



Golfholics Pricing Proposal

Mike and Marko:

We want to thank you for the opportunity to present the attached pricing options for your consideration. We discussed a few tiers via the phone, and wanted to add additional background information that should help us find the best outcome for both of us.

Why did we pick orange? This is a result of nearly 2 years of feedback from many golf course cart barn guys. The color stands out and helps to ensure that people do not forget their Phone Caddy, but more importantly their cell phone. An added benefit is that it catches people's attention and becomes a conversation starter which plays a role in marketing and promotional value. Colors that blend in were not as effective at generating awareness, so we went bold.

Your marketing and promotion for the new sweepstakes sounds like a very exciting way to increase your reach. We would like to propose that we collaborate further to integrate your use of the phone caddy into your normal golfing routine. For both of us to be successful selling this product, we believe that it will be important to highlight its use by Golfholics in your videos, but prefer to do so in a subtle way. In our opinion, we think that viewers seeing you interact and use the product will be far more likely to purchase it through your online store with the added benefit of sweepstakes entry.

Standard Pricing Background:

- End consumer of a Desert Fox Golf logo'd Phone Caddy = \$25 with free shipping. These are available through our online store, Amazon and select retail outlets.
- Pro shops and other venues that have chosen to custom logo the product = \$30. These are sold to end consumers at a price premium due to the custom logo associated with the venue.
- Event and wholesale. We charge standard ground shipping rates and offer fixed volume discounts for 250 units or less. To date, we have not offered pricing tiers.

In the interest of time, we wanted to get you pricing options for volume tiers assuming you can fulfill orders directly. When we began discussing the logistics behind fulfilling orders on your behalf, we realized that it would be best to have a discussion with you on various options before spending too much time.

Thank you for your consideration,
Scott and Eric

Price Proposal Summary

Option 1

- **200 units:** Pricing for this volume falls into our current model (250 units or less). This has been the floor for all of our existing customers that intend to resell the product in pro shops, retail outlets and online store fronts. We are prepared to offer you our standard pricing for wholesale units, a custom one-color logo, and waive all setup fees associated with customization.

Option 2

- **500 units:** ~8% discount on the combination of units and logo pad printing along with waiving all setup fees associated with customization.

Option 3

- **1000 units:** ~16.7% discount on the combination of units and logo pad printing along with waiving all setup fees associated with customization. We view this as a long term strategic offering that gives you an opportunity to have a Golfholics branded product at the lowest price we have offered to date.

Price Proposal Details

No.	Quantity	Description	Unit Price	Amount
1	200	DFG-PC (Phone Caddies) Base, Thumb Screws, Gear, Pads = Black Wings, Faceplate = Orange or Gray ¹ Including Straps w/ Orange or Gray Fox logo	\$15.00	\$3000.00
2	200	Custom 1 Color Logo - To be approved by Golfholics	\$3.00	\$600.00
3	1	Shipping (Estimate)	\$80.00	\$80.00
		Ship To: Golfholics San Diego, CA	Shipping Method: Ground	
Total:				\$3680.00

No.	Quantity	Description	Unit Price	Amount
1	500	DFG-PC (Phone Caddies) Base, Thumb Screws, Gear, Pads = Black Wings, Faceplate = Orange or Gray Including Straps w/ Orange or Gray Fox logo	\$13.80	\$6900.00
2	500	Custom 1 Color Logo - To be approved by Golfholics	\$2.75	\$1375.00
3	1	Shipping (Estimate)	\$200.00	\$200.00
Total:				\$8475.00

No.	Quantity	Description	Unit Price	Amount
1	1000	DFG-PC (Phone Caddies) Base, Thumb Screws, Gear, Pads = Black Wings, Faceplate = Orange Including Straps w/ Orange Fox logo	\$12.50	\$12500.00
2	1000	Custom 1 Color Logo - To be approved by Golfholics	\$2.50	\$2500.00
3	1	Shipping (Estimate)	\$400.00	\$400.00
Total:				\$15400.00

Notes:

1. Gray - Color is more silver tone, but not metallic

