



NO LAYING UP

2021 OVERVIEW



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ABOUT NO LAYING UP

NO LAYING UP IS A COMMUNITY OF EDUCATED FANS DEDICATED TO DISCUSSING, PLAYING, FOLLOWING, AND LAUGHING ABOUT GOLF AT ALL LEVELS. BORN AS THE SOLUTION TO A SIMPLE COMPLAINT SHARED BY FOUR FRIENDS AND AVID GOLFERS – THAT GOLF COVERAGE AND CONTENT WAS TYPICALLY DULL – NO LAYING UP’S DISTINCT AND AUTHENTIC VOICE RESONATES WITH A LOYAL AND GROWING COMMUNITY. ABOVE ALL, NO LAYING UP USES ITS RESOURCES TO SERVE AS THE VOICE OF THE GOLF FAN.



MEMBERS & PARTNERS



TRON CARTER
CO-FOUNDER
TAKESMITH
@TRONCARTERNLU



CHRIS SOLOMON
CO-FOUNDER
NLU PODCAST HOST
@NOLAYINGUP



NEIL SCHUSTER
CO-FOUNDER
MERCHCZAR | HEAD OF HR
@NGSCHUNLU



BIG RANDY
CO-FOUNDER
CFO | SLENDERMAN
@BIGRANDYNLU



DJ PIEHOWSKI
CONSIGLIERI
AV CLUB PRESIDENT
@DJPIE



THE NO LAYING UP ECOSYSTEM:

INFORM, ENTERTAIN, & ENGAGE A COMMUNITY OF AVID GOLFERS



PODCAST NETWORK



ORIGINAL VIDEO CONTENT



SOCIAL REACH



APPAREL & MERCHANDISE



EVENTS & MESSAGE BOARD



THE NEST MEMBERSHIP



AUDIENCE & ENGAGEMENT

2020 NLU AUDIENCE METRICS:



2020 VS. 2019

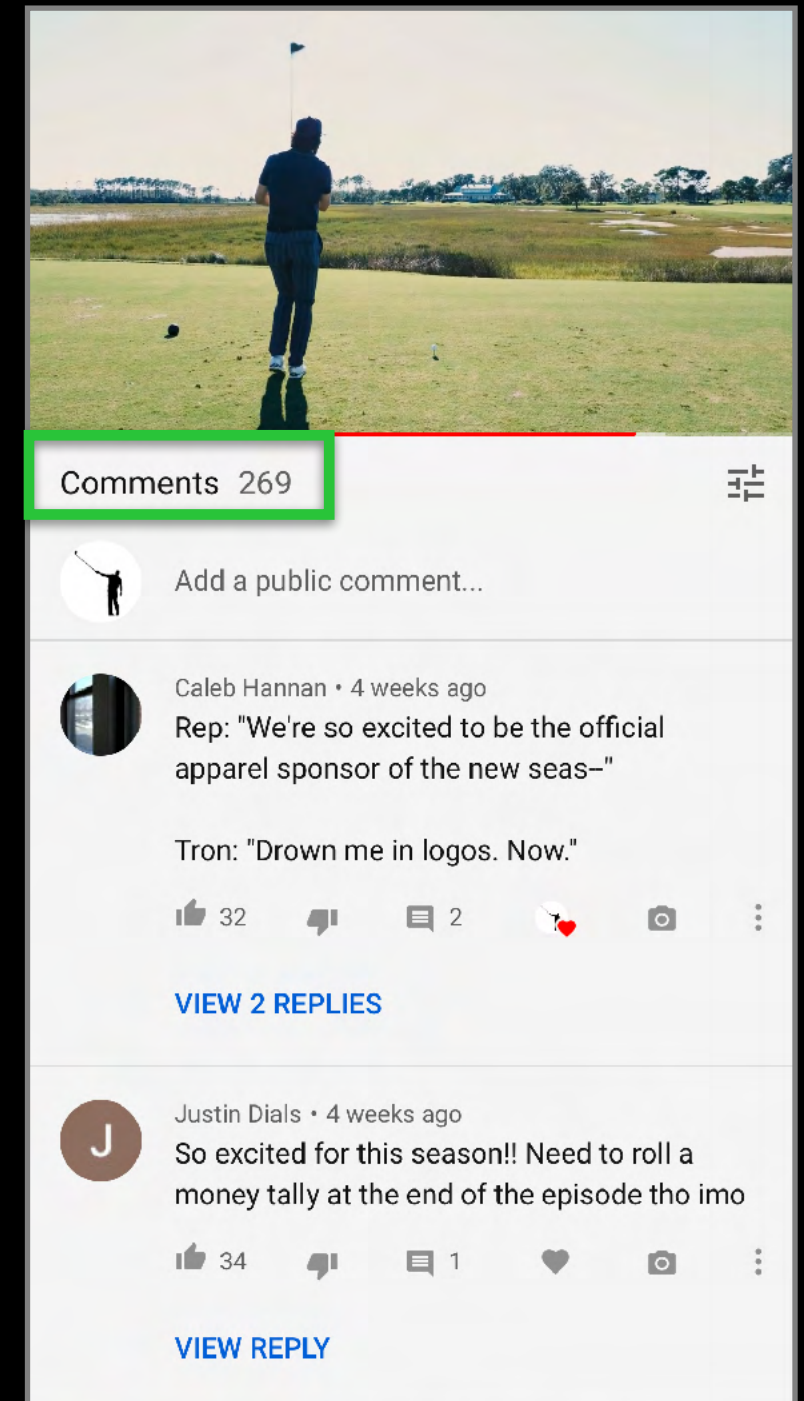
PLATFORM	2020	2019	YOY GROWTH
PODCAST	• 128K - UNIQUE DOWNLOADS PER EPISODE (NLU PODCAST) • 16.9MM+ - TOTAL UNIQUE DOWNLOADS (ALL PODCASTS) • 182 - TOTAL EPISODES (ALL PODCASTS)	• 109K - UNIQUE DOWNLOADS PER EPISODE (NLU PODCAST) • 8.3MM+ - TOTAL UNIQUE DOWNLOADS (ALL PODCASTS) • 128 - TOTAL EPISODES (ALL PODCASTS)	14% 47% 30%
YOUTUBE	• 1.8MM HOURS - TOTAL WATCH TIME • 7.7MM - TOTAL VIEWS • 69.5MM- TOTAL IMPRESSIONS	• 711K HOURS - TOTAL WATCH TIME • 4.3MM - TOTAL VIEWS • 36.4MM - TOTAL IMPRESSIONS	61% 43% 47%
VIDEO ENGAGEMENT	• 69.5K - TOTAL SUBSCRIBERS • 13:22 MINUTES - AVERAGE WATCH TIME PER VIDEO • 55.3% - AVERAGE PERCENTAGE OF VIDEO VIEWED	• 37.2K - TOTAL SUBSCRIBERS • 9:24 MINUTES - AVERAGE WATCH TIME PER VIDEO • 54% - AVERAGE PERCENTAGE OF VIDEO VIEWED	45% 36% 1%
SOCIAL REACH	• 628K+ - TOTAL FOLLOWERS ACROSS PLATFORMS • 339MM - TOTAL IMPRESSIONS FROM TWITTER	• 320,000+ - TOTAL FOLLOWERS ACROSS PLATFORMS • 189MM - TOTAL IMPRESSIONS ON TWEETS IN 2019	49% 44%

THE NLU COMMUNITY:

THE NLU FANBASE IS A GLOBAL COLLECTION OF GOLFERS THAT INCLUDES EVERYONE FROM SUNDAY HACKERS TO SOME OF THE MOST FAMOUS PROFESSIONAL GOLFERS IN THE WORLD.

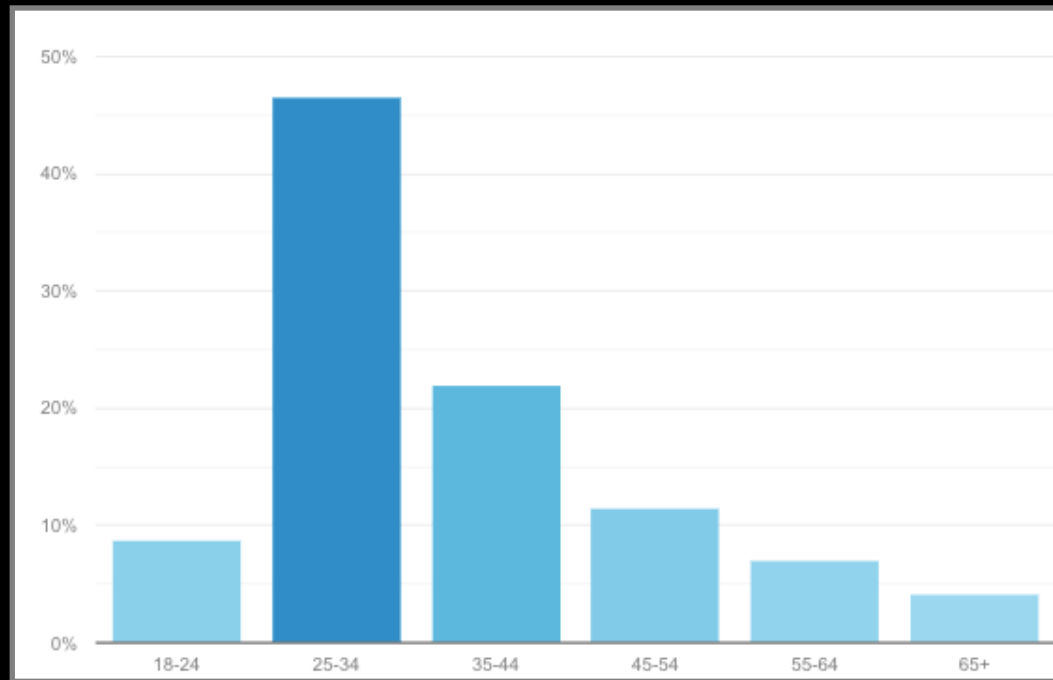
THEY CONNECT CONSTANTLY VIA:

- TWITTER
- INSTAGRAM
- YOUTUBE
- NLU MESSAGE BOARD
- ON THE GOLF COURSE

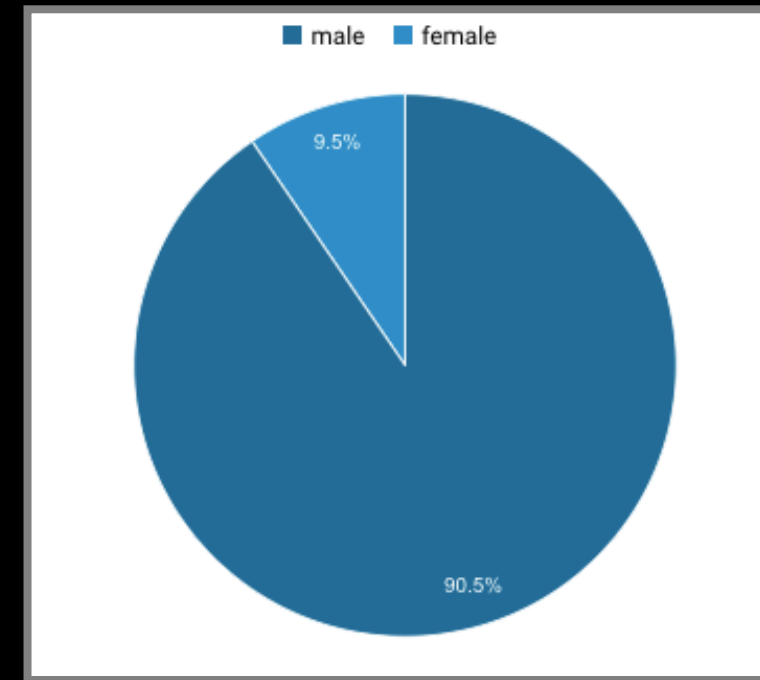


THE NLU COMMUNITY:

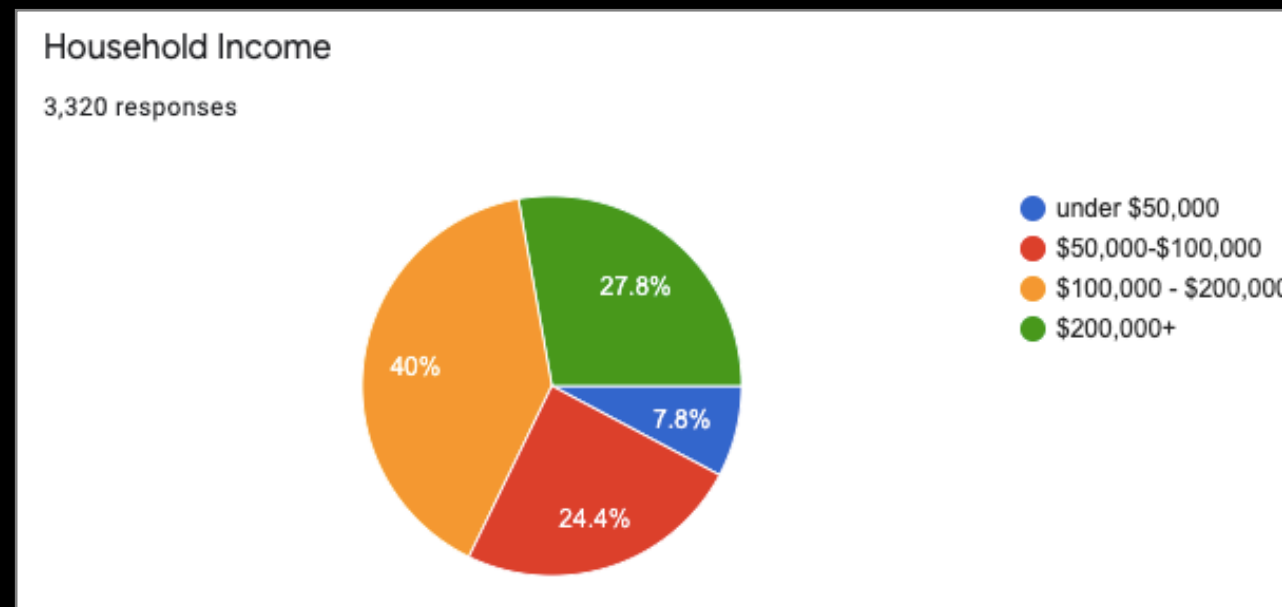
NO LAYING UP'S CORE COMMUNITY: YOUNG, MALE, & AFFLUENT



AGE



GENDER



68% OF RESPONDENT HOUSEHOLDS EARN OVER \$100,000

THE NLU COMMUNITY:

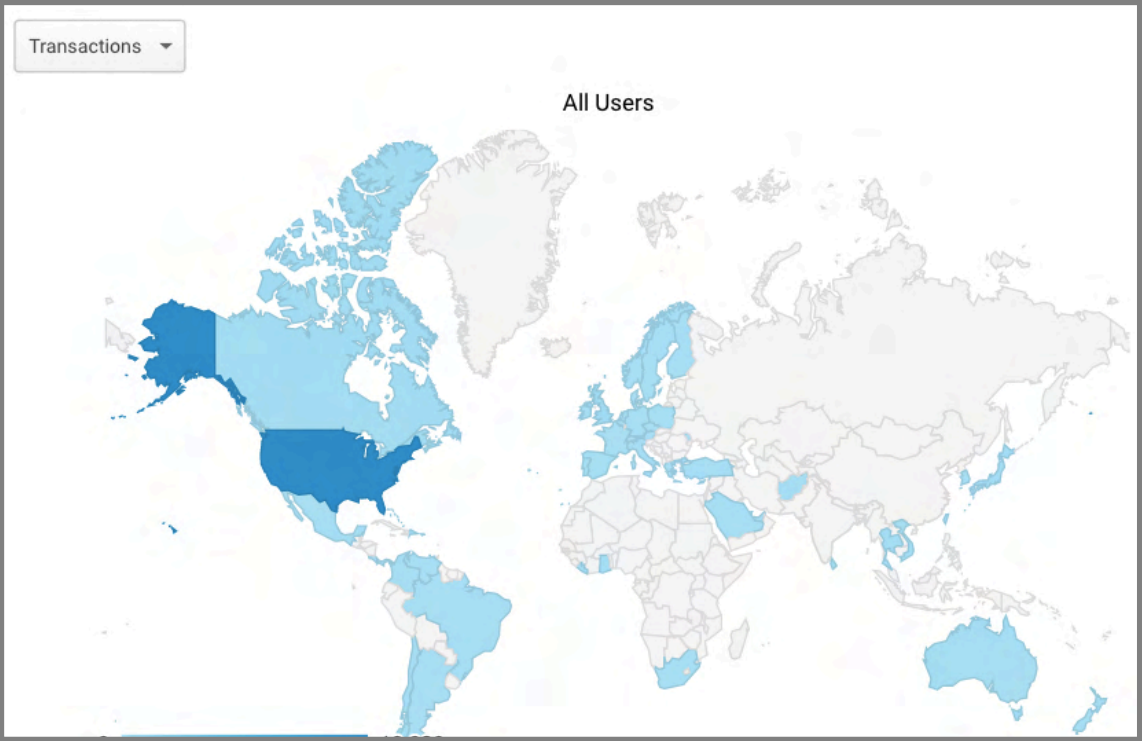
NO LAYING UP'S REACH IS GLOBAL



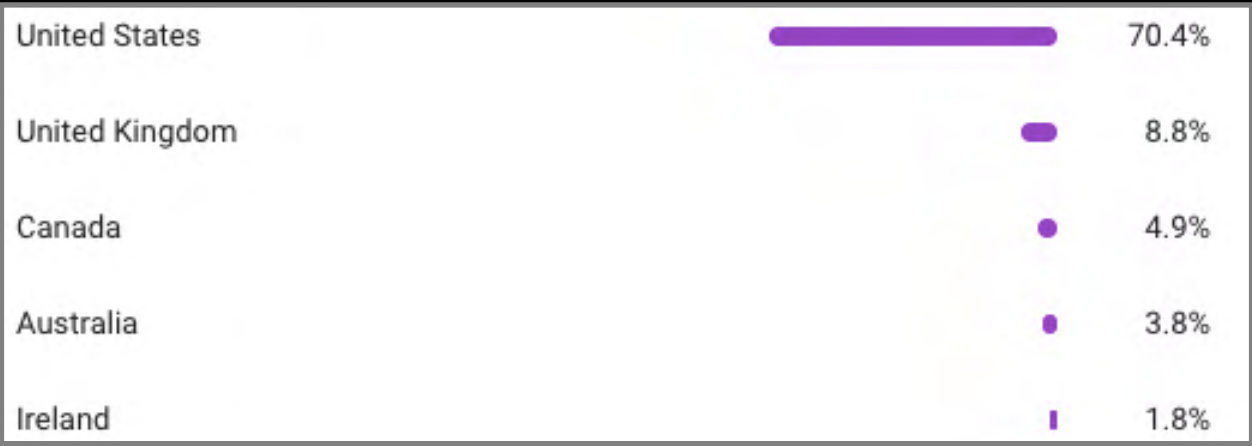
Geography > United States + Views ↓

☐ Total	4,999,263
☐ California	308,825 6.2%
☐ Texas	225,133 4.5%
☐ New York	165,825 3.3%
☐ Illinois	156,094 3.1%
☐ Florida	144,952 2.9%
☐ North Carolina	114,635 2.3%
☐ Georgia	113,011 2.3%
☐ Pennsylvania	104,310 2.1%
☐ Ohio	96,549 1.9%
☐ Michigan	85,308 1.7%

TOP STATES IN 2019



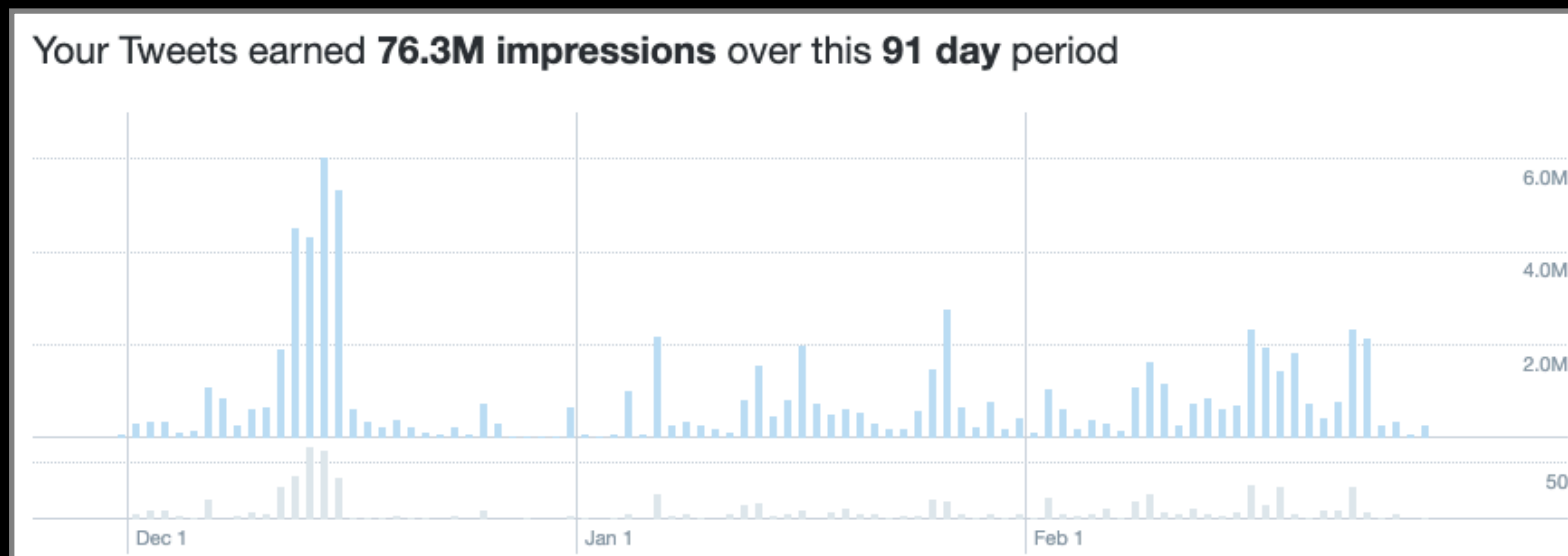
NO LAYING UP PRO SHOP PURCHASES ALL TIME:
47 COUNTRIES & COUNTING



TOP COUNTRIES IN 2019

NLU SOCIAL REACH & ENGAGEMENT:

NLU PRIORITIZES AUTHENTICITY AND ENGAGEMENT WITH ITS AUDIENCE ACROSS SOCIAL CHANNELS



Engagement rate
1.9%



The number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of impressions.



**NO LAYING UP'S ENGAGEMENT RATE:
7X HIGHER THAN THE TWITTER AVERAGE**



An engagement rate between **0.09%** and **0.33%** is considered to be high, where an influencer would expect 9 - 33 reactions for every 1000 followers on Twitter. Finally, an engagement rate between **0.33%** and **1%** is considered to be very high, with expected reactions to be between 33 - 100 for every 1000 Twitter followers.



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES:



AVAILABLE VERTICAL SPONSORSHIPS:

(INCLUDES CATEGORY EXCLUSIVITY)

- TRAVEL INDUSTRY
- ALCOHOL/SPIRITS
- HOME GOODS/FURNITURE

TITLE SPONSORSHIPS:

- CRASH COURSE PODCAST & VIDEO SERIES (SLIDE 15)
- WILD WORLD OF GOLF VIDEO SERIES (SLIDE 18)
- STRAPPED VIDEO SERIES (SLIDE 20)
- NO LAYING UP LIVE SHOW (SLIDE 22)

CUSTOM CONTENT SPONSORSHIP:

- PODCAST ADVERTISING (SLIDE 13-15)
- ON-SITE TOURNAMENT PROMOTION (SLIDE 21)
- CO-BRANDED CUSTOM CONTENT (SLIDE 21)
- MERCHANDISE LICENSING (SLIDE 27)
- NLU EVENT SPONSORSHIPS (SLIDE 24)
- EMAIL NEWSLETTER SPONSORSHIP (SLIDE 27)



at&t



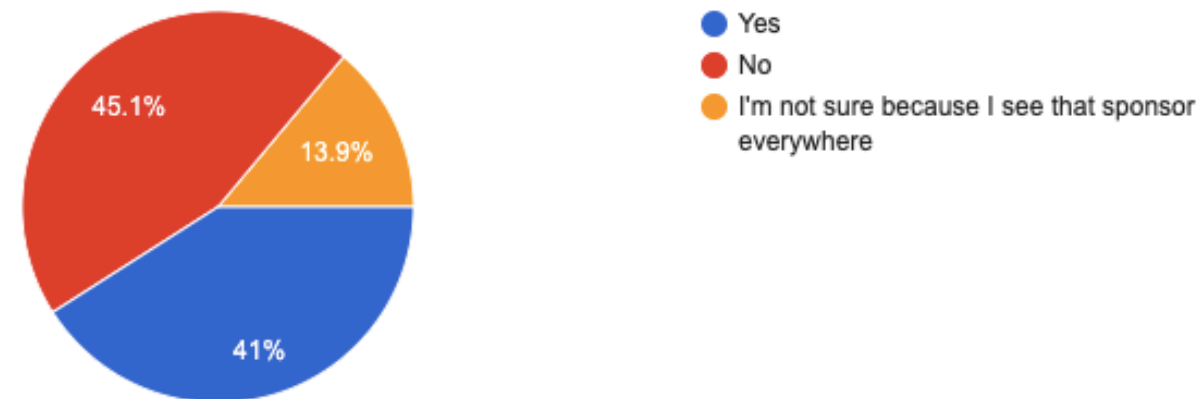
SPONSOR IMPACT



NO LAYING UP'S CORE COMMUNITY: HAS MADE A PURCHASE DUE TO ADVERTISING ON NLU

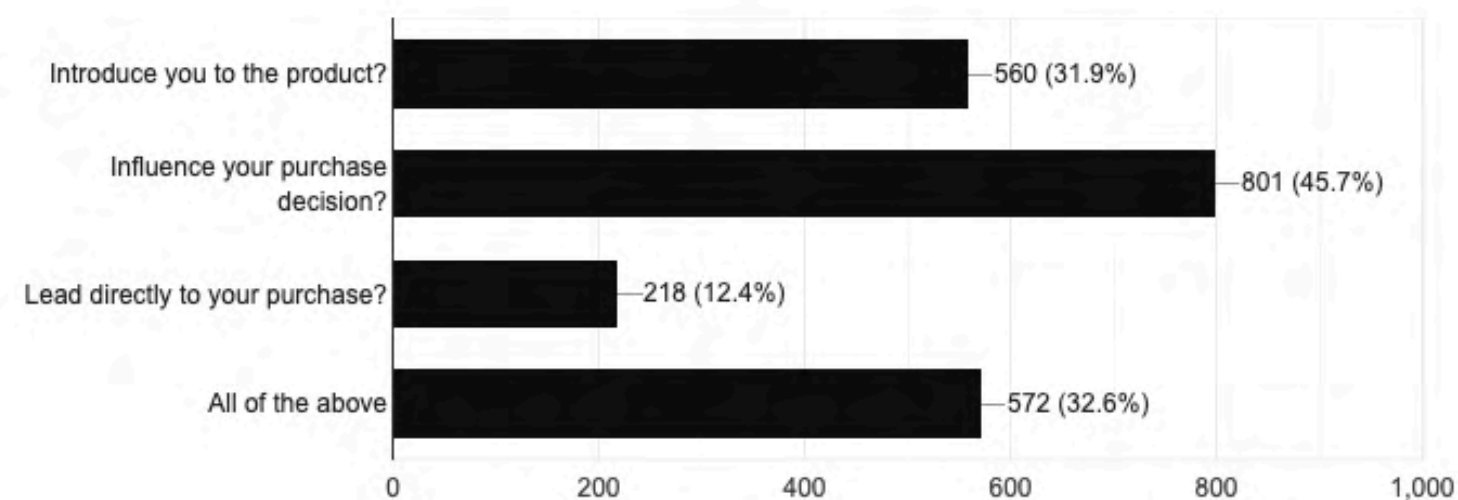
Have you ever bought something because of a No Laying Up podcast ad or video sponsor?

3,295 responses



If yes or if you are not sure, did the NLU-related advertisement:

1,754 responses



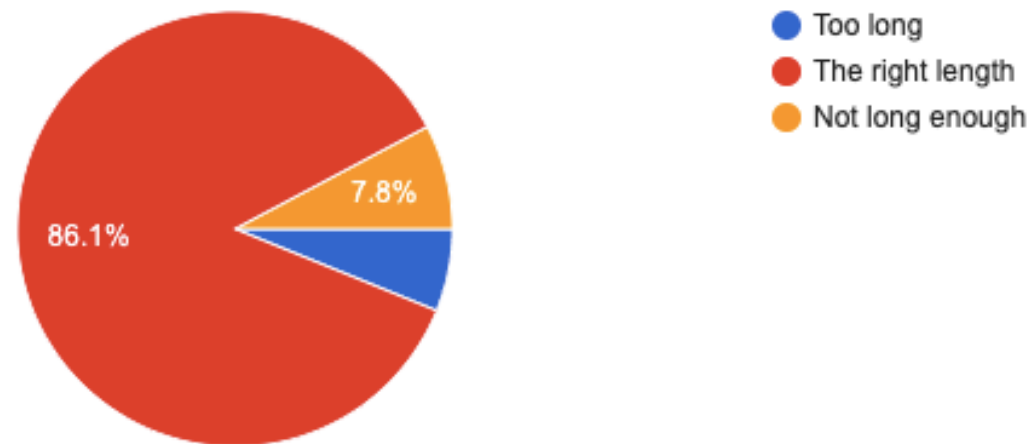
NO LAYING UP PODCAST ADVERTISING



NO LAYING UP'S CORE COMMUNITY: ENJOYS THE STRUCTURE OF THE PODCASTS

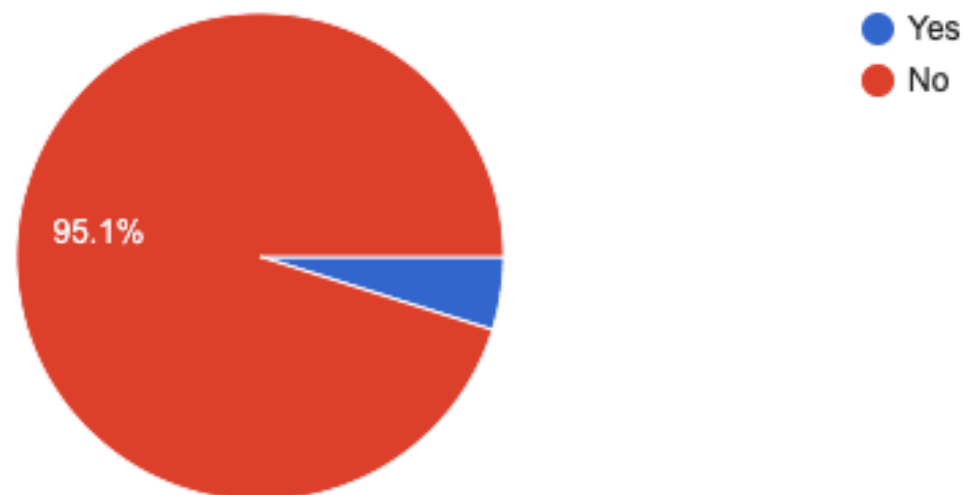
On average, NLU/Trap Draw/Nest podcasts are:

3,230 responses



Do you find NLU podcast advertising obtrusive?

3,257 responses





PODCASTS

THE NO LAYING UP PODCAST:



2020	2019	YOY GROWTH
• 128K - UNIQUE DOWNLOADS PER EPISODE • 15.2MM+ - TOTAL UNIQUE DOWNLOADS • 119 - TOTAL EPISODES	• 109K - UNIQUE DOWNLOADS PER EPISODE • 7.6MM+ - TOTAL UNIQUE DOWNLOADS • 71 - TOTAL EPISODES	15% 53% 41%

2021 VALUE PROPOSITION:

- FLEXIBLE SPONSOR MESSAGING THAT REACHES A LARGE, GOLF OBSESSED AUDIENCE
- REDISTRIBUTION ON PGA TOUR LIVE SIRIUS XM CHANNEL EVERY MONDAY NIGHT AT 8PM EST
- 85% OF 2021 ADVERTISING INVENTORY IS ALREADY RESERVED
- CURRENT PODCAST SPONSORS INCLUDE:
 - CALLAWAY GOLF
 - CHARLES SCHWAB
 - BMW
 - WHOOP
 - PRECISION PRO
 - DRAFT KINGS

Top Charts

Shows

Episodes



1 No Laying Up - Golf Podcast
NoLayingUp.com



2 Pardon My Take
Barstool Sports



3 The Dan Le Batard Show
with Stugotz
ESPN, Dan Le Batard, Stugotz



4 AEW Unrestricted
TNT



5 All The Smoke
Showtime



6 The Bill Simmons Podcast
The Ringer & Bill Simmons

THE TRAP DRAW PODCAST:



2020	2019	YOY GROWTH
• 26.6K - UNIQUE DOWNLOADS PER EPISODE • 1.65MM - TOTAL UNIQUE DOWNLOADS • 62 - TOTAL EPISODES	• 16.2K - UNIQUE DOWNLOADS PER EPISODE • 810K - TOTAL UNIQUE DOWNLOADS • 49 - TOTAL EPISODES	39% 51% 21%

2021 VALUE PROPOSITION:

- WEEKLY PODCAST ON GOLF & GOLF ADJACENT TOPICS RELEASED ACROSS ALL PODCAST PLATFORMS
- NO LAYING UP'S CORE AUDIENCE OF AVID GOLFERS
- 75% OF CURRENT PODCAST INVENTORY IS RESERVED
- CURRENT PODCAST SPONSORS:
 - WHOOP
 - PRECISION PRO
 - DRAFT KINGS
 - ORIGINAL PENGUIN
 - RAEN
 - RAPSODO



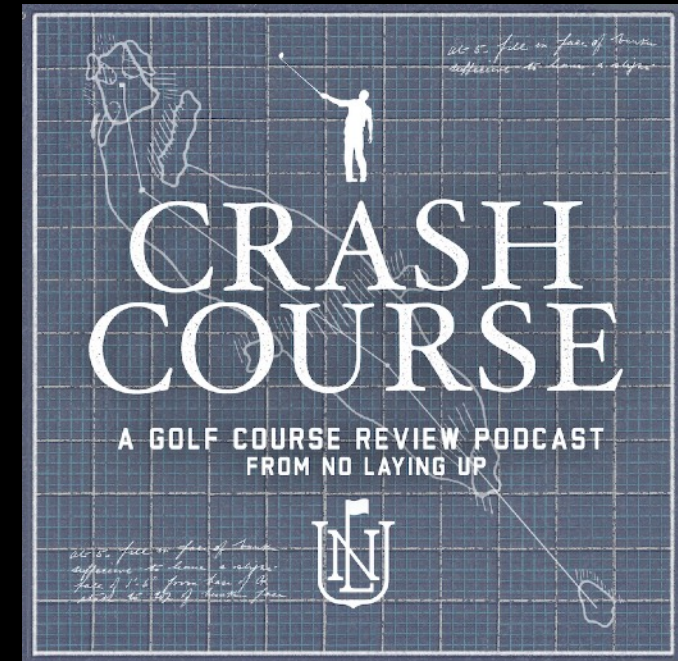
THE CRASH COURSE PODCAST & VIDEO SERIES:

A NEW PODCAST SERIES FROM NO LAYING UP (LAUNCHING APRIL 2020)



OVERVIEW:

- NO LAYING UP IS OFTEN ASKED FOR GOLF COURSE RECOMMENDATIONS, MORE CONTENT RELATED TO GOLF COURSE REVIEWS
- CRASH COURSE IS A NEW PODCAST & VIDEO SERIES FROM NO LAYING UP THAT WILL OFFER UNFILTERED OPINIONS ON GOLF COURSES AROUND THE WORLD
- THE CRASH COURSE SERIES WILL HAVE EVERGREEN VALUE AS THIS CONTENT LIBRARY WILL SERVE AS A RESOURCE TO ANYONE IN THE NLU AUDIENCE THAT IS PLANNING A GOLF TRIP OR CURIOUS ABOUT THE SPECIFICS OF A PARTICULAR GOLF COURSE



SPONSORSHIP:

- NO LAYING UP IS CURRENTLY SEEKING A TITLE SPONSOR FOR CRASH COURSE





ORIGINAL VIDEO CONTENT



OVERVIEW:

- NO LAYING UP HAS A LEAN BUT PRODUCTIVE VIDEO PRODUCTION OPERATION THAT IDEATES, FILMS, EDITS, & DISTRIBUTES GOLF VIDEO CONTENT.
- NO LAYING UP HAS THREE (3) ORIGINAL VIDEO FRANCHISES AND PRODUCES CUSTOM VIDEO CONTENT FOR SELECT PARTNERS.
- NO LAYING UP DISTRIBUTES ALL ITS CONTENT THROUGH ITS ROBUST SOCIAL MEDIA CHANNELS AND THROUGH DISTRIBUTION PARTNERS AROUND THE WORLD.

PLATFORM	2020	2019	YOY GROWTH
YOUTUBE	• 1.8MM HOURS - TOTAL WATCH TIME • 7.7MM - TOTAL VIEWS • 69.5MM- TOTAL IMPRESSIONS	• 711K HOURS - TOTAL WATCH TIME • 4.3MM - TOTAL VIEWS • 36.4MM - TOTAL IMPRESSIONS	61% 43% 47%
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SPONSORS & DISTRIBUTION PARTNERSHIPS:

VIDEO SPONSORS INCLUDE:

- BMW
- PRECISION PRO
- CALLAWAY GOLF
- ORIGINAL PENGUIN
- CHARLES SCHWAB

DISTRIBUTION PARTNERS INCLUDE:

- STADIUM
- SIRIUSXM RADIO
- TERRY STEINER (IN-FLIGHT ENTERTAINMENT)
- FUBOTV
- USGA

WILD WORLD OF GOLF:



NINE HOLE EXHIBITION MATCHES SHOWCASING INTERESTING GOLFERS, GOLF COURSES, AND COMPETITIVE FORMATS. BY COMBINING THE UNIQUE PERSPECTIVE OF EACH NO LAYING UP MEMBER, THE LOOK AND FEEL OF A TRADITIONAL GOLF TELECAST, AND THE HIGH-LEVEL PLAY OF PROFESSIONAL GOLFERS, NO LAYING UP HAS CREATED A FRESH, ENTERTAINING, AND EXCITING ALTERNATIVE TO TRADITIONAL GOLF COMPETITION.

EPISODES:

1. WOLF HAMMER WITH HANK LEBIODA & CURTIS LUCK (ISLEWORTH CC)
2. ALTERNATE SHOT WITH JULIAN SURI & JUSTIN HUEBER (TIMUQUANA CC)
3. MODIFIED STROKE PLAY WITH ZAC BLAIR (SWEETENS COVE GC)
4. THE 9 CLUB CHALLENGE AT THE CRADLE (PINEHURST RESORT)
5. NLU VS. JIM FURYK AT JACKSONVILLE BEACH GC (PREMIERES APRIL 2020)

ENGAGEMENT:

- 95K+ - AVERAGE VIEWS PER EPISODE
- 25 MINUTES+ - AVERAGE VIEW DURATION PER EPISODE
- 7,000+ - VIEWER COMMENTS
- 99.1% - LIKE VS. DISLIKE RATIO (4,950+ LIKES)



TOURIST SAUCE:

NO LAYING UP'S ORIGINAL GOLF TRAVEL SERIES EXPLORING THE HISTORY AND BEAUTY OF GOLF AROUND THE WORLD



TOURIST SAUCE SEASON 3 (CALIFORNIA)



TOURIST SAUCE (SEASONS 4)



TOURIST SAUCE (SEASONS 5)

OVERVIEW

- 6 SEASONS (61 TOTAL EPISODES) ACROSS AUSTRALIA, NEW ZEALAND, SCOTLAND, CALIFORNIA, IRELAND, & NORTH/SOUTH CAROLINA
- NO LAYING UP HANDLES ALL ASPECTS OF VIDEO CREATION & PRODUCTION GIVING THE AUDIENCE AN AUTHENTIC LOOK INTO INTERESTING STORIES IN GOLF
- SPONSORS INCLUDE:
 - BMW (SEASONS 1-2)
 - CALLAWAY (SEASONS 3-4)
 - ORIGINAL PENGUIN (SEASON 5)
 - PRECISION PRO (SEASON 6)

STRAPPED:

NO LAYING UP'S SEARCH FOR BUDGET GOLF, INTERESTING PEOPLE & THE MEGA BONUS ALL OVER THE USA



STRAPPED BALTIMORE



STRAPPED RENO



STRAPPED LOUISIANA

OVERVIEW

- NEIL & BIG RANDY HAVE A BUDGET OF \$500 FOR 3 ROUNDS OF GOLF AND A TWO NIGHT STAY IN CITIES ACROSS THE U.S.
- STRAPPED GIVES THE NLU COMMUNITY AN AUTHENTIC LOOK INTO INTERESTING STORIES IN PUBLIC & AFFORDABLE GOLF
- NLU PRODUCES 4 STRAPPED SEASONS A YEAR (EACH SEASON CONSISTS OF 3 EPISODES)
- NO LAYING UP HANDLES ALL ASPECTS OF VIDEO CREATION & PRODUCTION

CUSTOM BRANDED CONTENT:



- NO LAYING UP HANDLES ALL ASPECTS OF VIDEO CREATION GIVING THE NLU AUDIENCE AN AUTHENTIC LOOK INTO INTERESTING STORIES IN GOLF AND ALLOWING CALLAWAY TO FOCUS ON OTHER ASPECTS OF THEIR MARKETING STRATEGY
- ORGANIC PRODUCT PLACEMENT IN ALL NO LAYING UP VIDEO CONTENT
- BRAND AWARENESS AS PRESENTING SPONSOR & PROMOTION TO NLU AUDIENCE



"COLONIAL" - A CLOSER LOOK AT THE OLDEST TOURNAMENT ON TOUR

A DEEP DIVE INTO WHAT MAKES COLONIAL UNIQUE
THROUGH ON-SITE INTERVIEWS AND OBSERVATIONS.

SPONSOR: CHARLES SCHWAB



A ROAD TRIP INSIDE THE CALLAWAY TOUR TRUCK

AN INSIDE LOOK THE CALLAWAY TOUR TRUCK, WHICH
IS ON-SITE AT EVERY PGA TOUR EVENT.

SPONSOR: CALLAWAY GOLF



NLU TRAVEL: GERMANY, PART II — AUTOBAHN, TV PRODUCTION AND THOMAS BJORN

A ROAD TRIP TO THE BMW EUROPEAN CHAMPIONSHIP

SPONSOR: BMW

THE NO LAYING UP LIVE SHOW:



OVERVIEW:

- NO LAYING UP HOST A LIVE SHOW ON TWITTER FROM ITS HEADQUARTERS IN JACKSONVILLE BEACH, FLORIDA
- THE LIVE SHOW TAKES PLACE AFTER EVERY ROUND OF MAJOR GOLF CHAMPIONSHIPS AND SELECT PREMIERE TOURNAMENTS (I.E. RYDER CUP, PRESIDENTS CUP, & PLAYERS CHAMPIONSHIP)
- SPONSORSHIP OF THE LIVE SHOW IS AVAILABLE AND INCLUDES BRANDING ON SCREEN DURING THE LIVE SHOW AS WELL AS BRANDING IN SOCIAL MEDIA PROMOTION

LIVE FROM THE KILLHOUSE: **AUGUSTA**



The image shows four men sitting at a table in a studio, each with a microphone. The background is filled with golf-related memorabilia, including framed photos, a 'SOLIMON' sign, and a 'web.com' logo. A laptop in the foreground has a 'NO LAYING UP' sticker.



SCRIPTING:
WHAT JUST HAPPENED?
BUCKING HIS HEAD
DEFINING SHOT
FORGOTTEN MAN?
BIGGEST SURPRISE
BUTLER CABIN
PATRON OF THE DAY
LASTING MEMORY



THE COMMUNITY

COMMUNITY ENGAGEMENT:

THE NEST:

- 3400+ ACTIVE MEMBERS
- ENGAGED AUDIENCE THAT WE SURVEY AND GATHER FEEDBACK FROM ANNUALLY VIA THE NLU CENSUS
- AN AUTHENTIC WAY TO ENGAGE NLU'S CORE FANS WITH UNIQUE EVENTS, GIVEAWAYS, AND SPECIAL PROMOTIONS

NLU EVENTS:

- 24 MEMBER-HOSTED EVENTS ON THE 2021 CALENDAR AROUND THE U.S.
- 6 'MARQUEE EVENTS' HOSTED BY NLU INCLUDING OUR YEAR END CHAMPIONSHIP, THE NEST INVITATIONAL TOURNAMENT (NIT)
- WE ALSO CO-HOST EVENTS WITH PARTNERS INCLUDING BMW, PINEHURST, & BANDON DUNES
- ALL EVENTS HAVE A CHARITY PARTNER

THE BIRDHOUSE:

- NLU'S FIRST GOLF VACATION HOME AT SWEETENS COVE GOLF COURSE IN TENNESSEE
- VARIOUS WAYS TO INTEGRATE YETI PRODUCTS INTO THE HOUSE IN 2021
- NLU PLANS TO INVEST IN FUTURE GOLF RENTAL PROPERTIES ACROSS THE U.S.



NO LAYING UP 2021 EVENT SERIES:



EVENTS RANGE IN SIZE AND SCOPE FROM GRASS ROOTS, MEMBER RUN MEET-UP'S TO MULTI-DAY NLU HOSTED EVENTS

EVENT	LOCATION	Dates	GOLF COURSE(S)
<i>1946 Colonial Invitational pres. by Charles Schwab</i>	Fort Worth, TX	April 29th	Colonial Country Club
<i>UK NIT Event Series</i>	TBD UK	TBD: April to October	TBD
<i>No Find-laying Up Spring Event</i>	Findlay, OH	May 8th	Sycamore Springs GC
<i>The Olympic Prolific</i>	Tacoma, WA	May 14th to 16th	Chambers Bay, The Home Course, Gold Mountain (Olympic)
<i>Maxamania</i>	Detroit, MI	May 22nd	Rackham Muni
<i>The Windmill</i>	Winona, MN	May 22nd	Cedar Valley Golf Club
<i>Buccee's Cup</i>	Frankston, TX	June 5th & 6th	Pine Dunes GC
<i>The Tussle at Tarandowah</i>	Springfield, Ontario, Canada	June 11th & 12th	Tarandowah Golfers Club
<i>Hoosier Day</i>	Attica & West Lafayette, IN	June 12th & 13th	Harrison Hills Golf Club & Purdue Brick Boilermaker Golf Complex
<i>NIT Super Regional - "The Clambake"</i>	Gearhart, OR	June 10th to 13th	Gearhart Golf Links
<i>Mr Jeezy's Open - KPMG Women's PGA</i>	Atlanta, GA	June 25th & 26th	Bobby Jones GC
<i>BMW Drive for the Cup: Denver</i>	Denver, CO	June 28th	Lakewood CC
<i>The Hootenanny</i>	Southern Pines, NC	July 3rd	Hyland GC
<i>2nd Annual North Star Shootout</i>	Edina, MN	July 10th	Braemar (Academy & Championship)
<i>Strapped Peoria Redux</i>	Peoria/Pekin IL	July 10th & 11th	Lick Creek GC/ Madison GC
<i>Border Battle at the Blue Ridge</i>	Roanoke, VA	July 24th	Ashley Plantation GC
<i>South Carolina's Hot, Hot, Hot!</i>	Lexington, SC	July 24th & 25th	Country Club of Lexington
<i>The Steeplechase at Jeffersonville</i>	West Norriton, PA	July 31st	Jeffersonville Golf Club

MEMBERS HAVE THE CHANCE TO QUALIFY FOR THE NEST INVITATIONAL TOURNAMENT (NIT) AT EVENTS THROUGHOUT THE YEAR

THE NEST:

MISSION:

FOSTER AN ENGAGED COMMUNITY OF AVID GOLFERS AND PROVIDE ADDED VALUE TO NO LAYING UP FANS AROUND THE WORLD. NO LAYING UP OFFERS MEMBERS A WIDE ARRAY OF VALUE FROM ALL AREAS OF THE BUSINESS AS WELL AS FROM SELECT PARTNERS.

MEMBER BENEFITS INCLUDE:

- FULL ACCESS TO NO LAYING UP'S REFUGE MESSAGE BOARD
- EARLY ACCESS TO EVENT SIGNUPS
- EXCLUSIVE NEST MERCHANDISE
- MONTHLY NEST PODCAST
- MEMBER DIRECTORY
- 15% OFF THE NO LAYING UP PRO SHOP
- ANNUAL GIFT
- NEST INVITATIONAL TOURNAMENT





JOIN THE NEST

a community of avid golfers.

Benefit
Full Access to No Laying Up's Refuge Message Board
Early Event Access
Nest Merchandise
Monthly Podcast
Member Directory
15% off the NLU Pro Shop
Annual Gift
Nest Invitational Tournament

JOIN FOR \$90/YR

THE BIRDHOUSE:

- **NLU OWNS A 6 BEDROOM HOUSE 110 YARDS FROM THE FIRST TEE AT SWEETENS COVE, GC, IN TENNESSEE**
- **THE BIRDHOUSE IS DESIGNED AND FURNISHED SPECIFICALLY FOR AVID GOLFERS AND GOLF TRIPS.**
- **NLU PLANS TO INVEST IN FUTURE GOLF RENTAL PROPERTIES ACROSS THE U.S. NEAR REMOTE BUT POPULAR GOLF DESTINATIONS**



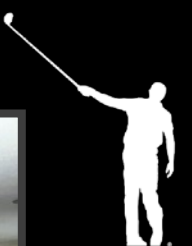
THE COMMON ROOM UPSTAIRS



GARAGE WARM UP AREA AND PUTTING GREEN



THE '10TH TEE' IN THE FRONT YARD



NO LAYING UP MERCHANDISE:

OVERVIEW:

- A #SMALLSHOP WITH A GLOBAL FOOTPRINT
 - DIGITALLY NATIVE E-COMMERCE OPERATION
[[STORE.NOLAYINGUP.COM](https://store.nolayingup.com)]
 - APPAREL & ACCESSORIES FOR BOTH ON & OFF THE GOLF COURSE
 - CUSTOM PRODUCTS DESIGNED & SOURCED BY NLU
 - APPAREL PARTNERSHIPS WITH ORIGINAL PENGUIN, HOLDERNESS & BOURNE, CALLAWAY GOLF, & CRIQUET
 - BI-MONTHLY NEWSLETTER PROMOTION
-

KEY 2020 METRICS:

- **20,000+** - TOTAL ORDERS
- **153%** - YEAR OVER YEAR REVENUE GROWTH
- **31%** - INCREASE IN AVG. ORDER VALUE





MEMBER PROFILES

CHRIS SOLOMON



SOLY IS A FOUNDING MEMBER OF NO LAYING UP AND DEVELOPED A LOVE FOR GOLF FROM HIS DAD GROWING UP IN DUBLIN, OHIO. AFTER PLAYING GOLF AND BASKETBALL IN HIGH SCHOOL, HE TOOK HIS MEDIOCRE TALENTS, TO MIAMI UNIVERSITY GRADUATING WITH A MAJOR IN ACCOUNTING. UPON ENTERING THE REAL WORLD, SOLY WORKED FOR KPMG IN THEIR FINANCIAL SERVICES AUDIT PRACTICE WHERE HE SPENT SIX YEARS AUDITING BANKS, BROKER-DEALERS, AND INSURANCE COMPANIES IN CHICAGO. IN 2015, HE TOOK A SECONDMENT OPPORTUNITY WITH KPMG IN THE AMSTERDAM OFFICE. HIS 18 MONTH ROTATION QUICKLY TURNED INTO 33 MONTHS WITH VISITS TO NEARLY 50 COUNTRIES ON WEEKENDS AND HOLIDAYS. UPON GETTING (POLITELY) PUSHED OUT OF THE NETHERLANDS IN 2017, SOLY BECAME THE FIRST CO-FOUNDER TO DIVE INTO NO LAYING UP FULL TIME.. SINCE 2014, SOLY HAS BEEN RESPONSIBLE FOR THE @NOLAYINGUP SOCIAL MEDIA ACCOUNTS AND HAS HELPED GROW THEM FROM ZERO TO OVER 200,000 FOLLOWERS ACROSS PLATFORMS. HE ALSO HOSTS THE NO LAYING UP PODCAST DISCUSSING A WIDE RANGE OF TOPICS FROM INTERVIEWS WITH PROFESSIONALS TO GOLF TRAVEL. SOLY LIVES IN NEPTUNE BEACH, FL AND TRIES NOT TO THINK OF HOW MUCH HE MISSES LIVING ALONG THE CANALS OF AMSTERDAM.



TODD SCHUSTER



BETTER KNOWN BY HIS NOM DE PLUME, TRON CARTER, TODD IS A FOUNDING MEMBER OF NO LAYING UP AND THE GROUP'S RESIDENT SPICY CURMUDGEON. TODD AND SOLY LIVED NEXT-DOOR TO ONE ANOTHER DURING THEIR FRESHMAN YEAR AT MIAMI UNIVERSITY (THE OHIO ONE), DURING WHICH TIME THE SEEDS OF NLU WERE SOWED. HE THEN LIVED WITH BIG RANDY FOR A COUPLE YEARS DURING THE LATTER HALF OF COLLEGE AND A SUBSEQUENT "LOST" SEMESTER SPENT IN COLORADO. AFTER AN INTERNSHIP WITH THE CINCINNATI REDS, AN ILLUSTRIOUS BARTENDING CAREER, AND THEN SEVEN YEARS SPENT IN THE HOTEL BUSINESS IN ATLANTA AND BOSTON, TODD DECIDED TO TAKE HIS TALENTS TO JAX BEACH TO GO PROFESSIONAL AS THE SELF-PROCLAIMED GOLF TWITTER OMBUDSMAN. OUTSIDE OF BRINGING HEAT AND GLADLY PLAYING THE HEEL, TODD OPERATES AS A SHADOW MERCH OLIGARCH, SPECIALIZING IN SOURCING, FORECASTING AND STRATEGY. TODD LIVES IN JACKSONVILLE BEACH WITH HIS WIFE ALEX, TWO-YEAR-OLD SON FREDDIE, AND MINIATURE AUSTRALIAN SHEPHERD. WHEN HE'S NOT FIRED UP ABOUT SOMETHING TOTALLY ANCILLARY IN THE GOLF WORLD, TODD IS DEEP INTO FOOD, WINE, AND TRAVEL.



PHIL LANDES

PHIL (DBA “BIG RANDY”) IS A FOUNDING MEMBER OF NO LAYING UP, HAILING FROM CINCINNATI, OHIO. AFTER A BRIEF STINT HOISTING LONG-RANGE JUMPERS IN LEXINGTON, VIRGINIA AS A COG IN THE NCAA MACHINE, HE TRANSFERRED TO MIAMI UNIVERSITY WHERE HE BEFRIENDED TRON AND SOLY. HE GAVE THE ‘REAL WORLD’ A SHOT OUT OF COLLEGE, GOING INTO PUBLIC ACCOUNTING WITH A ‘BIG FOUR’ SHOP IN CINCINNATI BEFORE HEADING OFF TO GRADUATE SCHOOL AT INDIANA’S KELLEY SCHOOL OF BUSINESS. UPON THE REALIZATION THAT NOBODY WOULD BE WILLING TO PAY HIM TO REMAIN A COLLEGE STUDENT FOREVER, PHIL WORKED AS A CONSULTANT FOR A STARTUP IN THE COLLEGE ATHLETICS SPACE BEFORE MAKING THE VERY PRUDENT CAREER DECISION TO COACH HIGH SCHOOL BASKETBALL. FOR FIVE YEARS HE GUIDED FRESHMAN IN CENTRAL OHIO TO GREAT HEIGHTS WHILE ALSO WORKING AS A SPECIAL EDUCATION TEACHER. IN THE SPRING OF 2018 HE PLUNGED FULL-TIME INTO THE GOLF WORLD AND MOVED TO NO LAYING UP HEADQUARTERS IN JACKSONVILLE BEACH, FLORIDA. HE ENJOYS EXCHANGING IDEAS WITH THE COMMUNITY BOOKSTORE STAFF, PLOTTING AN ENTRANCE INTO THE LOCAL SURF CULTURE WITH DJ, AND GENERALLY TRYING TO LIVE THE LIFE OF A RETIRED PROFESSOR.



NEIL SCHUSTER



THE SELF-PROCLAIMED 'MERCH CZAR,' NEIL IS A FOUNDING MEMBER OF NO LAYING UP AND HAS PLAYED A BIG ROLE BEHIND THE SCENES SINCE DAY 1 RUNNING MERCHANDISING AND GUERILLA MARKETING CAMPAIGNS WITH HIS OLDER BROTHER TRON CARTER. ALSO KNOWN AS "ICARITO," OWING TO HIS PENCHANT FOR EJECTING UNDER-PAR GOLF IN EPIC FASHION, NEIL HAS TAKEN ON A BIGGER ROLE IN FRONT OF THE CAMERA RECENTLY AS NLU RAMPS UP ITS ORIGINAL VIDEO CONTENT. IN 2019, HE TOOK THE PLUNGE AND MADE THE CINDERELLA SIDE HUSTLE KNOWN AS NO LAYING UP HIS FULL TIME FOCUS. BEFORE NLU, NEIL SPENT 2+ YEARS AT GOOGLE AND ANOTHER 4 YEARS WORKING FOR TWO DIFFERENT DISRUPTIVE AND WILDLY UNSUCCESSFUL START-UP'S IN SAN FRANCISCO. HE GRADUATED FROM COLUMBIA UNIVERSITY WHERE HE MAJORED IN CREATIVE WRITING AND PLAYED 4 YEARS OF MEDIOCRE FREE SAFETY CULMINATING IN A DOUBLE OVERTIME WIN ON SENIOR DAY TO CEMENT A 1-9 RECORD AND AVOID THE SHAME OF A OF AN 0-10 DEFEATED SEASON #GOLIONS. HE NOW LIVES IN BROOKLYN AND WEARS A JEAN JACKET REGULARLY TO ENSURE THAT HE'S A WALKING CLICHE.



DJ PIEHOWSKI



D.J. PIEHOWSKI IS THE NEWEST ADDITION TO THE NO LAYING UP CREW, JOINING IN LATE 2017 TO HELP NLU WITH THE #PIVOTTOVIDEO. BEFORE JOINING, D.J. WORKED FOR 5+ YEARS AT THE PGA TOUR, WHERE HE HELPED LAUNCH THE BRAND'S SOCIAL MEDIA ACCOUNTS AND EVENTUALLY MOVED ON TO OVERSEE SPECIAL WRITTEN AND VIDEO PROJECTS FOR PGATOUR.COM AND SKRATCH. HE ALSO COVERED JUNIOR AND COLLEGE GOLF FOR GOLFWEEK AFTER GRADUATING FROM BRADLEY UNIVERSITY IN 2010 (SHOUT OUT TO KIRBY PUCKETT). SINCE JOINING NLU, D.J. HAS HELPED LAUNCH THE ORIGINAL VIDEO SERIES "TOURIST SAUCE," "STRAPPED," AND "WILD WORLD OF GOLF." HE LIVES IN NEPTUNE BEACH, FL, WITH HIS WIFE JUSTINE AND TWO DOGS. HE LOVES TO SURF, HE JUST CAN'T REALLY DO IT.

