



Pro V1 Loyalty Rewarded Promotion  
2/12/18

The following provides an overview of the Pro V1 Loyalty Rewarded promotion for 2018.

**Promotion**

- Golfers who purchase 3 dozen Titleist Pro V1 or Pro V1x golf balls will receive 1 dozen of the same ball type at No Charge
- This promotion is available via the following 2 options:
  1. **Pro V1 or Pro V1x with free personalization and Standard Play Numbers (1-4 or 5-8). Also available with Pink side-stamp and Play Number in (1-4).**
    - Standard play number golf balls personalized at no charge
  2. **Pro V1 or Pro V1x with free personalization and all the same Play Number (00, 1-99)**
    - Special play number golf balls personalized at no charge
    - \$1 per dozen special play number fee applies

**Promotion Timing / Order Details**

- Promotion Timing: March 22 thru April 22
- Orders accepted via eb2b, e-mail
  - eb2b orders to be placed at [www.acushnetgolf.com](http://www.acushnetgolf.com). These orders will receive priority shipping.
  - E-mail: [Loyalty@acushnetgolf.com](mailto:Loyalty@acushnetgolf.com)
- We request that customers not place orders via telephone due to excessive call volume during this time of year.
- We are unable to accept Fax orders for this promotion.
- Orders will be delivered within 5 weeks.
- Shipping and Handling fee of \$2 per dozen (including n/c dozen).

**Advertising Policy**

- MAP remains \$47.99 per dozen; provided, however, that during the applicable program period, the following additional restrictions shall apply to advertising for this promotion:
  - Any price advertising shall refer to the purchased products single dozen price
  - Any advertising which lists (i) aggregate pricing for multiple dozens; or (ii) a specified percentage discount ( such as “25% off” or “save 25%” ) shall be considered to violate the Advertising/Sales Policy
  - The program may be advertised/promoted only during the specified promotion window
- Advertisements, including internet, for the Titleist Loyalty Rewarded promotion may not be combined with or appear on the same viewing page as any other competitive golf ball products promotion.
- E-Blasts for this promotion can be combined with other promotions or products from Acushnet.
- Advertisements for this promotion shall include the following (or substantially similar ) copy lines:
  - “Special Offer from Titleist on Pro V1”

**Important Program Notes:**

- **Inappropriate imprints** - Acushnet Company reserves the right to decline any order based on the inappropriate nature of an imprint. This includes imprints that are demeaning or disparaging to a person or group as well as any that contain words/phrases that are, in our estimation, obscene or offensive.
- **Country club** - club event or imprints with club names are not eligible for this program. Acushnet Company offers Sales Programs to cover all event/club needs. Please contact Customer Service for more details.

- **Corporate imprints** - names of companies can only be done 1 time (3+1) unless it includes unique names/initials in the imprint for each 3+1 order. Tagging for different individuals does not qualify. The imprints need to be unique.
- **Single marks of punctuation** - such as a period, comma, asterisk, etc. are not eligible for this program. A minimum of 8 of these characters in a row to be deemed a qualifying imprint.
- **Do not reuse/resent the same form** - critically important to prevent order duplication. If you've sent in a form where only 1 or 2 of the order lines is used, please start a new sheet for any subsequent orders.