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Golf & Hi-Tech

18 Hole-In-One Companies

Goody, Goody, Goody
Bags!

**The World Ice Golf
Championship**



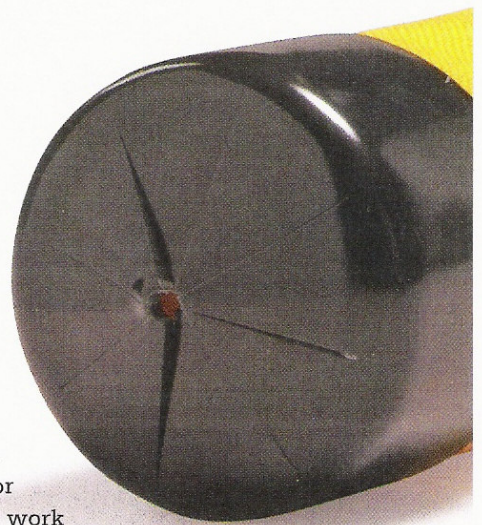
Charity & Golf— A Perfect Match

Gotta-Grip®

PROMOTIONAL MERCHANDISE, charity, celebrities and golf have been a perfect foursome right from the start. With over a 100,000 tournaments of one kind or another held each year and over a third of them for charity, the association of a golf tournament with charity is natural. From well-known events like The Cadillac Invitational, the largest corporate sponsored amateur event in the world, and the BMW Charity Pro-Am, to Angels on the Fairway and Caddy for A Cure, Inc., golf provides a wonderful venue to raise money for worthwhile causes. As a matter of fact, the USGA receives hundreds of grant applications from a diverse group of non-profit organizations that range from small, grass-roots efforts with one instructor, to large, national organizations that have multi-million dollar budgets and hundreds of staff. Although these organizations couldn't be more differ-

ent, they share two things in common: They believe that the game of golf can change peoples' lives for the better, and they work year after year to raise the funds that keep their programs going. So whether it is the Hilton Head Celebrity Golf Tournament distributing \$200,000 to the neediest families affected by Hurricane Katrina or the \$15,000 raised by a local Medical Society to benefit a children clinic, charity golf tournaments have surpassed the raffle and the carnival to become a fund-raising staple across the country.

The fact that promotional merchandise will be used at almost all of those tournaments is a given. And, if a promotional products professional is a part of the team developing that merchandise





it will most likely be creative and a memory point of the event for the participants. What may not be known is that many of the companies that will supply that promotional merchandise have made contributing to charity a part of their business plan.

At the recent PPAI Expo, Brilliant Results met the owner of one of those companies.

A relative newcomer to the promotional products industry and specializing in a unique golf promotional product, we felt their operating policy with its focus on charity highlights one of the seldom mentioned and very positive things that promotional products bring to the table.

When Westy Foss and his partner formed Gotta-Grip, LLLP, they agreed that sharing our success with quality charitable organizations would be an important part of the company operating philosophy. With sales and marketing efforts starting in earnest in January 2006, Gotta-Grip, LLLP made a \$25,000.00 commit-

ment to The Boys and Girls Club of Metro Denver (BGCMD) in February. Boys and Girls Clubs across the country provide a safe and positive environment for youths from disadvantaged neighborhoods and are one of the country's highest regarded youth mentoring organizations.

Gotta-Grip, a new-patented product, useful for golf, and conforming to USGA rules, by its nature, will help charitable organizations in other ways too. Because it lends itself to multiple logos, making it extremely attractive to tournament directors and corporate sponsors, thus helping charity events line up more corporate participation. Since it is truly useful for golf, it will be likely continue to hang on participant's golf bags for an entire season, an attractive incentive for corporate sponsors.

This year Gotta-Grip LLLP also plans to introduce a new concept called a "purpose driven tag". Along with the normal product tag, the "purpose driven tag", available at the charity's request, will outline the cause related purpose of the event, along with highlights of the charity's goals, activities and other opportunities they support.

The "Get-A-Grip" Foundation introduces golf to at risk kids (at no cost to them) and in addition to lessons, provides education and life skills training.

Further, putting its money where its mouth is, earlier this year 90 Gotta-Grips were donated to the Esteban Toledo PGA Pro-AM held at Cresta Verde Golf Club in Southern California. Mr. Toledo, a Touring Professional, lends his name, time and talent to the tournament that bears his name and benefits the "Get-A-Grip" Foundation. The "Get-A-Grip" Foundation introduces golf to at risk kids (at no cost to them) and in addition to lessons, provides education and life skills training. All amateurs received Gotta-Grips embroidered with "Esteban Toledo Pro-AM". In addition,



each of the 18 touring professionals who participated in this year's event received a Gotta-Grip embroidered with their names, courtesy of Gotta-Grip. The positive feedback for this gesture from amateurs and professionals alike underscored the difference a promotional product can make.

FOR THOSE READERS CURIOUS AS TO WHAT A GOTTA-GRIP IS, FOLLOWING IS A PRODUCT DESCRIPTION:

Gotta-Grip is a new product for golf that is patented, and conforms to the USGA Rules of Golf. To use it, you simply insert a golf club (grip-end) into the bottom (star-slit) end of the Gotta-Grip, squeeze and twist similar to wringing out a wet towel. In three seconds, a polymer, that is 100% safe, is applied that makes the grip feel brand new. It comes with a ring to attach it to the golf bag (as you would a golf towel), and it comes with an instruction card as well. Gotta-Grip is manufactured and distributed to the promotional products industry exclusively by Legend Manufacturing in a choice of four colors: red; black; yellow and navy blue, plus, custom embroidering is included as part of the product offering.

Brilliant Results believes this is one of the most unique golf products to come along in a long time and we are pleased to highlight the fact that it not only helps golfers get that 'new feeling' back in their clubs, it strives to do good and give those less fortunate a shot at a 'new' life. •

To learn more about Gotta-Grip go to www.gotta-grip.com.

Promotional distributors can learn more at www.legendmg.com