



# THE BIRDIE SHOT



## WHO WE ARE

My name is Nathan Lockman, and I'm a junior at the University of Nebraska-Lincoln studying Professional Golf Management. My passion for the golf industry started when I was mowing greens and working in the cart barn, eventually leading me to pro shop operations and tournament management. Combining that experience with my entrepreneurial drive, I created The Birdie Shot—a handcrafted shot glass made from real golf balls. Since launching in August 2022, we've partnered with numerous courses and now offer custom branding options, making The Birdie Shot a perfect addition to pro shops and golf events.

## WHY IT BELONGS IN YOUR SHOP

Golfers love unique, high-quality merchandise, and The Birdie Shot has already proven its popularity, selling in 49 of 50 states. Now, we're bringing that same success to pro shops and tournaments. Not only does The Birdie Shot stand out on display, but it also offers an easy upsell opportunity at checkout. With the option to customize each shot glass with your club's logo or a tournament sponsor's branding, it becomes more than just a keepsake—an ongoing advertisement. Unlike a standard sleeve of balls that gets lost or used up, The Birdie Shot stays on shelves, bars, and desks, keeping your logo in front of golfers long after their round.

**CALL OR EMAIL ME FOR MORE INFORMATION**



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## HOW IT BENEFITS YOUR PRO SHOP AND EVENTS

Whether you're looking to boost pro shop sales or enhance tournament gift packages, The Birdie Shot is an easy way to generate additional revenue. With a wholesale cost of \$8 per unit, and suggested retail price of \$12-15, each sale brings in a strong profit margin. Plus, courses that have stocked the Birdie Shot—like Quarry Oaks and Bayside Golf Club—have sold out multiple times in the pro shops and have received great feedback when using them as tournament gifts.

## FREE SAMPLES AVAILABLE

We're currently offering free samples for courses interested in carrying The Birdie Shot. If you'd like to see how well they sell in your shop, email or call today to request a sample or place an order. Don't miss the opportunity to add a profitable, custom-branded product to your shop!



**-Bayside Golf Club**



**-Country Club of Lincoln**