that will provide greater value and opportunities to enjoy the Happiest Place on TURF! In order to create a more equitable set of benefits for all, we have taken the advice provided by many of you and created a multi-tiered program that we will be launching in 2020. These tiers build upon each other, and offer different benefits at each level of classification. In addition to the new program offerings, we will be scheduling special events for Player's Club members throughout the year. These will include some social events, a handful of competitive events, and a few that are a healthy balance of both. The common denominator though will be fun, and a chance to meet new friends and colleagues.

Effective come January 2020, we will offer three tiers of memberships:

**Silver Membership** Monthly payment plan priced at \$29, and to include: Standard Player's Club Access Times (PM) with four (4) days advanced reservations; use of the practice facilities including one (1) large bucket of range balls per day; complimentary instructional clinics held 5 days a week, Tuesday through Saturday, subject to change; 20% discount on food and soft drinks; 15% discount on regularly priced merchandise; and a discount on all additional large buckets of range balls priced at \$5 each.

**Gold Membership** Monthly payment plan priced at \$39, and to include the benefits of the silver Membership, plus: Walk up availability within 15-45 minutes of open tee times; bonus Player's Club Access Times at special rates (AM and early PM) with four (4) days advanced reservations; one (1) additional large bucket of range balls per day – a total of two (2); two (2) complimentary clinic guest passes per month; and a \$5 discount on all Player's Club Events.

**Platinum Membership** Monthly payment plan priced at \$69, and to include all of the benefits of the Gold Membership, plus: unlimited buckets of range balls per day; an additional two (2) – a total of four (4) - complimentary clinic guest passes per month; three (3) guest rounds per month at your same rate; and complimentary play at *Disney's Oak Trail* after 12:00pm, seven (7) days a week.

We consider our Silver Membership Tier our value tier. Whilst a few of the benefits that we have introduced on a trial basis over the past year are not included in this level, the monthly cost is the same as it was when the program began 7 years ago. Many members have indicated that they do not utilize the extra benefits that we have been offering, and preferred to keep monthly pricing the same, this option allows players to take advantage of many Player's Club benefits at a lower cost.

On the other hand, we received a lot of feedback about maintaining some of the extra benefits that were not included in the original Player's Club membership package. Of special interest here was access to deeply discounted times earlier in the day, including weekend mornings as well as walk up access for just paying a cart fee. This mid-tier of membership allows you access to Standard, Bonus, and Walk-up times to do just that.

A few individuals indicated that they wanted an even broader set of membership benefits. At \$69 per month, we believe that this premier tier offers by far the greatest value and benefit to the member. For those that like to entertain friends or clients when playing, this is a fantastic opportunity, and affords you benefits that the other tiers do not.

We believe the Gold Membership Tier is most in line with our current membership offering's value. As such, effective January 4<sup>th</sup>, 2020 all current Player's Club **Monthly Payment Plan Members** will be re-categorized as Gold Members with a price increase to \$39/month to more accurately represent the benefits offered. If you would like to upgrade to our Platinum Membership or move to the Silver Membership, you must contact us prior to 11:59pm, January 3<sup>rd</sup>, 2020. The new payment plan will be in effect starting with the January payment date on January 5<sup>th</sup>, 2020.

For all current members on a **Pre-Paid** or **Seasonal Membership**: We will be honoring 2019 Benefits for all Pre-Paid Memberships, purchased prior to the receipt of this letter, through the end of your current term. Upon the resolution of your term, you will have the opportunity to select your new benefit tier at either a pre-paid or monthly rate.

At this time, we would also like to introduce a new team member that will be focusing on the Player's Club program. Allie Bogar has just recently joined our team and will become the Ambassador, and main point of contact for any of your Player's Club questions or needs. Of course, you are always welcome to reach out to myself, or any of our golf professional staff. Please see Allie's personal note below:

Hello Valued Member!

I am looking forward to assisting you as we transition into the next exciting phase of Player's Club Membership here at **Walt Disney World's**® Palm, Magnolia, Oak Trail, and Lake Buena Vista Golf Courses. Our goal is to provide you with a golf membership offering incredible value, and we truly believe these tiers accurately reflect this commitment to you.

Please see the attached collateral outlining our future offerings in greater detail, including our Frequently Asked Questions – if you have any additional questions or concerns, please feel free to contact me utilizing my contact information listed below. It will be my pleasure to help you decide which tier would suit your needs the best, and answer any questions regarding our offerings. I am normally available between 9:00am and 5:00pm, Monday to Friday.

Thank you,  
Allie Bogar

In order to update your benefits, please contact the Player's Club Ambassador, or visit either of our Golf Pro Shops to complete a Membership Update form. If you have any questions regarding our new programs, the following **Walt Disney World**® Golf Team Members would be happy to assist you:

Allie Bogar	Player's Club Ambassador	<a href="mailto:abogar@palmergolf.com">abogar@palmergolf.com</a>	407 454-5087
Ed Weber	Director of Golf	<a href="mailto:eweber@palmergolf.com">eweber@palmergolf.com</a>	407 454-5082
Jordan Tillett	Head Golf Professional – LBV	<a href="mailto:jtillett@palmergolf.com">jtillett@palmergolf.com</a>	407 454-5081 x2209
Alex Forsyth	Director of Sales & Marketing	<a href="mailto:aforsyth@palmergolf.com">aforsyth@palmergolf.com</a>	407 454-5000
Anna Lazorchak	Golf Sales Manager	<a href="mailto:alazorchak@palmergolf.com">alazorchak@palmergolf.com</a>	407 454-5001
Bruce Gerlander	General Manager	<a href="mailto:bgerlander@palmergolf.com">bgerlander@palmergolf.com</a>	407 454-5002

Thank you for being a loyal Member of our Player's Club – we look forward to continuing to bring you high quality golfing experiences on behalf of **Walt Disney World**® Golf, operated by Arnold Palmer Golf Management.

Sincerely,

*Bruce Gerlander*

General Manager  
**Walt Disney World**® Golf

