

Premium short-run
apparel that speaks to
the growing market of
casual, social-first
golfers.

PUTT
 OFF
GOLF

**UNTIL
I HAD A
POP
STROKE**

**UNTIL
DRIVE
SHACK'S
CHEF-INSPIRED
MENU**

**UNTIL
A FIVE
IRON GOLF
HOLE-IN-ONE
MARG**

**UNTIL
WASTE
MANAGEMENT**

**UNTIL
BOOKED
A BAY AT
TOPGOLF**

**UNTIL
PUTTSHACK
MADE IT
NEON**

***WE WERE
PUTT OFF
GOLF—***

***UNTIL THE GAME
GOT A GLOW-UP.***

***NOW IT'S ABOUT
GOOD DRINKS,
GREAT FOOD,
NO PRESSURE.
NO PRETENSE.***

The new golf audience is booming and it looks nothing like the old one. In the last five years, venues like Topgolf, Puttshack, and PopStroke have exploded in popularity, attracting younger, more diverse, and more social-first players.



Over 50% of new golf participants in the U.S. are now under 35, with women and casual players driving record growth.

Demographic	Growth %
Under 35	52%
Women	45%
Causal	60%
Returning Players	28%
Traditional Male Golfers	12%

Data represents us participation trends over the last 5 years.

**This isn't country club culture.
It's cocktails, playlists, and
participation over perfection. We
are designed exactly this shift:
apparel that meets the moment,
with style, humor, and zero
seriousness.**



Stock our limited run range.
You get a batch of 12 shirts.
4 of each S, M, L.
For \$210 delivered.
Then sell over 2X markup.

Retail Price	Profit Per Shirt	Markup
\$35	\$17.50	2X
\$40	\$22.50	2.3X
\$45	\$27.50	2.6X

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SS25P01



SS25PO2



SS25PO3



SS25PO4



SS25PO5

