



Dear golfer,

Thank you for your interest in our unprecedented study on women golfers. The study is a collaboration between Club Champion, Change Golf Instruction, and Kari Haug, Golf Course Architect.

The Study's Purpose

Data generated in this study will inform and guide the golf industry's perspective on what women need from golf equipment, club fitting, and golf course design. Any reports written about the study will use data in aggregate. You and your data will not be identifiable.

Your Role

If you decide to participate in the study, please complete the intake form linked below. Club Champion will then contact you to schedule a time for your data collection. This session will include a **free** club fitting at a location convenient to you. Fittings will be scheduled until the end of October 2021.

For your appointment, please go to the Club Champion store where you have been scheduled. You will need,

- Your driver
- Your 6 iron/hybrid
- Wear shoes and clothes that are comfortable for hitting golf balls
- Bring your glove and any other accessories you usually use when hitting golf balls

Once you arrive at the Club Champion store, your fitter will familiarize you with the Club Champion hitting space and technology.

After you are warmed up, the club fitter will measure swing speed, hitting distances, and other data for our study. This data will also be used for the club fitter to provide you with properly fit clubs. Once properly fit, you will again hit golf balls and the fitter will record more data. The whole process will take approximately **one hour** and will provide us (and you) with valuable information that hopefully will make the golf more fun and welcoming for women players.

That's it! There is no obligation to purchase any of the equipment, and the fitting is completely free of charge just for participating in this study.

Study Benefits

After your visit, Club Champion will send us specific data for our study and will send you data on your swing and hitting distances – plus optimized club fitting options. You may use this information to improve your equipment and game. But more importantly, you will be helping us make golf more inclusive for the next generation of women and girl golfers!

Sign Up

If you would like to participate in the study on women golfers, click [HERE](#) to complete the intake form. Please invite your friends to participate too!

If you have questions about the study, or would like more details, please email us at info@change golfinstruction.com

Best regards,

Sue Shapcott, Change Golf Instruction
Kari Haug, Golf Course Architect
Cassandra Bausch, Club Champion