

FEATURED BY

Golf Digest



# THE GOLFOGRAPHY EXPERIENCE

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BEN



MARK MEDIAS





THE GOLFOGRAPHY EXPERIENCE

## INTRODUCTION

Created by world-renowned photographer and creative director **Channing Benjamin**, TGE is an immersive fusion of the game, the lifestyle and the visual art of golf all within an awe-inspiring 3-day workshop and summit.



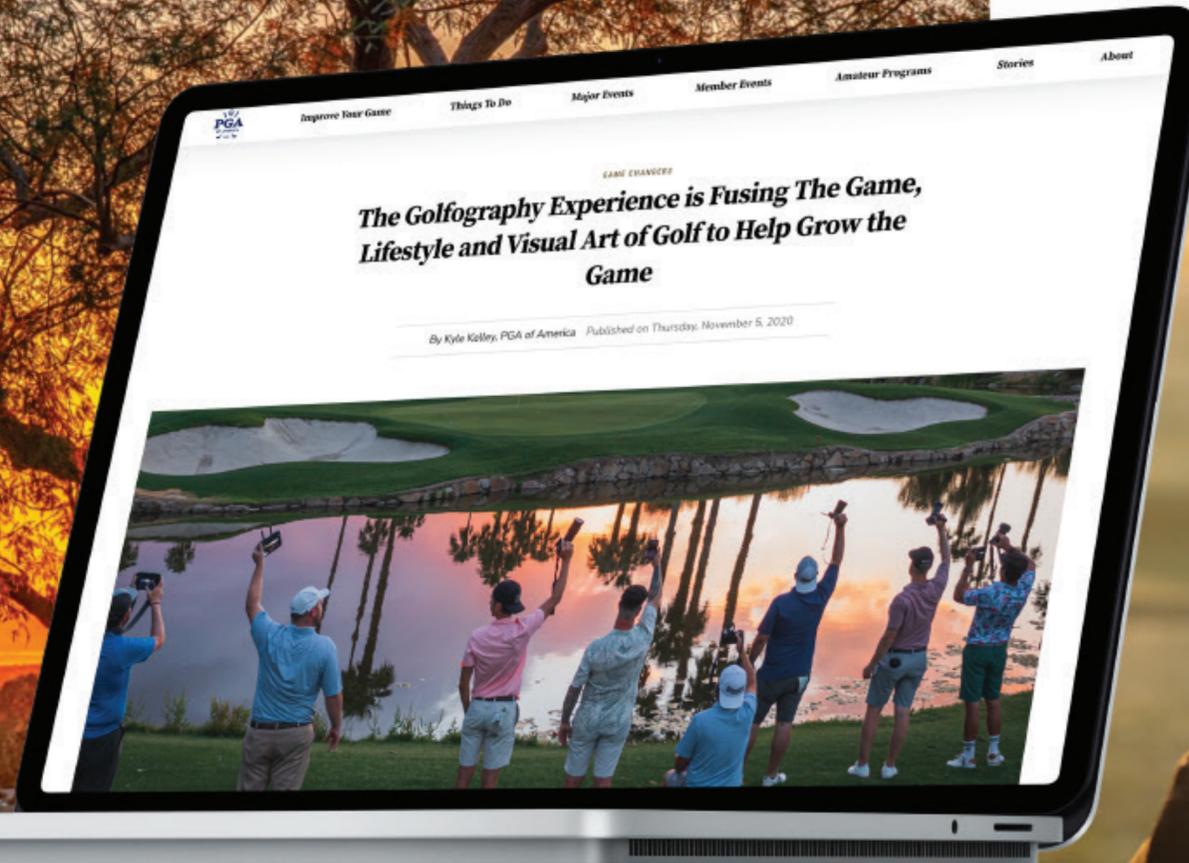
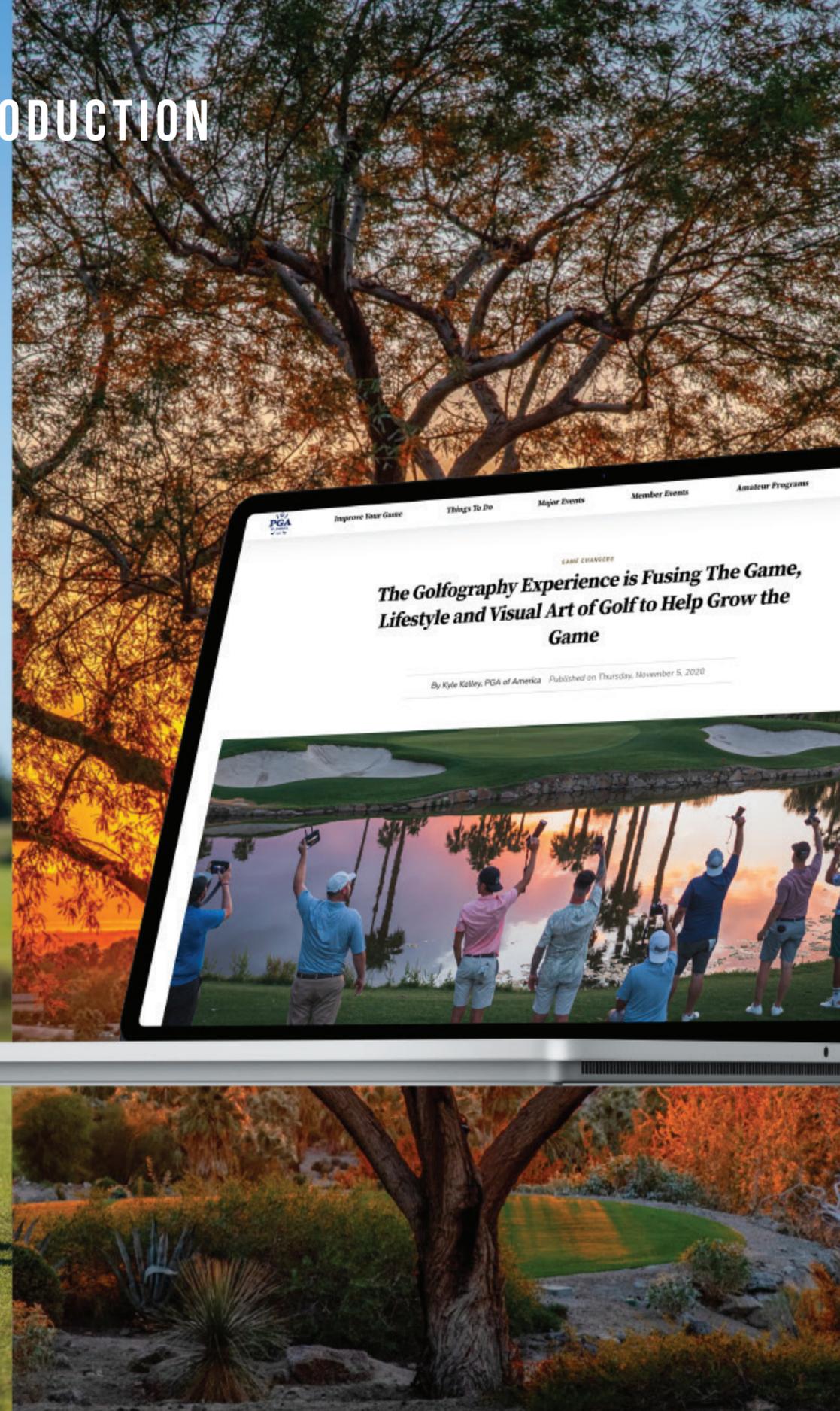
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# INTRODUCTION



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# INTRODUCTION

THE GOLF— UNREAL. THE VIEWS— MESMERIZING.  
BUT IT'S THE RELATIONSHIPS I TOOK AWAY FROM THE EVENT  
THAT WILL STICK WITH ME THE MOST.

KYLE KELLEY, PGA OF AMERICA

CLICK FOR THE FULL ARTICLE



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# INTRODUCTION

BENJAMIN'S WORK HAS BEEN FEATURED BY

**Golf Digest**



**GOLF**

**G&E**  
MAGAZINE



**TAMRON**

**LAS VEGAS GOLF & LEISURE**



**CATALOGUE 18**



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## INTRODUCTION

Past events include **Rams Hill GC in California, Victoria National Golf Club in Indiana, Dormie Club in North Carolina, Indian Wells Resort in California, Ballyhack GC in Virginia** and many more scheduled.



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## OVERVIEW

Mentored by the some of the world's most renowned photographers and hosted by prominent golf courses looking for distinctive photography, incomparable content and a fresh take on social and traditional media exposure, **The Golfography Experience is an unparalleled hands-on experiential event.**



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# OVERVIEW



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All imagery shot on location during TGE.



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## PARTICIPANT

**The Golfography Experience (TGE)** is one part golf expedition, two parts interactive and enlightening photography workshop and all parts fascinating new adventure in learning and lifestyle. Designed to illuminate the mind body and soul of both scratch and beginner golfers, as well as seasoned pro shutterbug or hand-phone amateur, TGE is an experiential event whose gift bag is packed with practical knowledge and lasting memories.



TGE

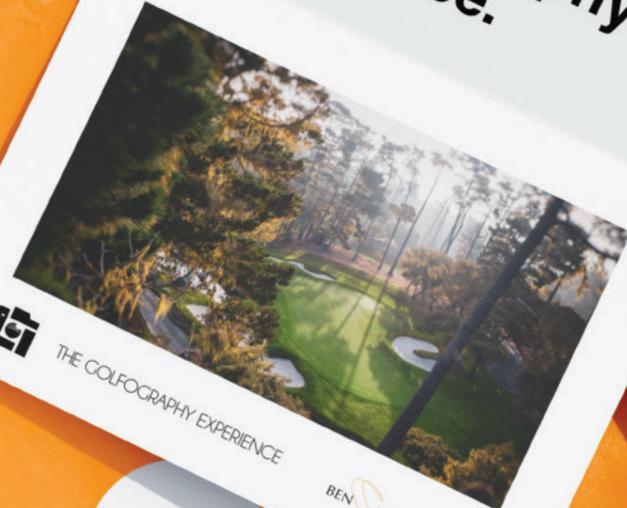
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**PARTICIPANT**

Get ready to see  
golf courses in a  
whole new  
light—welcome to  
the Golfography  
Experience.



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Although every TGE event is uniquely created for a specific host course, every attendee can expect **top-tier activities and all inclusive amenities** such as:

- 2/3 nights, 2/3 days at a premier stay-at course
- immersive photo and drone workshops
- minimum 1 round of golf
- lodging, transportation to and from airport/course
- breakfast, lunch and dinner throughout
- gifts and swag from leading golf brands
- breakout sessions, social media workshops

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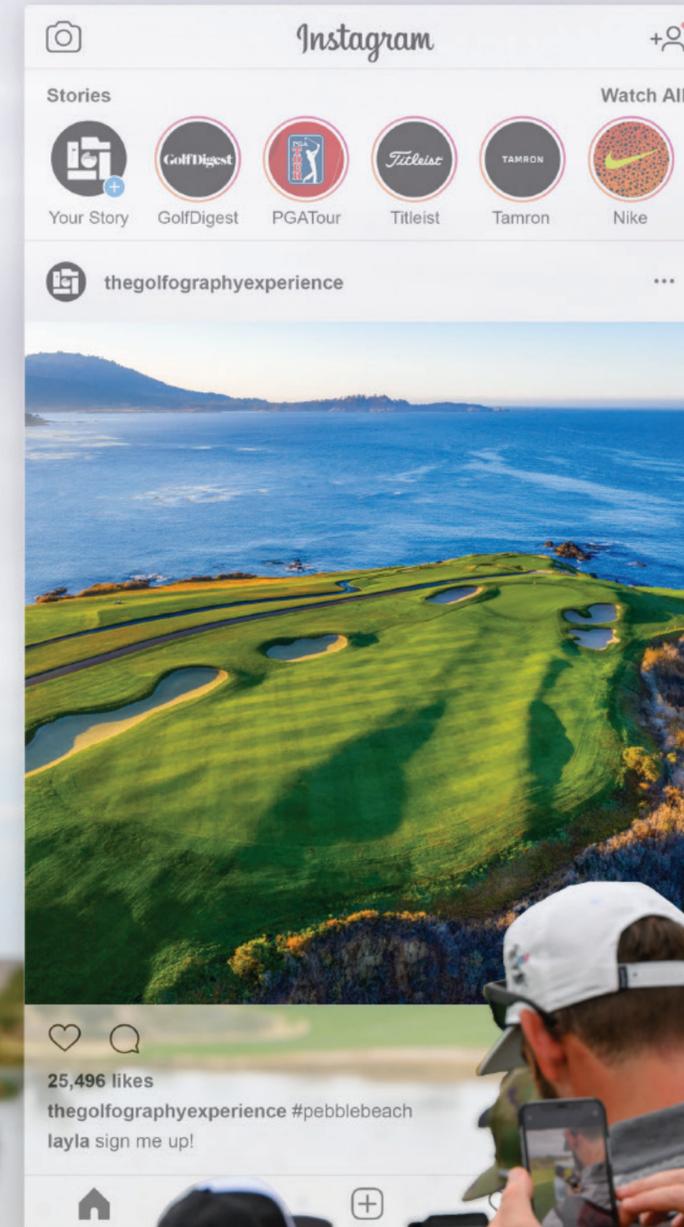
\*Above amenities are examples only – packages may differ.



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## HOST : SPONSOR

In a world where traditional media and soft return is taking a firm position behind the digital revolution and social media's quantifiable spends, **TGE presents an entirely new strategy** for preeminent golf courses, resorts and brands seeking engagement and true ROI.



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HOST : SPONSOR



With cost effective brand and business-building solutions including unprecedented access to golf's top influencers, a TGE event offers courses fresh new ways to drive connectivity with members ultimately driving **new membership and more.**



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WRAPPED DATES  
Mozzarella Cheese, wrapped in Candied Pepper Bacon



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# HOST : SPONSOR

For brands, TGE offers a completely new way to create relevant content, in record time, exponentially aiding in not only **driving numbers**, but also extrapolating the data they need to **market more efficiently**.



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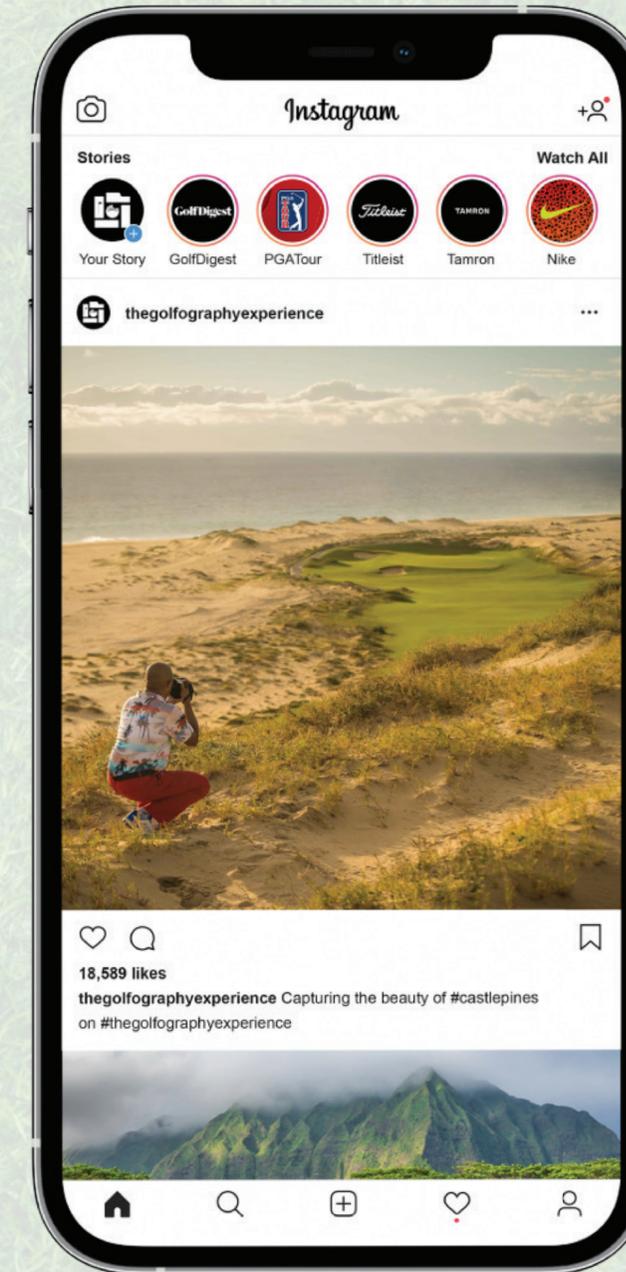


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## DELIVERABLES

- 25+ professional aerial and landscape finished images
- 4+ Instagram posts from each professional (over 200k plus followers combined)
- 4 Twitter posts from each professional
- Daily Instagram stories from all professionals and select guest influencers.
- Established hashtag and geotags for the event
- Ongoing exposure from participants' social media
- Potential for viral reposts

TGE is custom fitted to a particular host course and modular by design, however the above is an example of the cache delivered.



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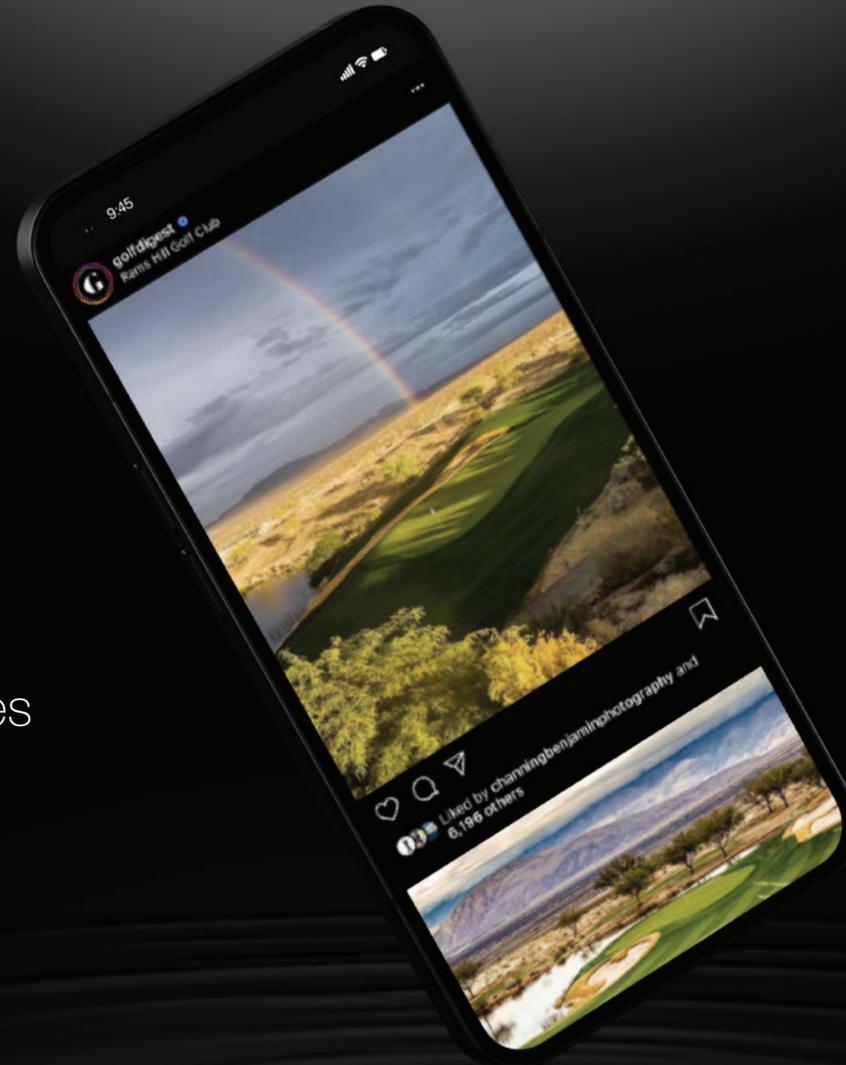
\*The above is example only - packages may differ \*\*Deliverables are granted in-perpetuity license for marketing and social media use.



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## CASE STUDY : RAMS HILL GOLF CLUB

- 16 total images posted
- Over a half million impressions
- 2 images shared on Golf Digest Instagram
- 50 pro images from 3 photographer perspectives
- 139,923 Instagram story impressions
- 1 event experience video



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# CASE STUDY : VICTORIA NATIONAL GOLF CLUB

- 20+ images posted
- Over 900k total impressions
- 60+ Instagram Stories
- 50 professional images from 3 photographer perspectives
- 19k+ Tweets
- 1 event experience video





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## INCLUSIVITEE

TGE is more than just a cool concept; it's a proven growth vehicle for the game, driven by a mission of inclusivity embedded in the Founder's DNA—a value shared by all in Golf's echelon. TGE offers an all-inclusive, cost-effective experience with tremendous value, but not everyone can afford it—a challenge the sport has long faced. **Thanks to the TGE Partner Program, with support from sponsors like Travis Mathews, two spots per event are subsidized** for underserved youth, teens, and young adults, gifted through entities like The Boys and Girls Club of America and First Tee chapters.



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travis Mathews



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FOUNDER - CXO

**Channing Benjamin**, with two decades of experience, is recognized as one of the world's top visual artists. His acclaimed golf industry work includes being an officially licensed photographer for Pebble Beach Resorts. Considered the benchmark in course photography, Channing's work has been published by Golf Digest, Golf Magazine, PGA.com, and more. His images are among the most reposted golf photography on Instagram, viewed and shared by millions.



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We sincerely thank you for reviewing this unique opportunity. Your time and consideration is greatly appreciated.

**For more information, please contact us at:**



**310.770.1770**



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**COMING TO A COURSE NEAR YOU!**