

uFire.

ENTERTAINMENT & EXPERIENCES

Mini Golf Is the Perfect Night Out. Make Sure They Choose Your Course.

Mini golf is a universal crowd-pleaser — families, date nights, friend groups all love it. But which course they choose comes down to which one they've seen in their social feed. uFire makes sure that's yours.

THE PROBLEM

Why Mini Golf / Adventure Golf Businesses Struggle to Grow

Course Selection Is Driven by Social Discovery

Families and groups choose mini golf venues based on aesthetics, reviews, and social posts. Without ambassador content, beautiful themed courses remain invisible to potential first-timers.

Seasonal Traffic Creates Revenue Gaps

Summer is busy. Spring and fall have weather windows. Indoor courses need year-round marketing. Ambassador campaigns fill the gaps with consistent community buzz.

Competing With Stay-at-Home and Screen Time

Mini golf competes with staying home, sports events, and digital entertainment. Ambassador content that makes the experience look unmissable is your most powerful conversion tool.

THE SOLUTION

How **uFire** Works for Mini Golf / Adventure Golf

1

Recruit Family and Date Night Ambassadors

We enroll families and couples who had a blast at your course. They post their hole-in-one moments, their kids' reactions, and the overall atmosphere — to their local social networks.

2

Launch Themed Course Experience Campaigns

Themed hole aesthetic shots, hole-in-one celebration reels, family fun content, date night atmosphere. Content that makes every parent and couple say 'we need to go there this weekend.'

3

Pay Per Post, Drive Weekend Traffic

Flat per-post pricing. When families are debating weekend activities, your ambassador content is already in their feed with a compelling reason to choose mini golf at your course.

THE NUMBERS

The Math Behind the Campaign

\$60

Average mini golf visit
(family of 4 x \$15/person)

72%

Of mini golf visits are
driven by a family or friend
recommendation

3.2

Average visits per family
per season at a favorite
course

A 12-post ambassador campaign costs \$400–\$900. If it generates 25 new family visits at \$60 each, that's \$1,500 upfront — plus 3+ repeat visits from each family over the season.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Mini Golf / Adventure Golf — powered by uFire.

ufire.ai/brands/mini-golf

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime