



the image group

Choosing the right ball for your event.

GOLF BALL GUIDE



Not all golf balls are considered equal!

The golf ball is the only piece of equipment that is used on every shot and the most essential piece of equipment for any golfer, and choosing the right ball can make a significant impact on your game. Not all golf balls are considered equal, here are some key factors to consider when selecting a ball.

Compression: The compression rating of a golf ball is a measure of its hardness. Higher compression golf balls are designed for players with faster swing speeds, providing more distance, while lower compression balls are designed for players with slower swing speeds, providing more control and feel.

Cover material: Balls are typically covered with either a soft or hard cover material.

Soft cover balls are designed for more control and spin around the greens, while hard cover balls are designed for more distance and durability.

Spin: Spin is a crucial factor in golf ball selection, as it affects the ball's flight and stopping power. High spin balls provide more control and stopping power, while low spin balls provide more distance and a straighter flight path.

Dimples: The dimples on a golf ball help to reduce air resistance and improve lift, allowing the ball to travel farther. Balls with more dimples typically provide more distance and a more stable flight path. The number of dimples on a ball can vary depending on the manufacturer and model of the ball. In general, balls

typically have between 300 and 360 dimples, although some balls may have more or fewer dimples.

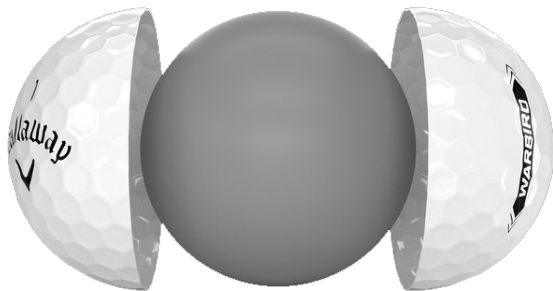
Price: Golf balls can range from a few dollars to more than \$60 per dozen, so consider your budget when selecting a ball. High-end golf balls tend to be more expensive and offer better performance, while lower-end balls can be more affordable but may not perform as well.

Ultimately, the best golf ball will depend on the individual swing characteristics and preferences. It's a good idea to try out different golf balls and see which one works best for your game.



Golf Ball Construction

Important factor to consider when choosing a golf ball. Generally, golf balls are made up of two to five layers, each serving a specific purpose in terms of distance, control, and spin. The layers are typically made up of a rubber core, mantle layer, and cover. Here's a breakdown of the typical golf ball construction: Core: The core is the innermost layer of the golf ball and is responsible for the ball's compression, which affects the ball's feel and distance. The core is typically made of synthetic rubber and can vary in size, density, and compression. Mantle: The mantle layer is located around the core and is designed to control the spin rate of the golf ball. It can be made of various materials such as rubber or plastic and can vary in thickness and hardness. Cover: The cover is the outermost layer of the golf ball and is responsible for providing feel, control, and durability. Golf ball covers are typically made of either Surlyn or Urethane. Surlyn is a harder and more durable material, while urethane provides a softer feel and more control. Additional layers: Some golf balls may have additional layers, such as an extra mantle or cover layer, to further enhance performance. Overall, the construction of a golf ball can affect its performance in terms of distance, control, spin, and feel. Golfers should choose a ball construction that suits their game and preferences.



A two-piece golf ball has a solid core typically made from rubber and a plastic cover.



A three-piece golf ball is comprised of a solid rubber core surrounded by a secondary layer of enhanced rubber and covered by Surlyn or Urethane material.



A four-piece ball has a solid rubber center, an inner cover layer, the middle cover and then the outer cover which is usually made of Urethane and provides much of the feel.



If you're buying golf balls for a golf tournament, there are a few things to keep in mind to ensure you choose the right ones for the event.

Here are some tips to help guide you:

By keeping these factors in mind, you can choose the right golf balls for your tournament that will help players perform their best and create a memorable event.

Choose a reputable brand: Stick with well-known brands that have a reputation for quality and consistency. Some popular golf ball brands include Titleist, Callaway, TaylorMade, and Bridgestone.

Decide on the budget: Golf balls can vary in price, so determine how much you're willing to spend before making a purchase. Keep in mind that higher-end golf balls may offer better performance, but they may also be more expensive.

Consider any customization options: If you want to add a personal touch to the golf balls, consider looking for brands that offer additional personalization options. This can be a fun way to add a unique touch to the tournament.

Consider the skill level of the players: The golf balls you choose should be appropriate for the skill level of the players participating in the tournament. For example, beginner golfers may benefit from a softer ball with a lower compression, while more advanced players may prefer a firmer ball with higher compression. If there is a mix group of players choose a mid-teir ball.



DOS AND DON'TS FOR BUYING GOLF BALLS



DO think about the target audience and the level of play. If it's a casual tournament with a diverse group of participants, you might opt for a mid-tier golf ball that suits a broad range of players like the Bridgestone e12 or the Callaway Supersoft.

DON'T wait to order your golf ball. Be sure to order the golf balls well in advance. In recent times, shortages of golf balls have had an adverse impact on the promotional product industry.



DO consider packaging options or adding golf balls to a kit with other items such as towels, tees, and accessories to enhance the giveaway's appeal.



TaylorMade TP5

DON'T skimp on budget if the event is competitive or prestigious. Higher-end golf balls like the Titleist Pro V1, TaylorMade TP5 or Callaway Chrome Soft can be a great choice.



DO use both sides of the golf ball. Print sponsorship logos on pole 1 of the golf ball and tournament logo, date, or a personalized message on pole 2 to make the giveaway more unique and memorable.



Titleist is the #1 ball in golf and is widely recognized for producing the highest quality most desired golf balls. Titleist offers a range of golf ball models, each designed to suit different players' needs and preferences.

Titleist's flagship model is the Pro V1, a 3-piece ball that offers exceptional distance, control, and spin. The Pro V1 is the most popular choice among golfers worldwide.

The Pro V1x is another popular model, offering similar performance characteristics to the Pro V1 but with a slightly firmer feel and higher trajectory. Titleist also offers a range of golf balls designed for amateur and beginner golfers, including the TruFeel, a two-piece ball with a soft

feel and low compression, and the Velocity, a two-piece ball designed for maximum distance.

One of the unique features of Titleist golf balls is the Business's proprietary manufacturing process, which includes multiple quality control checks to ensure consistency and performance. Titleist also offers Titleist custom outing program discounts off the wholesale price plus applicable imprinting fee on golf balls and gear. Imprinting fee waived for second pole with a tournament name or date.

Overall, Titleist golf balls are a top choice among golfers of all skill levels, thanks to their exceptional performance, consistency, and quality.



Titleist owns 82% of the logo market share and 55% of that is held by the Pro V1.



Callaway is a well known brand in the golf industry that offers a range of high-quality golf balls designed for different players' needs and preferences. Callaway's golf balls are known for their innovative technology and performance characteristics. Callaway's Triple Track technology for improved alignment as well as TruVis technology. One of the unique features of Callaway golf balls is the Hex Aerodynamics technology, which uses a pattern of hexagonal dimples to reduce drag and increase lift, resulting in longer, straighter shots.



Triple Track Technology

Hex Dimples



TruVis Technology



Growing in popularity as alternatives to the well-established major brand names are the innovative PXG Extreme and Vice Golf Balls.



Parsons Xtreme Golf (PXG) was founded in September of 2013 by well-known businessman, philanthropist and golf nut Bob Parsons. PXG was born out of Parsons' desire to make the world's best golf equipment. More than 200 global patents later, In 2023 PXG launched the Xtreme golf ball and in 3rd party testing, the Xtreme golf ball delivers similar overall performance to Titleist Pro V1 & Pro V1x at \$15 less a box.



Vice Golf is a German-based Business that produces high-quality golf balls at an affordable price point. The Business was founded in 2012 by golf enthusiasts who were frustrated with the high cost of premium golf balls.

Colored Golf Balls

Can be a fun and attractive option for golf tournament giveaways. However, their suitability depends on the nature of your tournament and the preferences of the participants. Consider these pros and cons to decide if colored golf balls are the right choice for your tournament. Here are some factors to consider: Pros of colored golf balls for giveaways: Visual appeal, bright colors can catch the eye and stand out on the course. Memorability, unique colors make the giveaway more memorable for participants. Variety, a range of colors offers something for everyone, adding a personal touch. Cons of colored golf balls for giveaways. Color matching, it may be challenging to match the ball color with corporate or event logo. Player preferences, some players may prefer traditional white balls. Visibility, in certain conditions, colored balls can be harder to see. Perceived seriousness, colored balls might be seen as less professional by some players.



A dozen golf balls refers to a set of 12 golf balls packaged together as a unit. In golf, a dozen is a common quantity for purchasing golf balls. Within a dozen box are sleeves, a sleeve of golf balls contains three balls. A sleeve is a standard packaging option, and convenient as a promotional giveaway or added into a kit.

Factory vs In-house Printing

Both factory and in-house printing use the same machines, practices and quality checks, ensuring comparable quality regardless of where the printing is done.

In-house printing offers quick turnaround times and lower minimum order requirements, making it ideal for smaller orders or rush jobs. While it may not be as cost-effective as factory printing, in-house printing excels in providing much faster production times and greater flexibility.

While factory printing has higher minimum order requirements and longer turnaround times, it is usually more cost-effective. If you have flexibility with your timeline and can meet the minimum order requirement of 12-dozen, factory printing is the more cost effective option.



Player Numbers

What does the number on the golf ball mean? Most golf balls come standard numbered from 1 to 4, although you can find single-digit numbers extending up to 9. These numbers are positioned just below the brand logo and serve the purpose of helping the player identify their golf ball. If more than one player is using the same golf balls, each player picks a different number golf ball. A relatively new concept by golf ball manufacturers is to let golfers customize their balls when they purchase from 1-99.

Prebooking

What is a Prebook? Prebooking golf balls involves making an early commitment to reserve a particular quantity or type of golf ball in advance. Usually, to be eligible for a prebook order, a minimum of 500 dozen golf balls is required. Prebooking not only comes with a substantial discount but also guarantees that you'll secure the golf balls you require, reducing the risk of them running out of stock. These prebook programs are available for a limited time and typically kick off around November. Titleist and Callaway support and offer such prebook programs.

