

## **Golf Course Partnership Agreement**

### The Links Card Ownership

The Links Card is a wholly owned subsidiary of Purposeful Recreation Holding LLC, an organization committed to helping improve the lives of people throughout the world. As part of this commitment, we donate at least 10% of the Links Card revenues to organizations that address the basic rights that all people should enjoy:

- Life: Addressing needs in the areas of food, fresh water, and healthcare issues
- Liberty: Fighting human trafficking and bondage
- Opportunity: Supporting education, training, and micro-financing

Through your partnership with The Links Card, you are helping people Have Fun and Change the World.

### Partnership Policy

The Links Card provides the following benefits to each of our partners.

- Free marketing
  - Dedicated webpage with links back to your website with the purpose of helping our partners with marketing and search engine optimization
    - Course can be involved in the website content as much as they desire\*
    - Updates/Revisions may be requested at any time by submitting the requests to [info@thelinkscard.com](mailto:info@thelinkscard.com)
  - Email marketing to our database of loyal Links Card members\*
    - Requests for marketing emails must be submitted to [info@thelinkscard.com](mailto:info@thelinkscard.com)
  - Content marketing with write-ups on individual golf courses in our network\*
  - Opportunity to advertise your special events/opportunities to our full member database - tournaments, event venues, updates to the course/facilities
- Customizable discount:
  - Discounted Greens Fees – 9 and/or 18 holes
    - Includes cart unless otherwise specified
  - Applicable Seasons: Winter (December-February), Spring (March-May), Summer (June-August), Fall (September-November)
  - Applicable Days: Week Days (Monday-Thursday); Weekends (Friday-Sunday), Holidays
    - Partner may be more specific regarding days if desired
  - Applicable times: e.g. after 12PM; after 5PM
  - Number of plays that the discount may be used
  - Optional Discounts:
    - Pro shop
    - Restaurant
- Other annual benefits as determined by The Links Card (e.g. 10 free Links Card memberships to use at their own discretion)

Each Links Card partner is responsible for the following.

- Honoring established discounts for Links Card members
  - Applies when Links Card members call a maximum of 48 hours in advance for tee times unless otherwise specified by the partner in their discount details
  - Discounted price includes cart fee unless otherwise specified by the partner in their discount details
  - Links Card members are expected to:
    - identify themselves as a Links Card member when making tee times
  - present your Links Card at check-in
- Treating Links Card members with respect and courtesy
- Communicating any requested changes to discounts by no later than January 31 each year
- Communicating any questions, concerns or issues with the Links Card to [info@thelinkscard.com](mailto:info@thelinkscard.com)

### *Length of Partnership*

The Links Card partnership agreement involves a commitment of one (1) calendar year that automatically renews December 31 each calendar year, unless otherwise communicated by the Links Card Partner prior to October 1 of the current year.

Each year, course, training and retail partners are requested to review and update (as necessary) their discount offers. Any changes to discounts must be communicated via email ([info@thelinkscard.com](mailto:info@thelinkscard.com)) or on [TheLinksCard.com](http://TheLinksCard.com) website through the [course update page](#).

### *Partner Discontinuation Policy*

To cancel a partnership, you must notify The Links Card of your desire to cancel for the following calendar year by September 30 of the current calendar year. This is to support updates of the discount list as we begin marketing the following year's Links Card membership in October each year.

### *Privacy Policy*

The Links Card is highly sensitive to the privacy interests of our partners and believes that the protection of those interests is one of its most significant responsibilities. In acknowledgment of its obligations, Purposeful Recreation Holdings, LLC has adopted the following Privacy Policy applicable to information about partners that it acquires in the course of its business:

1. Acquisition of Information – We do not acquire any more information about partners than is required by law or is otherwise necessary to provide a high level of service efficiently and securely.
2. Our Employees and Privacy – We train all of our employees about the importance of privacy. We give access to information about partners only to those employees who require it to perform their jobs.

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3. Security Measures – We make access to privacy-sensitive information subject to rigorous procedural and technological controls, consistent with legal requirements and the demands of customer service.
4. Disclosure to Third Parties – We will provide individually-identifiable information about partners to third parties only if we are compelled to do so by order of a duly-empowered governmental authority, we have the express permission of the partner, or it is necessary to process transactions and provide our services.
5. Privacy and Our Business Partners – When we make our technology or services available to business partners, we will not share with them any more consumer information than is necessary, and we will make every reasonable effort to assure, by contract or otherwise, that they use our technology and services in a manner that is consistent with this Privacy Policy.

*Links Card “Fine Print”*

Violations of these terms can result in termination of partnership.

\*The Links Card reserves the right to:

- Revise submitted revisions, updates or marketing request for the purposes of quality and consistency with The Links Card model.
- Decline any website revisions/updates or marketing requests that violate the values of Purposeful Recreation Holdings LLC or create compete directly or indirectly with The Links Card business

If you have any questions, please feel free to contact us. Thank you.

info@thelinkscard.com

843-654-9553