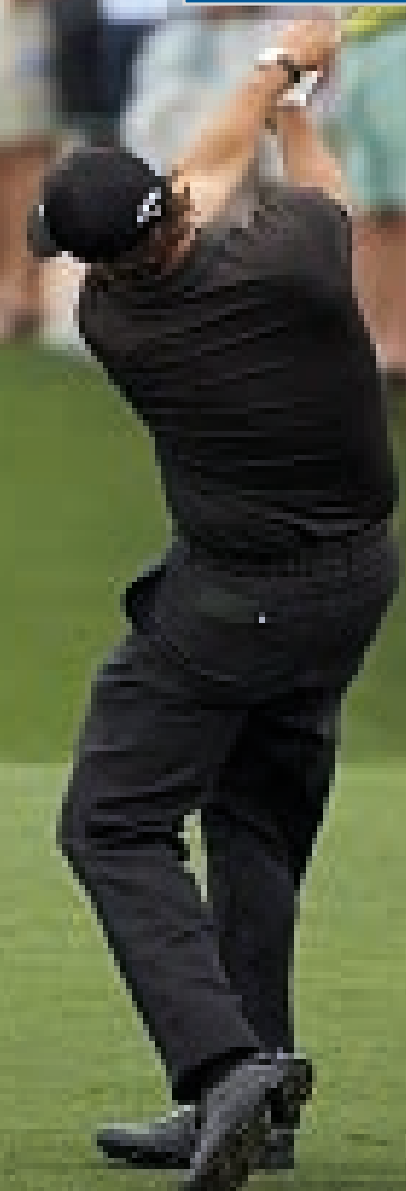




2016
CORPORATE
COLLECTION

A golfer in a black shirt and pants is captured in the middle of a golf swing on a green field. A crowd of spectators is visible in the background, blurred.

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DEMONSTRABLY SUPERIOR, PLEASINGLY DIFFERENT

Quite simply, it says everything you need to know about what drives the development and design of Callaway. It not only represents the kind of quality performance every golfer deserves, it's also about who and what we design for in the first place. If it meets the demands of the best players in the world, we feel confident in offering it to golfers everywhere. That means, you too, can feel confident in offering our extensive range of premium corporate golf products to your clients. Create a memorable golf day with gifts that not only perform, but also optimise your branding opportunities. As you will see, we can showcase your company logo to maximise exposure to your golfing clients.

Sarah Donner

Corporate Sales Consultant
Continental Europe

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WHICH BALL IS RIGHT FOR YOU AND YOUR CLIENTS?

Choosing the best golf ball for your event or campaign can have a significant impact on its success. Choosing a Callaway Golf ball will go a long way to securing the best outcome. This Golf ball Selector is designed to help you choose the most appropriate ball by allowing you to prioritise importance across 4 relevant criteria.

PRESTIGE

Sometimes it's not about the recipient's ability but rather creating a 'wow' factor. Providing the user with the ultimate in world class performance and the latest technologies is our priority and yours.

ABILITY

Working together, we can help you choose a ball that matches the ability and the exacting needs of your customer to greatly enhance the success of your campaign, promotion or golf day.

TECHNICAL FEATURES

Each model of Callaway golf ball contains technologies to benefit every golfer. By knowing your customers and the type of promotion or event you're wishing to run, we can help you to find a ball with all the optimal technical features at a price point that's right for you.

TOUR USAGE

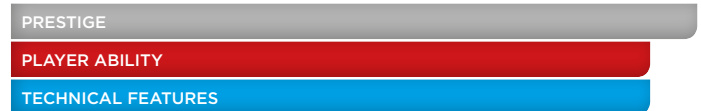
Does your client wish to use the same golf balls as some of the best players in the world? The demands of these players requires a golf ball that is high in technical features with the ability to alter its flight characteristics for different golf clubs and shot types, complementing those players of the highest ability.



NEW CHROME SOFT™



SUPERHOT™ 55



SUPERSOFT™



HEX WARBIRD®





NEW CHROME SOFT GOLF BALL

**"THE NEW CALLAWAY CHROME
SOFT ALLOWS ME TO REDUCE
UNWANTED SPIN IN MY LONG
GAME WHILE STILL MAXIMIZING
SPIN AROUND THE GREEN. IN
SHORT, I CAN DIAL IN MY IDEAL
BALL FLIGHT THROUGH MY BAG."**

Phil Mickelson

Phil Mickelson plays the new
Chrome Soft Golf Ball.





NEW CHROME SOFT™

THE BALL THAT CHANGED THE BALL

- Chrome Soft is the only ball that has the proprietary SoftFast Core with low compression and a Tour urethane cover. This leads to low spin off the tee for incredible ball speed and exceptional distance. It also lets you compress the ball on iron shots for incredibly soft feel, and provides excellent control and consistency so you can get aggressive on shots into the green. You don't have to choose between feel and hitting it farther anymore.



SUPERHOT™ 55

SUPER LONG • SUPER STRAIGHT • SUPER HOT

- If you put the name Superhot on a golf ball, it better have some serious ball speed and distance to go with it. That's what you get from a design that's super long through low drag aerodynamics and incredibly fast from a High Velocity Core. You'll have the ball flight to hit it way longer, and it reduces hooks and slices too so you hit it straighter. Superhot is all about giving you speed and accuracy in a distance ball.





SUPERSOFT™

OUR SOFTEST BALL EVER

- Super Long • Super Straight • Super Soft
- An ultra low 35 compression* core delivers maximum ball speed with reduced spin for increased distance.



HEX WARBIRO®

DESIGNED FOR DISTANCE

- Designed for distance seekers who want to see maximum flight. This 2-piece ball is long and features a larger, softer, high-energy core that yields great ball speed.





BESPOKE BALL PACKAGING PROGRAM

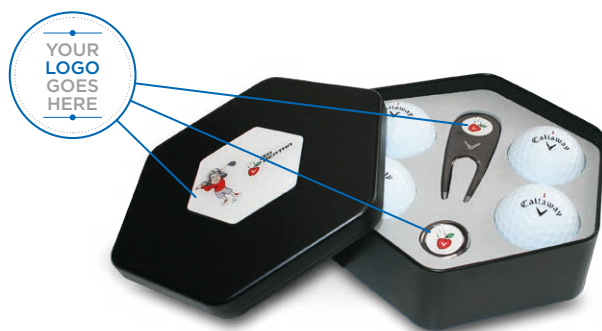
MAKE YOUR NEXT EVENT SPECIAL WITH CUSTOMIZED GOLF BALL PACKAGING

- Add fantastic brand impact and prestige to your golf event by designing your own 1, 2, 3, 6 or 12 ball bespoke packaging from our range of customisable golf ball sleeves and boxes.
- **Features, Litho Exact Colour Matching**
- Minimum order: 1000 sleeves - 250 dozen.



4 BALL HEX TOOL TIN*

- 4 Ball Tin with Divot Tool and Ball Marker
- Minimum order: 12 dozen



3 BALL HEX TOOL TIN*

- 3 Ball Tin with Ball Marker
- Minimum order: 12 dozen



3 BALL HEX TOWEL TUBE*

- 3 Ball Towel Tin with Ball Marker
- Minimum order: 12 dozen



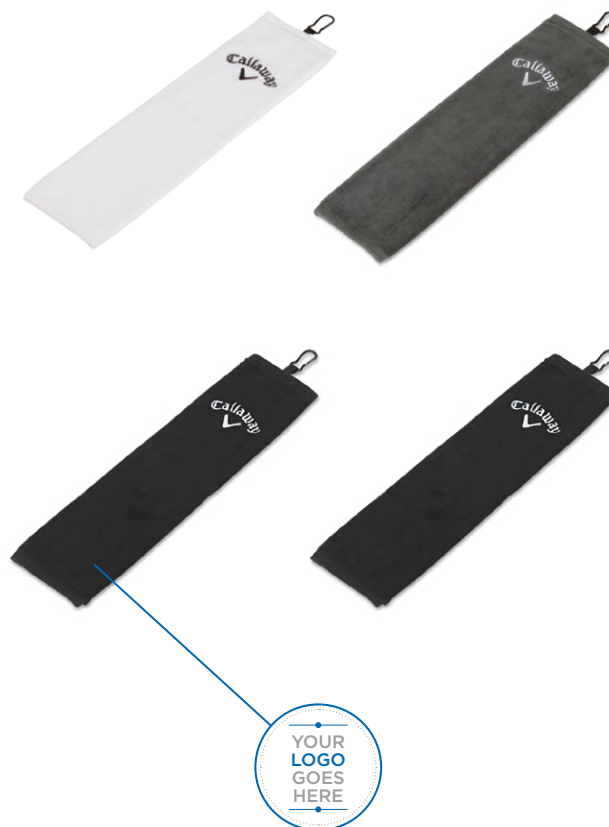
3 BALL HEX TEE TUBE*

- 3 Ball Tee Tube
- Minimum order: 12 dozen



16 x 21" TRIFOLD TOWEL

- 100% cotton, Clip attaches directly to the bag
- Minimum order: 12



*Balls and towels sold separately



60" CLEAN LOGO UMBRELLA

- 60" Double Canopy for Maximum Protection

LOGO: Applied to 2 or 4 panels
Applied to black or white panels



YOUR
LOGO
GOES
HERE

CUSTOM HEADCOVER

- Including: Ball Marker, Pencil and Divot Tool

LOGO: Applied to the top - 70mm



YOUR
LOGO
GOES
HERE

DAWN PATROL™ GLOVES WITH CUSTOM MARKERS

- ULTIMATE IN PERFORMANCE & DURABILITY

LOGO: Applied to the ball marker - 25mm



YOUR
LOGO
GOES
HERE

SYN TECH GLOVES WITH CUSTOM MARKERS

- OUR MOST ADVANCED ALL-WEATHER GLOVE WITH SUPER SOFT FEEL

LOGO: Applied to the ball marker - 25mm



YOUR
LOGO
GOES
HERE

HERITAGE TWILL

- 30+ UPF Washed Cotton Twill
- Performance, Moisture Wicking Sweatband
- Unstructured Design with Low Profile Look
- Adjustable Closure
- Minimum order: 12+
- Available in single or mixed colours.



LIQUID METAL

- 30+ UV Protection
- Antimicrobial Fabric
- Performance, Moisture Wicking Sweatband
- Adjustable Closure



WOMEN'S HERITAGE

- 30+ UPF Washed Cotton Twill
- Performance, Moisture Wicking Sweatband
- Unstructured Design with Low Profile Look
- Adjustable Closure



MEN'S FRONT CRESTED

- Offered in Structured and Unstructured
- Cotton Twill
- Adjustable Back Strap with Logo Buckle
- Performance, Moisture Wicking Sweatband
- Minimum order: 12+
- Available in single or mixed colours.



MEN'S SIDE CRESTED

- Offered in Structured and Unstructured
- Cotton Twill
- Adjustable Back Strap with Logo Buckle
- Performance, Moisture Wicking Sweatband
- Minimum order: 12+
- Available in single or mixed colours.



21.5" ROLLING BAG

- Telescoping Handle
- Exterior Velour Lined Accessory Pocket
- Internal Full Length Mesh Zipper Pocket
- Neoprene Comfort Grip Handle



YOUR
LOGO
GOES
HERE

32" ROLLING BAG

- Telescoping Handle
- Dual Interior Compartments
- Exterior Quick Release Tie Downs
- Integrated Grab Handle



YOUR
LOGO
GOES
HERE

TRAVEL COVER

- Exterior Quick Release Tie Downs
- Internal Shoe Pocket
- Reinforced Wheel Base
- Neoprene Comfort Grip Handle



YOUR
LOGO
GOES
HERE

LARGE DUFFLE

- Dual Elastic Organizer Pockets
- Neoprene Comfort Grip Handles
- Internal Mesh Zipper Pocket
- Detachable Padded Shoulder Strap



BACK PACK

- Integrated Padded Laptop Sleeve
- Velour Lined Valuables Pocket with External Headphone Port
- Easy Access Cell Phone Sleeve
- Built-In Organizer



SMALL DUFFLE

- Detachable Padded Shoulder Strap
- Dual Elastic Organizer Pockets
- Neoprene Comfort Grip Handle
- Internal Mesh Zipper Pocket



MESSENGER BAG

- Integrated Padded Laptop Sleeve
- Built-In Organizer
- Interior Pocket with Key Clip
- Padded Nylon Shoulder Strap



DRAW STRING SHOE BAG

- Front Zipper Accessory Pocket
- Drawstring Closure
- Velour Lining



DRAWSTRING BACKPACK

- Padded Laptop Sleeve
- Neoprene Comfort Grip Handle
- Interior Mesh Pocket with Key Clip
- Molded Hat Clip



COOLER

- Insulated Thermal Lining
- Removable Interior Dividers
- Mesh Zipper Pocket
- Padded Nylon Shoulder Strap



SHOE BAG

- Neoprene Comfort Grip Handle
- Dual Side Air Vents
- Easy Glide Zipper



DOPP KIT

- Dual Elastic Organizer Pockets
- Nylon Handle
- Internal Mesh Zipper Pocket



VALUABLES POUCH

- Velour Lined
- Snap Hook
- Easy Glide Zipper



MINI COOLER

- Insulated Thermal Lining
- Seam Sealed to Avoid Leaking
- Easy Glide Zipper
- Nylon Shoulder Strap







WHITE HOT PRO 2.0 #1

- In the White Hot Pro 2.0, we took an insert that's consistently won on Tour and made it better, because we're the #1 Putter in Golf and we don't rest on our laurels. We engineered this putter to meet the performance demands of the world's best players, so they roll in more putts when it matters most. They trust it inside the ropes, and you'll trust it on every putt.

STANDARD SPECIFICATIONS

- Hand Availability: R
- Length: 34", 35"
- Offset: Full Shaft
- Head Type: Blade
- Head Weight: 343g

LOGO:

26mm x 13mm

Applied to the putter face





WHITE HOT PRO 2.0 #7

- In the White Hot Pro 2.0, we took an insert that's consistently won on Tour and made it better, because we're the #1 Putter in Golf and we don't rest on our laurels. We engineered this putter to meet the performance demands of the world's best players, so they roll in more putts when it matters most. They trust it inside the ropes, and you'll trust it on every putt.

STANDARD SPECIFICATIONS

- Hand Availability: R
- Length: 34", 35"
- Offset: Full Shaft
- Head Type: Blade
- Head Weight: 350g

LOGO:

26mm x 13mm

Applied to the putter face





WHITE HOT PRO 2.0 2-BALL

- In the White Hot Pro 2.0, we took an insert that's consistently won on Tour and made it better, because we're the #1 Putter in Golf and we don't rest on our laurels. We engineered this putter to meet the performance demands of the world's best players, so they roll in more putts when it matters most. They trust it inside the ropes, and you'll trust it on every putt.

STANDARD SPECIFICATIONS

- Hand Availability: R
- Length: 34", 35"
- Offset: Full Shaft
- Head Type: Blade
- Head Weight: 350g

LOGO:

26mm x 13mm

Applied to the putter face





CALLAWAY GOLF BAGS

THE ULTIMATE,
TOUR PROVEN
PROTECTION
FOR ALL
CONDITIONS.

2016 TOUR STAFF BAG

- 10", 6-way Top with Velour Wrapper Dividers
- Fully Integrated Umbrella Sleeve
- Color Matching Rain Hood
- 9 Pockets including:
- Velour-lined Valuables Accessory Pocket
- 2 Full Length Apparel Pockets
- 2 Water Bottle Pockets
- Weight: 12 lbs



AQUA DRY

- Waterproof Material and Zippers with Seam-sealed Construction
- 14-way Top with Individual Full Length Club Dividers
- 7 Waterproof Pockets Including a Velour-lined Valuables Pocket
- Black Satin Finished Towel Hook/Bottle Opener
- Weight: 5.4 lbs



WHITE/NAVY/CHARCOAL



BLACK/WHITE/RED



RED/WHITE/BLACK



WHITE/BLACK/RED



HYPERLITE 4

- 5-way Top with Full Length Club Dividers
- Quick Release Comfort Tech™ Strap System
- 9 Pockets Including a Water-resistant, Velour-lined Valuables Pocket
- Xtra Traction Technology™ Base System Provides Greater Stability
- Integrated Alignment Stick Holder
- Black Satin Finished Towel Hook/Bottle Opener
- Available in a Single and Double Strap
- Weight: 5.5 lbs

YOUR
LOGO
GOES
HERE



WHITE/CHARCOAL/BLACK



BLACK/CHARCOAL



RED/WHITE/BLACK



NAVY/CHARCOAL/BLACK

HYPER-LITE 1+

- 3-Way Top
- Manual Release Pop Up Stand
- Double or Single Strap Option
- Water Resistant Base on Belly
- Water Resistant Velour Lined Valuables pocket
- 3 Zippered Pockets including a Full Size Apparel Pocket
- Weight: 2.5 lbs

Custom Logo: Left Side Pocket

YOUR
LOGO
GOES
HERE



HYPER-LITE 1

- 3-way Top
- Available in a Single and Double Strap
- Water-resistant, Velour-lined Valuables Pocket
- 3 Zippered Pockets Including a Full Size Apparel Pocket
- Weight: 1.9 lbs

Custom Logo: Left Side Pocket

YOUR
LOGO
GOES
HERE



SINGLE STRAP - BLACK/
SILVER/WHITE



DOUBLE STRAP - WHITE/
CHARCOAL/RED



DOUBLE STRAP - BLACK/
SILVER/WHITE

ORDERING PROCESS

1. SELECT YOUR PRODUCTS

Use this brochure to choose the product or products from our wide range of Corporate items that fit your golf event or promotional requirements. If you prefer you can contact our Corporate Sales Consultant on **+44 (0) 7527 641 250** who will be able to assist you with any queries.

2. SUPPLY US WITH YOUR LOGO

This should be a high resolution electronic PC compatible artwork file, supplied in any of the following formats:
.AI .EPS .PDF .CDR

These files should be readily available from your marketing department or your advertising, design or PR agency. Please ensure that any fonts used within your logo file have been converted to outlines. You can supply your electronic file on CD, by e-mail or to our ftp site. (Please contact us for ftp details).

Other Logo Formats

If necessary we can also potentially work with other high resolution (300dpi) file formats of:

.PSD .TIFF .JPEG .BMP .GIFF
...or even a good quality printed copy of your letterhead, compliments slip or business card. However please note that if it is necessary to work with any of these alternative formats, this can cause delay and may incur additional charges.

3. COLOUR REFERENCES

Please supply us with any Pantone (pms) colour references for your logo.

4. ARTWORK PROCESS AND PROOFING

Our studio production team will apply your logo to the products that you have selected and a pdf proof(s) will be sent out by e-mail to the contact address you have supplied. Once you are satisfied with the proof(s) and confirmed your approval we will commence production of the finished products.

5. PLACE YOUR ORDER

E-mail:

ukilogo@callawaygolf.com
ceorders@callawaygolf.com
secustomerservice@callawaygolf.com
nordiclogo@callawaygolf.com

6. SHIPPING

We work to some of the tightest production lead times in the promotions industry and will always work with our customers to endeavour that we meet your required deadlines.

SARAH DONNER

Corporate Sales Consultant Continental Europe

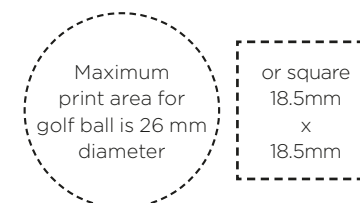
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Surrey KT9 2NY

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Mobile: +44 (0) 7527 641

LOGO PLACEMENT



PLACEMENT SIZING (ACTUAL SIZE)



ACCEPTABLE FILE FORMATS

