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# LPGA Pricing Proposal

Scott:

We want to thank you for the opportunity to present the attached pricing information for your consideration. We discussed a few quantity options: 75 and 250 units and wanted to add additional background information and our thoughts following today's discussion. These tiers will apply to either an orange or gray color option.

After careful consideration, we suggest using our Phone Caddy in your event's tee prize giveaway vs. offering it in the marketplace. It is our belief that your event participants will have a better experience and you will have better marketing value from this approach. Our product is new to the market and very unique. Few people have heard of it and would not quickly recognize its value in the limited exposure of the marketplace. In contrast, if each participant was given one and had the opportunity to use the product during the event, we believe the value to all parties will be significantly greater. We can discuss the possibility of staffing the event to help people setup the phone caddy for their phone. This will allow participants to experience using it during the event.

The potential need to use gray or another prime color is clear to us, but wanted to provide the details on color selection that we discussed. 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.

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 pricing: We charge standard ground shipping rates and offer fixed volume discounts. To date, we have not offered pricing tiers.

In the interest of collaboration, we are extending our standard pricing model for events as an entry price tier and waiving our setup fees for customization. In addition, we have developed a second tier that allows you flexibility to drop below the volume target we discussed today. As mentioned, we are also willing to consider additional prime color options (red, blue, green) but would require a minimum order of 250 units and 4-6 weeks lead time to fulfill the order.

Thank you for your consideration,  
Scott and Eric

## Phone Caddy Price Sheet

Volume	DFG Logo	Custom Logo
1-199	\$17.00	\$20.00
200+	\$15.00	\$17.50

- Custom Logo Setup: \$40 for orders < 96 units.
- Custom Logo pricing is 1 color logo on the faceplate.
- Additional logos can be added for additional costs.