



PLAYGOLF CALGARY

Multi-Course Membership Opportunity

Ultimate Flexibility

- Flexible Course Options
- Flexible Tee Time Availability
- Flexible Membership Packages
- Flexible Payment Terms



PLAYGOLF CALGARY

Operator Of The Year 2015,
Golf Inc. Magazine

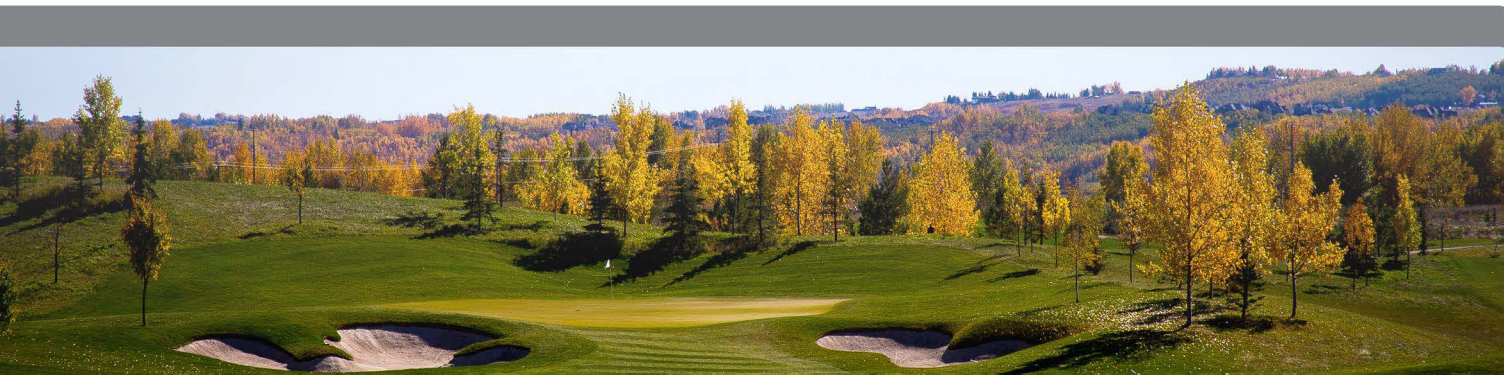
WELCOME

Play Golf Calgary is extending you an invitation to join our limited membership group. We have created a multi-course membership that gives you the ultimate choice by picking the courses that you love and the package that works best for your needs. Our membership shares are transferable to family, or re-sellable giving you flexibility and peace of mind.

Our future is bright! We will launch the opening of our newest course in the spring of 2017, SERENITY. This 36 hole facility will feature the Dancing Bull 18 opening first, with the Sun Catcher 18 opening shortly after. Both courses will be finished to the highest quality but will look, feel, and play very differently. Serenity is conveniently located 10 min east of Stony Trail just south of 22x.

Whether you want to challenge yourself on Blue Devil's renowned greens, see jaw-dropping views and unique holes at GlenEagles, head out to Where Golf is Fun at HeatherGlen, escape to the calm and relaxing Serenity, or play a round with your family at Lil Devil.

Play Golf Calgary has a facility that fits your mood and your game!



PLAYGOLF CALGARY

Life is BETTER with GOLF

Who We Are (We Have Been Around For Awhile)

Play Golf Calgary is a reputable and stable ownership group with long-term vision to deliver our Life is Better With Golf philosophy to Calgary golfers.

We have been active in the Calgary area and golf community for over 25 years through our ownership and operation of HeatherGlen Golf Course, The Links of GlenEagles, Blue Devil Golf Club, & Lil Devil Golf Course. We continue to enhance our company with the opening of SERENITY Golf Club. We love what we do and have fun doing it.

How We Got Here (A passion for golf and dirt!)

Play Golf Calgary started as HeatherGlen Golf Course over 25 years ago as a 18 hole course outside of Calgary. We expanded HeatherGlen to 27 holes in 1997. HeatherGlen purchased The Links of GlenEagles in 2002 and HeatherGlenEagles Golf Company Ltd. was born.

In 2012 HeatherGlenEagles Golf Company Ltd. turned into Play Golf Calgary when we purchased Blue Devil Golf Club which was finished in 2013 with a full 18 holes, Range, Lil Devil 9, and Clubhouse.

SERENITY is the newest member of the family with a 36 hole course. Serenity Golf Club will feature the Dancing Bull 18, and the Sun Catcher 18.

Our Company Goals (Wake up, Have Fun, Play Golf, Sleep, Repeat!)

We strive to be the very best golf course operator in North America by:

Always progressing

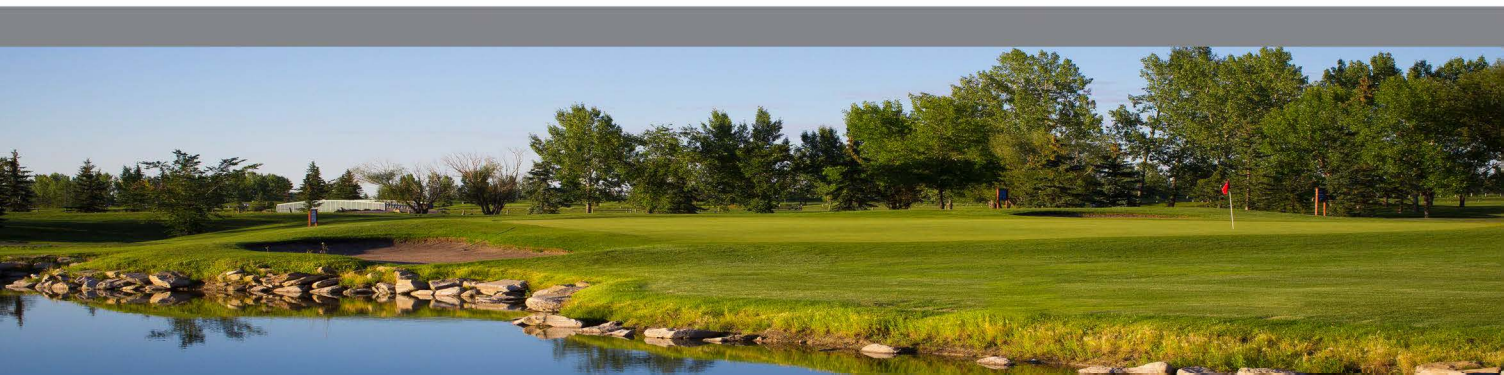
Always continuing to educate ourselves

Always having a friendly and helpful team

Always staying on top of emerging trends

Always introducing new technology

Always delivering the best turf conditions



PLAYGOLF CALGARY

Life is BETTER with GOLF

Why We Do What We Do (It's About The Little White Ball)

At Play Golf Calgary we believe in one simple principle that: Life is Better With Golf!
We own and operate golf courses so we can share this sport with everyone.

Golf is great exercise.

Golf is a great way to make friends.

Golf is a great way to spend time with your family.

Golf is a great sport for competition.

Golf is a great way to teach honesty and integrity.

What We Offer Our Guests (Whatever it takes to make you happy!)

Guest satisfaction is critical; also being a public golf course we need to deliver an experience that makes golfers want to come back every time they play. We can not take a day off, we can not slip.

We Need To Keep You Happy.

We Need To Make You a Fanatic.

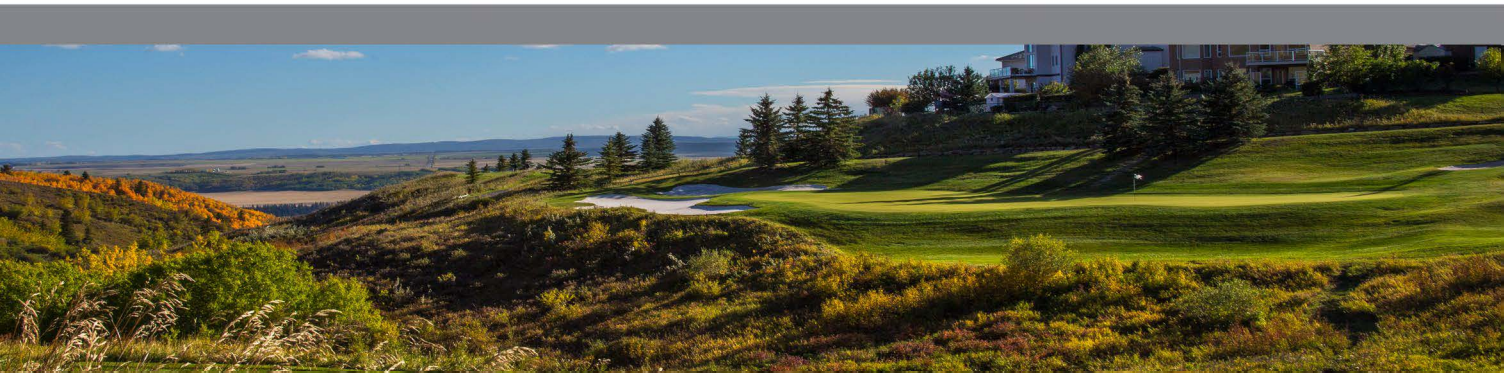
We Need You To Want to Tell Your Friends.

Repeat!

We Look Forward to Seeing You On The Links!

Scott Atkinson, CEO
Play Golf Calgary

Slade King, COO
Play Golf Calgary



GLENEAGLES

THE COURSE

This Les Furber-designed course offers a great variety to all playing levels, with five different tee boxes, dynamic elevation changes, and a view that makes it difficult to “keep your eye on the ball”.

Rated “3rd Best New Courses” in Canada - Golf Digest 1999
Top 100 Courses in Canada - Score Magazine 2003, 2005
Silver Medal “Best Par 3’s” in Canada - Score Magazine
Top 10 Public Courses in Alberta - Score Magazine

2003 Host of the Nationwide PGA Tour
2015 Host of the PGA Tour Canada

EAGLES NEST LOUNGE

Relax before and after your round in our beautifully appointed lounge. With a cozy stone fireplace and stunning woodwork, this room is ideal. The Eagles Nest Patio boasts the best views around.

THE TERRACE ROOM & FALCON ROOM

Our multiple banquet rooms are perfect for member events, league nights, tournaments, weddings, and special events.



BLUE DEVIL

THE COURSE

Blue Devil Golf Club is disarming, deceptive, and devilishly crafted to challenge you to "give the devil his due". It is a unique and awe-inspiring golf experience that unfolds before you in the serene river valley of Fish Creek Park.



A Little Piece of Heaven on Earth

THE CLUBHOUSE

The King & Devil Tap and Grill is the perfect spot to end your round and relax. Our unique Atkinson & Salvail Halls are the perfect rooms for member functions, league nights, weddings, and special events.



LIL DEVIL 9 HOLE SHORT COURSE

Create a unique option for your staff and guests who are new to the game. The Lil Devil 9 Hole course is the perfect place to learn and have fun in a relaxed atmosphere with less pressure than the Blue Devil Course. Come out to learn the game, practice your short game, & spend quality time with family and friends.



HEATHERGLEN



HeatherGlen

The Course

Surrounded by the city of Calgary, our park setting provides a serene escape with 27 holes of adventure amid beautiful city and mountain views. The wide fairways and gentle sloping terrain combined with 17 lakes and ponds makes HeatherGlen a challenge for any level of ability.

Where Golf is Fun!

27 Holes Gives you The Ultimate Flexibility

Our 3 nines allow you 3 different 18 hole courses. You can pick your favorite, or shake it up each time you play.

The Clubhouse

HeatherGlen boasts a 15,000 square foot clubhouse with 3 private banquet rooms. We can comfortably fit any size of group in a spacious environment with all the amenities you need.



SERENITY

DANCING BULL

Dancing Bull is a challenging 18 with the course carving its way in and out of a 50-foot high Aspen/ Poplar forest. Some holes challenge even the straightest of shots. The rest of the 18 is balanced with some generous landing areas and some open spaces.

Every detail of Dancing Bull was thought through by renowned architect Gary Browning. The fairways flow with a subtle but noticeable movement from tee to green. The greens open up from the prime landing areas in the fairway, with just enough bunkers to make you think twice about your strategy and club selection. The greens roll with subtle breaks that members and regulars will navigate having a "one up" over first-time visitors on which way putts will slide.

SUN CATCHER

A sun catcher is the 'optical' equivalent of a wind chime. Some designs are simple and abstract but all are individual creations. It is what *sets* them apart from "art" that is *mass* produced.

The Sun Catcher Course is an individual creation. When Gary Browning created Sun Catcher, the design was influenced by his mood, the weather, the site and the time of year. Just like a sun catcher, depending on the time of day, the weather, the wind, it will offer you a different, exciting and unique look each, and every time you play it. The long shadows, the wild and rolling fairways, the treacherous, undulating greens will leave you with a sense of foreboding her raw beauty is disarming.

It will "Look difficult.....play fair."



MEMBERSHIP SHARE

Membership Share

Play Golf Calgary is releasing a limited number of membership shares with Blue Devil or Serenity as your "Home Course". The membership share allows you to own a spot at the club with additional benefits, booking privileges, discounts, exclusive events, club storage, etc. Your membership share can be resold, or transferred to an immediate family member. A membership share is not equity in Play Golf Calgary or any of its facilities.

Multi Course Share Options

Platinum Membership

Full Access to ALL Play Golf Calgary Facilities

14 Day Advance Booking privileges at ALL courses

Choose your Home Course for bag storage, locker, and leagues Reduced Fee's For Guest

Full Practice Facility Access at All Courses

Gold Membership

Full Access to SERENITY Golf Club & HEATHERGLEN Golf Course

50% off greenfees at Blue Devil, Glen Eagles, & Lil Devil

14 Day Advance Booking privileges at ALL courses

Serenity will be your Home Course for bag storage, locker, and Leagues

Both Memberships Include a Number of Great Social Events

Have Fun and Meet New People

Opening Reception

Club Match Play

Couples Nights

Many More...

Weekly Leagues

Club Championship

Member / Guest Tournaments

Club Fall Wrap-Up

PACKAGE OPTIONS

PLATINUM MEMBERSHIP SHARE

Full Access to All Play Golf Calgary Facilities

14 Day Advance Booking Privileges at All Courses

Choose Your Home Course for Bag Storage, Optional Locker, and Leagues

Ask About Our 3 Year
Interest Free Terms

Membership Share Pricing

Founding 10	\$ 18,750
11-25	\$ 18,995
26-35	\$ 19,250
36-45	\$ 19,500
46-55	\$ 20,000
56-65	\$ 21,000
66-75	\$ 22,500

Membership Dues*

MEMBER STATUS	DUES
Principal	\$ 2,795
Spouse	\$ 1,850
Children	\$ 600/Child
Family (2+ children)	\$ 5,800

* Annual dues can only be raised a maximum increase of 1.5% over the Consumer Price Index (SPI) per year.

GOLD MEMBERSHIP SHARE

Full Access to Serenity Golf Club & HeatherGlen Golf Course

50% Off Greenfees at Blue Devil, Lil Devil, & GlenEagles

14 Day Advance Booking Privileges at All Courses

Serenity Will Be Your Home Course for Bag Storage, Optional Locker, and Leagues

Membership Share Pricing

Founding 10	\$ 5,900
11-25	\$ 5,995
26-50	\$ 6,200
51-100	\$ 6,400
101-149	\$ 6,600
150-200	\$ 6,800
201-250	\$ 6,995

Membership Dues*

MEMBER STATUS	DUES
Principal	\$ 2,500
Spouse	\$ 1,750
Children	\$ 495/Child
Family (2+ children)	\$ 5,250

* Annual dues can only be raised a maximum increase of 1.5% over the Consumer Price Index (SPI) per year.

Optional Locker - \$150 per season - (Spouse Locker Bases on Availability)

Optional Golf Canada Membership - \$50 per season

OTHER GREAT BENEFITS

We are a well funded stable ownership group operating courses in calgary since 1991. We have a proven track record of building and running courses that will give you:

Great value
Unparalleled course conditions
and Friendly service

Your membership gives you
The Ultimate Flexibility With:

Five and a half 18 hole courses to play
a 9 hole course for **fun and practice** on **Lil Devil**
Three practice facilities to work out the kinks

14 day advance tee time booking vs 5 day for non members
...who wants to fight for tee times at their own club?

You will own a membership share you can sell!
...this is a big one. You are keeping the value that you put in!

15% reduction in greenfees for guests
...because you're going to want to show off your home course to your friends

No minimum food and beverage requirements
...we need to deliver a great food and beverage experience so you want to dine with us, not so you have to!

No hidden fees or assessments
...Another biggie! Play golf Calgary is fiscally responsible for any capital improvements, renovations, equipment, etc!

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SEE YOU SOON

We look forward to having you out for a tour of Serenity!

For more information and to keep up to date on whats happening check us out online, Twitter, Facebook, and Instagram.

Scott Atkinson, CEO
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