

LeaderBoard of Boston's Air Cannon Locked and Loaded for 2019

LeaderBoard of Boston's Air Cannon, already offering a wide range of sponsorship opportunities to spice up any golf outing and take it to the next level, has invested heavily to offer 10 of the latest generation stainless steel designs. These cannons are manufactured exclusively for LeaderBoard and offer additional distance capabilities and even better accuracy.

"We are completing our fifth year with the air cannon promotion and we have worked over 500 events this season," said Neil Policow, a Partner in the company. "With our staff of 15 trained professionals we can accommodate multiple events concurrently. We have supported as many as 10 tournaments on a single day this season, all across New England."

Policow said the company has a great variety of game formats to keep the competition fresh from year to year. "We offer great prizes at every event based on the best shot of the day. In addition to Golfing Magazine certificates for free golf, we also have prizes for destination trips, as well as accommodations at high end resorts across the country.

As of mid-September, LeaderBoard of Boston's Air Cannon has recorded no fewer than eight holes in one, bringing the company's total to more than 20 holes in one

since the program was launched.

"With our optional hole-in-one insurance we take the potential for a fantastic prize to another level," explained Policow. "Last year, we had a winner for a trip to this year's Masters. Other prizes include a \$10,000 cash split, as well as trips to either Pebble Beach or a resort in the Catskills."

As a fundraiser this is a fantastic addition to the day's activities. Said Policow, "At the Claddagh Fund event recently at Willowbend and Falmouth Country Club with 330 golfers we raised over \$4,000 for the Fund. Policow said the company is averaging well over 150 percent optional participation at events this season with the LeaderBoard Air Cannon."

He said his staff sets up on a short par four where the carry to the green is about 300 yards. Typically players are charged for team shots to guarantee a short putt for an eagle. It's promoted as a "Closest to the Pin" contest and offers organizers an excellent sponsorship opportunity. "We invite the sponsor to hang out with us on the tee box and do a quick 'Meet and Greet' with the players. It's a great opportunity to thank the players for their support."

The company stations one staff member at the tee and a second at the green,

communicating with walkie-talkies. The feedback is immediate and generates roars of approval for good shots. (Optional critiques for bad shots are also available.)

The player with the closest to the pin shot from the full event is offered a choice of two prizes. The primary prize for 2019 is a "Free Golf" certificate supplied by Golfing Magazine that entitles the winner to play rounds of golf, usually for only a cart fee, at 130-plus courses in New England and beyond. An option for occasional golfers and families has been a certificate good for seven nights' accommodations for two at a choice of over 3,000 locations in the RCI vacation network, based on availability.

For more information on the LeaderBoard Air Cannon, visit www.LeaderBoardBoston.com, or contact info@leaderboardboston.com.

