



# Federal Hospitality

PROUDLY TASMANIAN

27<sup>th</sup> June 2025

## THE GREAT GOLF BALL GRAB IS ON

### What are we doing?

To help generate hype, excitement and awareness of the new Driving Range at Country Club in Launceston, we will release 1,000 The Range branded golf balls within the Launceston CBD.

Each ball will have a QR code leading to a prize which can be redeemed on property at The Range. The QR code will scan through to a landing page encouraging prize winners to come into The Range to claim their prize.

Prizes will be drawn in a large barrel at The Range by one of our attendants. The prizes will vary between the ultimate Range experience, vouchers, food and beverage products.

The activation will be running for 10 days starting from Saturday 16th August until Tuesday 26th August.

### The concept and messaging

The Great Golf Ball Grab!

1,000 lost balls = 1,000 awesome prizes

Launceston's newest driving range, The Range at Country Club, is closer than you think. So close, that 1,000 of our balls have been hit out and lost. And we want them back!

Go searching, grab your specially marked golf ball, and return it to us to win an instant prize. With a few lucky ball finders set to win the Ultimate Range Experience grand prize!

The balls could be absolutely anywhere around Launceston, so listen out to Chilli FM on Saturday 16th August and keep an eye on your socials for helpful clues.

Get grabbing, and we'll see you on The Range.

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Saffire  
FREYCINET

MACQ01  
HOTEL

THE HENRY JONES  
ART HOTEL

WREST POINT

COUNTRY  
CLUB

VANTAGE  
LAUNCESTON

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410 Sandy Bay Rd, Sandy Bay TAS 7005



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## The role of local businesses

As Tasmania has a tight knit community and this extends to locals who work within the hospitality and retail industry. Businesses have engaged audiences, so it's a great opportunity to drive awareness and engagement of the activation that's beyond traditional media.

We would like to utilise Launceston's local business to be a trusted and known place for patrons to search for the hidden golf balls. These businesses are also showing their support and excitement for the opening of The Range at Country Club.

We're looking for participation from 25-50 businesses within the Launceston area within 5kms of the CBD area, who are willing to hide golf balls in their store from Saturday 16th August until Tuesday 26th August.

If there are 50 businesses involved then we will hide 2 golf balls per day within the stores. If there are 25 businesses we will hide 4 balls within stores.

## Involvement from Chilli FM

We will be partnering with Chilli FM to help raise as much awareness about the Great Golf Ball Grab. There will be an outside broadcast set up in Launceston CBD on Saturday 16th August to assist with driving hype and awareness to the local community.

During peak time on a Saturday late morning provides us with the ultimate time for foot traffic and listeners. This partnership is an added way to launch the activation and continue the hype throughout the 10 days.

## What are you required to do?

We will be putting together a pack for those who are interesting in participating, this will include golf balls to hide within your store, a table topper to be displayed in store and instructions to follow. We will confirm with you what date within the 10 day period to hide your golf ball by Monday 21st July.

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## What do we need from you

Please email Maddi de Winter – (Marketing and Events Manager Federal Group) confirming your interest for your business to be involved.

Please confirm your business name, address, best contact name and phone number.

If we could please have your confirmation by Monday 21st July

[mdewinter@federalgroup.com.au](mailto:mdewinter@federalgroup.com.au)

## Timings

Monday 30th June – Launceston Central email to be sent out - EOI

Monday 21st July - Cut off for businesses to confirm their interest.

From 30th June - Friday 1st August - Packs to be designed and put together.

Friday 1st August – Packs to be sent out to businesses.

Friday 8th August – Packs with golf balls, instructions and table toppers to arrive with businesses.

Saturday 16th August – Begin of the activation in Launceston. Outside broadcast with Chilli FM.

Regards,

Maddi de Winter – Marketing and Events Manager

[mdewinter@federalgroup.com.au](mailto:mdewinter@federalgroup.com.au)

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