



LIVE EXAMPLE — E.H. Price Solutions featured on the in-bay TV and on the hole inside the TrackMan simulator.

CORPORATE PARTNERSHIPS

PUT YOUR BRAND IN THE GAME.

Year-round indoor golf, powered by TrackMan — a client venue, a team perk that actually gets used, and your brand in front of every golfer at the Lab, round after round.

CORPORATE MEMBERSHIPS & SPONSORSHIP

PARTNERSHIP PROSPECTUS • 2026

FAIRWAYLAB.CA

WORK HARD. THEN PLAY A ROUND.

A FAIRWAYLAB membership is more than bay time — it's the easiest way to bring your people together, treat your clients, and give everyone a reason to step away and reset. No tee times, no weather, no season. Just show up and play.



ENTERTAIN CLIENTS

Host clients in a private bay at any hour — no tee times, no weather, no waiting. A relaxed round is where the real conversations, and the deals, happen.



BRING THE TEAM TOGETHER

Scrambles, closest-to-pin, and arcade games that pull everyone in — golfers or not. A far better off-site than one more meeting in the boardroom.



REWARD YOUR PEOPLE

Shared team hours your staff can use to practice, play, or unwind on their own schedule — a perk that actually gets used, not forgotten in a drawer.



RECHARGE & RESET

Step away from the desk and blow off some steam. A quick session is active downtime that beats another coffee — people come back sharper.



CELEBRATE THE WINS

Closed a big deal or hit a target? Book the bays for the milestone, the holiday party, or the Friday send-off — the whole facility can be yours.

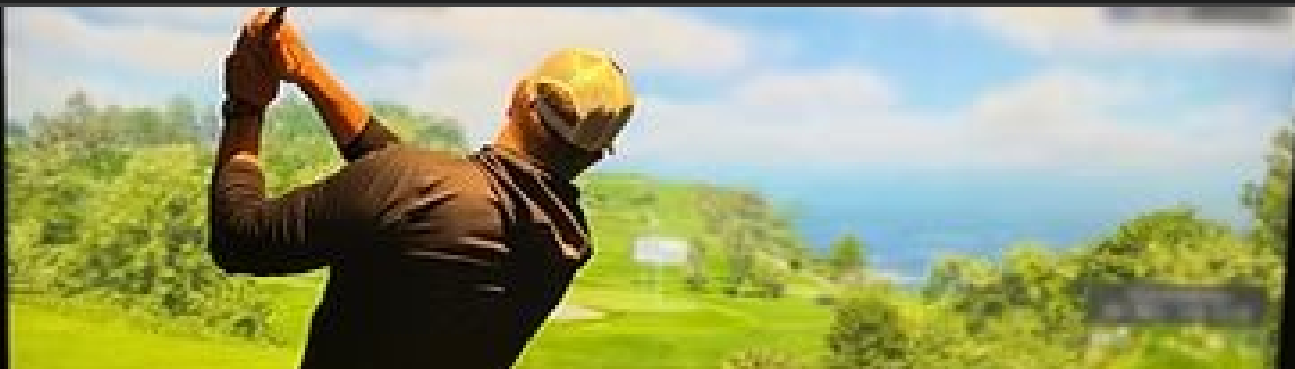


YEAR-ROUND, ANY HOUR

Open 24/7, 365. When Nova Scotia's courses shut down for the season, the Lab is just getting started — golf on your schedule, all winter long.

AND PLENTY MORE REASONS

Welcome **new hires** · stand out as a **recruiting perk** · run an **after-hours working session**, then play · **no golf experience required** · a **healthier break** than the couch · impress **out-of-town visitors**.



THE VENUE

NOVA SCOTIA'S 24/7 INDOOR GOLF LAB.

FAIRWAYLAB is a premium, self-serve indoor golf facility in Cole Harbour — four TrackMan-powered bays, open around the clock, every day of the year. Rain, snow, or 2 a.m., our members are playing. That constant traffic is exactly what makes it a place worth putting your brand.

102_k

SHOTS HIT
on-screen, in one month

1,100₊

PLAYER VISITS
across the four bays

1,240_{hrs}

BAY-HOURS LOGGED
≈310 hrs per bay

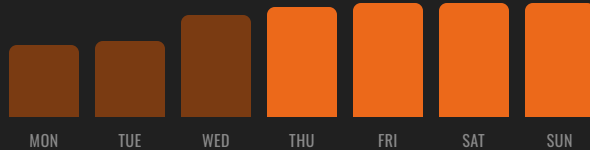
42%

AVG OCCUPANCY
90–100% at peak

Measured over a single month (April 2026), all four bays. That's roughly **1.2 million shots** and **13,000+ visits** a year.

WHEN THE LAB IS BUSIEST

Avg. bay-hours used per day of week



Weeknights fill up **6–9 PM**; weekends run hot **9 AM–3 PM**. Prime hours regularly hit 90–100% occupancy — a captive, repeat audience.

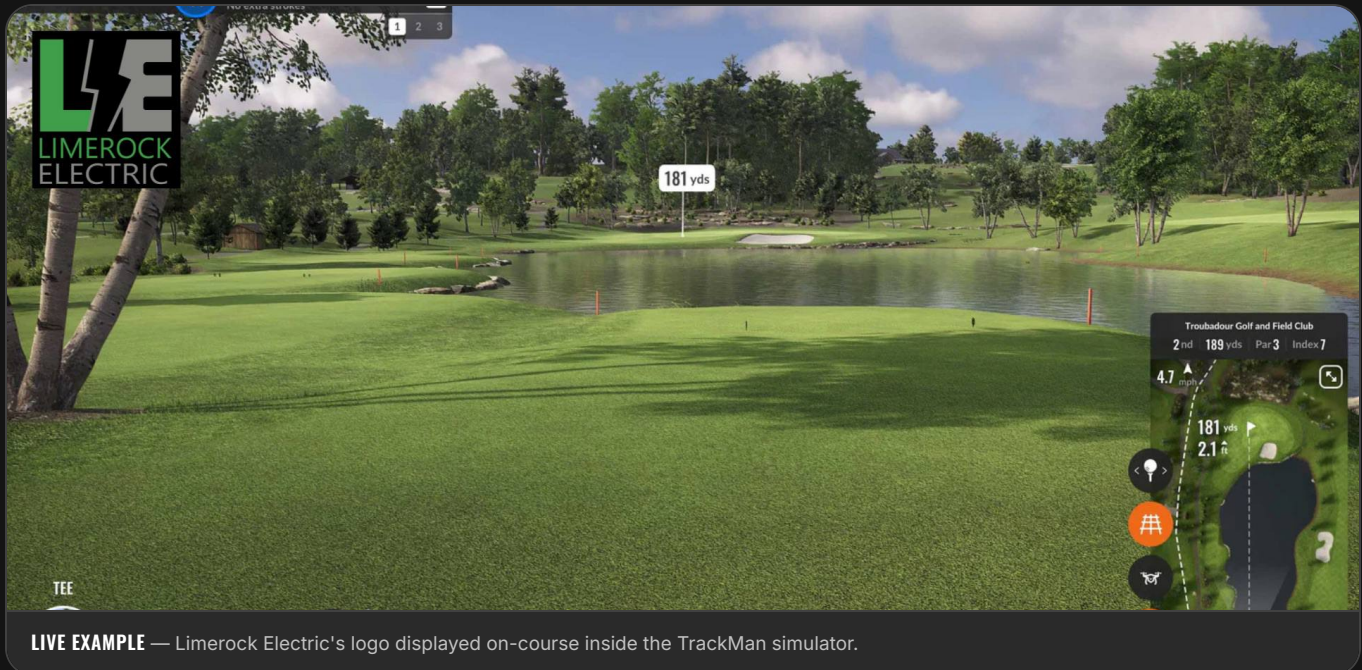


THE LAB — four TrackMan bays, a lounge, and a wall of screens, open 24/7 in Cole Harbour.

Why it matters for your brand: golfers don't glance and move on. They're locked onto the screen for a full session — so anything on that screen gets seen, again and again.

YOUR LOGO. YOUR HOLE. EVERY COURSE, EVERY ROUND.

Using TrackMan's on-course branding, your logo is placed on the hole of your choice — and it appears on that hole across **every course**, every single time anyone plays it. Not a banner people walk past. A fixture inside the game itself.



LIVE EXAMPLE — Limerock Electric's logo displayed on-course inside the TrackMan simulator.

THE EXPOSURE, BY THE NUMBERS

With roughly **102,000 shots** played at the Lab in a single month, a hole sponsor's logo is on screen for a huge, repeating share of them — with the kind of dwell time no billboard or feed ad can buy. Players are focused on that screen for their entire visit.

WHAT YOU GET

- ✓ Your logo on your chosen hole
- ✓ Shown on that hole across every course
- ✓ Seen on every round, all year
- ✓ Full-session dwell time, not a glance

Hole Sponsor — add it to any corporate membership.

+\$600 / YEAR

ON THE WALL. ON THE FEED. ON THE LEADERBOARD.

Go beyond the hole. Premium Partners get their brand on our lounge TV wall in front of every group that walks in — plus a genuine reach engine on social, aimed squarely at your local customers.



ON THE TV WALL — Vehicle Approval Centre featured in the FAIRWAYLAB lounge.



TOURNAMENT SPONSOR — Captivated Construction on "The Climb." One post: 13K views.

OUR SOCIAL REACH — ONE MONTH, INSTAGRAM + FACEBOOK COMBINED

82k

VIEWS
Instagram + Facebook

30.8k

ACCOUNTS REACHED
unique accounts

1.7k

LINK CLICKS
to site & booking

2.2k

PROFILE VISITS
across both

A LOCAL AUDIENCE

Top cities · share of our following

Dartmouth, NS		34%
Halifax, NS		15%
Lawrencetown, NS		13%
Eastern Passage, NS		9%
Bedford / Sackville		7%

WHO THEY ARE

Our core audience is **35-44** — prime spending age — and **98.8% Canadian**, concentrated right here in the Halifax-Dartmouth area. If your customers are local, this is exactly who's watching.

CHOOSE YOUR HOURS. CHOOSE HOW YOU PAY.

Pick the number of TrackMan bay-hours your team needs for the year, then choose how they're delivered.

The more hours you commit to, the less you pay per hour — and every corporate membership can carry an advertising add-on.

BILLED ANNUALLY · FROM \$30 / HR

One invoice covers the year. The whole pool of hours is yours from day one, to spend whenever you like — forty in December for a client event, nothing in March.

Best if — you can budget it in one line and want the lowest price on the table.

BILLED MONTHLY · 10% MORE

The identical package, spread across twelve payments instead of one. Same hours, same perks, same day-one access — you just hold onto your cash longer.

Best if — a single annual invoice is awkward and predictable monthly spend is easier to approve.

There is one package — a pool of bay-hours for the year. The only choice is when you pay for it, and paying up front is what earns the better rate.

BRONZE

Corporate 50

50 hours / year

ANNUAL **\$1,750**
\$35 / hr

MONTHLY **\$161**
/mo · \$1,932 a year

Around 4 hours a month for the team.

SILVER

Corporate 100

100 hours / year

ANNUAL **\$3,200**
\$32 / hr

MONTHLY **\$294**
/mo · \$3,528 a year

Around 8 hours a month for the team.

GOLD

Corporate 150

150 hours / year

ANNUAL **\$4,500**
\$30 / hr

MONTHLY **\$413**
/mo · \$4,956 a year

Around 12 hours a month for the team.

CUSTOM

Corporate Custom

150+ hours / year

ANNUAL **Quote**
under \$30 / hr

MONTHLY **Quote**
same 10% spread

Past 150 hours we price to order — never worse than Gold.

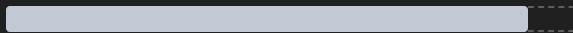
YOUR RATE FALLS AS YOU COMMIT — annual pricing, against our \$35 / hr entry rate

BRONZE
50 HOURS



\$1,750
\$35 / hr — entry rate

SILVER
100 HOURS



\$3,200
\$32 / hr — \$300 less

GOLD
150 HOURS



\$4,500
\$30 / hr — \$750 less

The dashed outline is what those same hours would cost at our entry rate — the gap is the volume discount. Paying monthly adds 10% to whichever tier you pick.

EVERY CORPORATE PACKAGE INCLUDES

- ✓ Included TrackMan sim hours
- ✓ Advanced booking window
- ✓ One simple invoice for the whole company
- ✓ Optional advertising add-on
- ✓ 24/7 self-serve access, year-round
- ✓ A full-facility rental included
- ✓ Members-only leagues, events & competitions
- ✓ A dedicated FAIRWAYLAB contact
- ✓ 10% off the Pro Shop & extra hours

Every tier includes the same benefits, and the full year of hours is available from day one whichever way you pay — the only variables are how many hours you buy and whether you settle it in one invoice or twelve. Need more than 150 hours? **Corporate Custom** is priced to order.

ADD YOUR BRAND TO ANY PACKAGE.

Both add-ons sit on top of any corporate membership at a flat yearly rate. Start with a hole, or go all-in and put your brand everywhere at the Lab.

ADD-ON

Hole Sponsor

+\$600 / year

Your logo on the hole of your choice — displayed on that hole across every course, on every round, all year long.

PREMIUM

Premium Partner

+\$1,000 / year

The full partnership — everything a Hole Sponsor gets, plus your brand all over the Lab and our channels.

THE PREMIUM PARTNER PACKAGE

- ✓ A hole sponsorship — your logo on your chosen hole
- ✓ Social media shout-outs and mentions
- ✓ Tournament sponsorship
- ✓ Your logo & message on our lounge TV wall
- ✓ Featured as a partner on fairwaylab.ca
- ✓ ...and more, tailored to you

102K shots

played on-screen in a month — your hole, in the game

82K views

a month on social — your brand in the feed too

One partnership, two payoffs: a year-round perk your team actually uses, and your brand in front of a captive, hyper-local audience — in the game **and** on the feed.



IN THE GAME, ALL YEAR — your logo plays every round with them, on every course, whatever the weather outside.

LET'S TALK

LET'S GET YOUR BRAND **IN THE GAME.**

Tell us your team size and how you'd like to use the bays, and we'll build the right package — hours, billing, and the advertising that puts your brand in front of every golfer at the Lab.

- A year-round team perk, client venue, and a full-facility rental included
- Your logo in the game — on your hole, every course, every round
- Premium reach on our TV wall and across 82K+ monthly social views
- One simple annual invoice and a dedicated point of contact

EMAIL

bookings@fairwaylab.ca

PHONE

+1 902 707 3110

WEBSITE

fairwaylab.ca

SOCIAL

@fairwaylab · IG / Facebook

Ready when you are. Reach out and we'll get your corporate membership and sponsorship set up.

GET STARTED