

2017 GOLF BALLS

#### The most trusted ball in golf.

In golf and in business, it's wise to choose a strong partner. At the game's highest levels, superior product performance is what matters most.

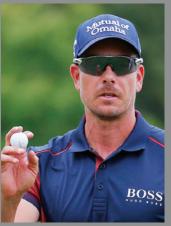
That's why, week in and week out, more of the world's best players trust the Tour-proven performance and consistency of Titleist golf balls.

These are also the reasons why more of the world's most prominent clubs and corporations choose to associate their brand image with Titleist, the golf ball performance and quality leader.





Jordan **Spieth** 



Henrik Stenson



Adam **Scott** 



Rickie Fowler



Louis Oosthuizen



Webb Simpson



Brooke **Henderson** 



Jimmy Walker



Justin **Thomas** 



Rafa Cabrera-Bello



Bill **Haas** 



Charl **Schwartzel** 



Ariya **Jutanugarn** 



Kevin **Na** 



Zach **Johnson** 



Scott Piercy

#### WORLDWIDE BALL COUNTS

Around the globe, Tour players insist on Titleist for low scores and leadership standings. Nearest Titleist Competitor 23,050 **#1 WORLDWIDE BALL COUNT** 3,896 **#1 WORLDWIDE WINS** 35 184 PGA Tour Ball Count 3.643 566 LPGA Tour Ball Count 2.886 264 PGA European Tour Ball Count 3,733 611 Web.com Tour Ball Count 2,267 467 Tour Champions Ball Count 1,550 199 Mackenzie Tour - Canada Ball Count 969 208 1.474 850 Japan Golf Tour Ball Count Asian Tour Ball Count 771 137 South African Tour Ball Count 1,462 354 Australasian Tour Ball Count 1,169 108 Korean Tour Ball Count 1,130 95 OneAsia Tour Ball Count 235 18 PGA Tour China Ball Count 1.108 223 PGA Tour Latinoamérica Ball Count 653 73 U.S. Amateur Championship Ball Count 253 35 U.S. Women's Amateur Championship Ball Count 132 7 NCAA Men's Division I Championship Ball Count 126 15 NCAA Women's Division I Championship Ball Count 120 5 U.S. Junior Amateur Championship Ball Count 116 22 U.S. Girls' Junior Championship Ball Count 131 8

Source: Darrell Survey, Northmountain International, Sports Marketing Surveys, LTD. Based upon results through 11/20/2016.





PRO

Titleist is committed to meeting and exceeding the expectations of golfers worldwide by designing and producing golf balls of superior performance and quality that provide golfers with a competitive advantage.

From the most played and best-selling
Titleist Pro V1 and Pro V1x, to the high
performance NXT Tour and NXT Tour S,
to the explosive Velocity and soft
compression DT TruSoft, Titleist
offers a golf ball model that meets
the performance, quality and price
preferences for all golfers.

We also offer the Pinnacle line of golf balls. The high-powered Rush golf ball is built for pure distance while the low compression Soft is built for distance with an extremely soft feel.



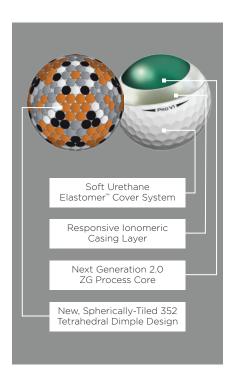










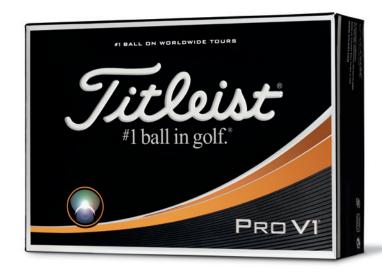


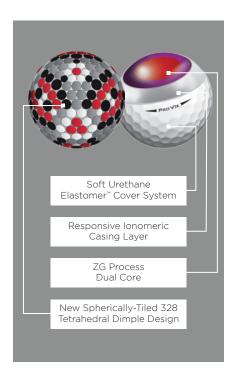


#### PRO V1® NEW

The new Titleist® Pro V1 golf ball features longer distance, more consistent flight, lower long game spin, outstanding Dropand-Stop™ control and very soft feel.

Available in play numbers 1-4, 5-8 and all the same play number 00, 1-99.



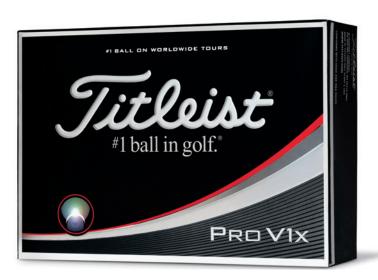




#### Pro V1x™ NEW

The new Titleist Pro V1x golf ball features extraordinary distance, more consistent flight, high launch, low long game spin, outstanding Drop-and-Stop™ control and soft feel.

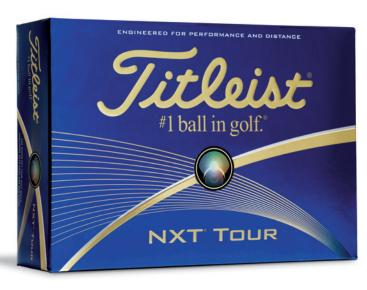
Available in play numbers 1-4, 5-8 and all the same play number 00, 1-99.

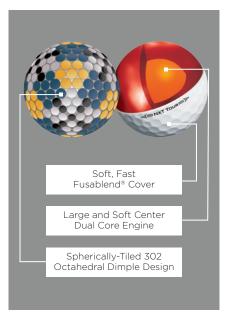


#### **NXT®** TOUR

The Titleist® NXT Tour golf ball is a high performance ball delivering low driver and long iron spin for outstanding distance along with excellent shot stopping control.





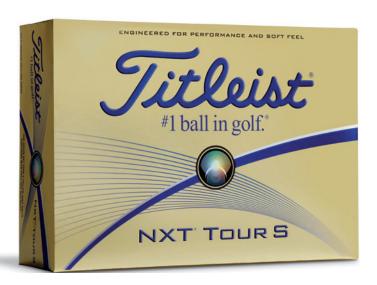


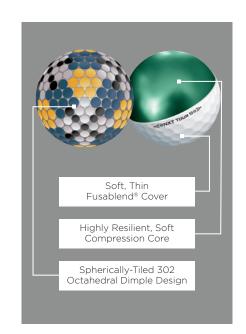
#### NXT® Tour S

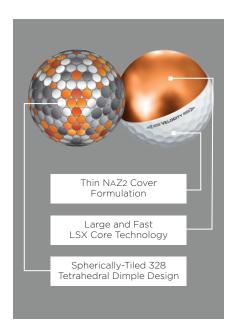
The Titleist NXT Tour S golf ball delivers the same high performance characteristics as NXT Tour with significantly softer feel.









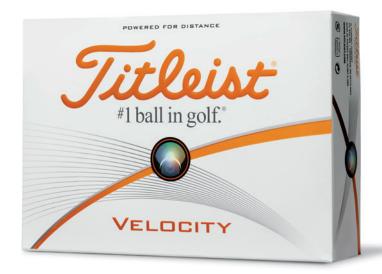


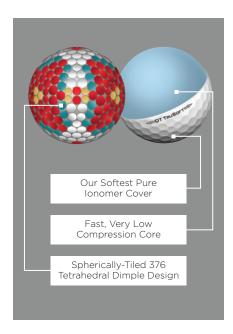


#### **VELOCITY**

The Titleist Velocity golf ball delivers fast initial ball speed on all full swing shots for explosive distance while providing playable feel in the short game.

Available in play numbers 1-4 and 00, 22, 77, 99.



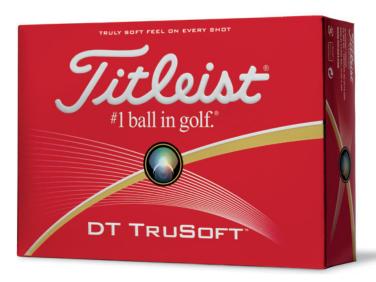




#### **DT TRUSOFT**™

The Titleist DT TruSoft golf ball provides our softest compression feel while delivering impressive distance and good short game playability.

Available in white and high optic yellow.



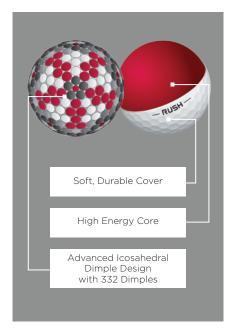
#### Rush

The Pinnacle® Rush golf ball is designed to deliver extraordinary distance helping golfers of all abilities hit the ball longer.









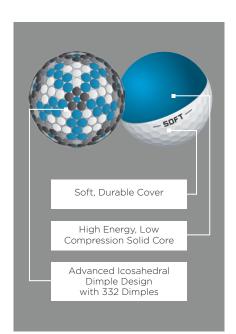
#### SOFT

The Pinnacle Soft golf ball is designed to be an incredibly soft, low compression golf ball to give golfers an extremely soft feel and help them hit the ball longer.



Available in white with black play number, white with pink play number, and pink with black play number.







Freedom of expression.

Bright or bold. Simple or elegant.

Classic or intricate.

From block lettering personalization, to 5-color logos, to prize-winning photographs, at Titleist, let your imagination run wild.

You can be confident that your custom logo project will receive the creative support and exacting color reproduction your brand deserves.





#### **PERSONALIZATION**

- Block lettering in ALL CAPS on one pole of the golf ball
- Maximum 17 characters per line up to 3 lines
- Imprint colors: **BLACK**, **BLUE**, **RED**, **GREEN** or **PINK**

Minimum	1 dozen
Lead-Time	5 business days



### **PERSONALIZATION**

- Block lettering in ALL CAPS on two poles of the golf ball
- Maximum 17 characters per line up to 3 lines
- Imprint colors: BLACK, BLUE, RED, GREEN or PINK, same color on both poles.

Minimum	1 dozen
Lead-Time	7 business days



#### Logo

- Print up to 5 PMS colors
- Up to 7/8" color logo on one pole of the golf ball

Minimum	12 dozen
Lead-Time	5 business days from artwork approval



#### DOUBLE LOGO

- Print up to 5 PMS colors on both poles
- Up to 7/8" color logo on both poles of the golf ball

Minimum	12 dozen
Lead-Time	7 business days from artwork approval



- Color logo on one pole of the golf ball
- Personalization on the opposite pole of the golf ball

Minimum	12 dozen
Lead-Time	7 business days from artwork approval



#### **PHOTOGRAPH**

- Photograph is imprinted using 4-color process inks
- 7/8" color photograph on one pole of the golf ball
- High resolution, 300 ppi artwork required

Minimum	12 dozen
Lead-Time	5 business days from artwork approval

# CUSTOM GOLF BALL GUIDELINES

#### KFY POINTS

- Supplying PMS (Pantone® Matching System) colors is preferred for accuracy.
- Artwork received without PMS colors will be set up to match supplied image.
- Long lines of text or text printed in light colors will not reproduce well. We suggest using dark colors and removing or stacking long text for best appearance.
- Printing capabilities are limited to 5 colors, however, we can manipulate artwork to generate multiple colors using half-tones, gradients and CMYK process inks.

#### FILE TYPES ACCEPTED

Preferred ■ .ai ■ .pdf ■ .eps

Also accepted ■.jpeg ■.bmp

#### PERSONALIZATION GUIDELINES

■ Color Options **BLACK**, **BLUE** (PMS 287), **RED** (PMS 186),

GREEN (PMS 350) OR PINK (PMS 232)

- Font ITC KABEL DEMI
- Text Maximum of 3 lines of text, 17 characters per line
- Print Size 4 or less characters 11 pt. **MOM**

5 - 8 characters - 9 pt. BEST DAD

9 characters or more - 8 pt. HOLE IN ONE

#### REMINDERS

- Maximum logo size is 7/8", approximately the size of a quarter.
- Minimum quantity Logo order 12 dozen per ball type;
   Personalization 1 dozen
- **Approximate lead time** for a proof is 24-48 hours.
- **Production lead time** begins from date of art/credit approval.
- Photographs must be 300 ppi (pixels per inch).

#### LOGO POSITIONS

Standard

ACL



North -Double- South

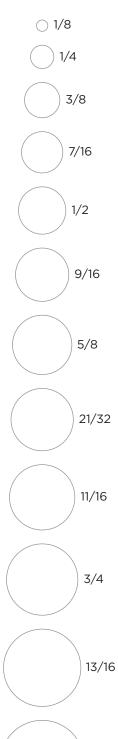
Aligns with ball type

Alians with Titleist

Aligns on North and South poles

#### LOGO SIZES

Here's a quick guide to help you visualize the correct size of your logo on a golf ball, up to 7/8" maximum.



7/8



Titleist Pro V1 and Pro V1x golf balls, the #1 ball in golf and the #1 gift in golf, are available in distinctive gift packages for your upcoming event.

The Titleist Pro V1 Collection features an array of packaging options and includes Pro V1 and Pro V1x golf balls customized with your special message or logo.

Whether it's an elegant presentation box, a keepsake tin or a variety of half-dozen options, Titleist provides unique presentation opportunities that are perfect for corporate, tournament or special event gifts.



#### VALUABLES POUCH NEW

A great gift for keeping your valuables protected both on and off the course and features a clip to attach to your golf bag or duffel.

Includes one or two 3-ball sleeves of custom golf balls.
 Available in Pro V1 or Pro V1x



Minimum	2 Sleeves	<b>24 pouches</b> (12 dozen)		
	1 Sleeve	48 pouches (12 dozen)		
Lead-Time	10 business days from artwork approval			

TITLEIST PRO V1 AND PRO V1x

#### **HALF-DOZENS**

The Pro V1 and Pro V1x half-dozens are the perfect option for corporate, tournament or special event gifts.



Minimum	Personalization	2 half-dozens (1 dozen)		
	Logo	<b>24 half-dozens</b> (12 dozen)		
Lead-Time	5 business days from artwork approval			

#### TIN

A unique gift that doubles as a keepsake to hold your valuables.

 3 Pro V1 or Pro V1x custom golf balls, 1 Titleist Sharpie® Mini (black), 1 Titleist Pro V1 ball marker and 5 Titleist tees







Minimum	Titleist Lid	<b>48 tins</b> (12 dozen)
	Custom Lid	<b>96 tins</b> (24 dozen)
Lead-Time	Titleist Lid	10 business days from artwork approval
	Custom Lid	15 business days from artwork approval

TITLEIST PRO V1 AND PRO V1x

#### APPRECIATION BOX

Say "thank you" for a job well done, participation in an event or support of your organization.

- 3 Pro V1 or Pro V1x custom golf balls
- 1 customized note card: imprint area 2<sup>3</sup>/4" x 1<sup>1</sup>/2", black ink only on one side



Minimum	<b>96 boxes</b> (24 dozen)			
Lead-Time	15 business days from artwork approval			

TITLEIST PRO V1 AND PRO V1x

#### PRESENTATION BOX

Showcase your custom golf balls in this elegant gift box wrapped in a black textured paper with a silver Titleist logo.

2 sleeves of Pro V1 or Pro V1x custom golf balls,
 1 Titleist Pro V1 divot tool, and 1 Titleist Pro V1 magnetic coin ball marker



Minimum	Titleist Wrap	<b>24 boxes</b> (12 dozen)		
	Custom Wrap	<b>48 boxes</b> (24 dozen)		
Lead-Time	Titleist Wrap	<b>10 business days</b> from artwork approval		
	Custom Wrap	<b>15 business days</b> from artwork approval		



#### **Corporate Gifts**

Corporate gifts can be personalized or branded with your company logo or business message. Whether you are looking for elegant executive gifts, presents for business associates, or employee recognition awards, we have a variety of products to help you achieve your marketing goals and show your appreciation.



#### **Club and Resort Packaging**

Make custom golf balls even more unique with custom packaging.

Feature a classic clubhouse, signature hole or club logo when hosting an Invitational, Club Championship or significant milestone event.



#### **Special Event Packaging**

Celebrate your next special event in style with a single ball box or half-dozen. Popular for charities, birthdays, graduations, weddings, bachelor or bachelorette parties and more.



#### **DELIGHT**

SERIES DOZEN

A festive design created to highlight any corporate or country club logo in the center of the box.

 The colors can be adjusted to closely match your club or company brand identity

Matching custom sleeves feature





#### **ESTATE**

SERIES DOZEN

Elegant design with brilliant color pinstripe pattern accented with silver.

 Colors can be adjusted to closely match your club or company brand identity

Design pattern and your logo repeated on sleeves

Minimum	48 doz	en				
Lead-Time	15 busi	ness day	<b>ys</b> from	artwork	approv	al
Color Options	ESTO1 Hunter	ESTO2 PEWTER	ESTO3 OCEAN	ESTO4 GARNET	ESTO5 ONYX	ESTO6 ROSE



#### **BAROQUE**

SERIES DOZEN

Intricate patterned corners complimented with subtle colors to accent your logo.

 The colors can be adjusted to closely match your club or company brand identity

Matching custom sleeves feature your





#### NATURAL

SERIES DOZEN

Natural elements adorn this handsome design to display your logo.

 Matching custom sleeves feature your logo on all four sides

Minimum	48 doze	en				
Lead-Time	15 busir	ess da	<b>ys</b> from	artwork	approv	'al
Color Options	NATO1 STAINI PSS	NATO2 SI ATF	NATO3 OAK	NATO4 GRANITE	NATOS BURLED	NATO6 CHERRY



#### BOLD

SERIES DOZEN

Highlight your photograph in this bold, sleek design.

- Border color can be adjusted to closely match your club or company brand identity
- Photograph must be 300 ppi at 5" x 7"

Minimum	48 dozen					
Lead-Time	15 busir	ness da	<b>ys</b> from	artwork	( approv	/al
Color Options					*	
	BLD01 HUNTER/GRAY	BLD02 BLACK/RED	BLD03 PEACH/OLIVE	BLD04 GRAY/TAN	BLD05 GOLD/BLUE	BLD06 PURPLE/BLACK



#### **BASIC**

SERIES DOZEN

An understated, bold design makes your logo the focal point of the package.

 Colors can be adjusted to closely match your club or company brand identity

 Matching custom sleeves also feature your logo

Minimum	48 dozen						
Lead-Time	<b>15 business days</b> from artwork approval						
Color Options	BASO1 Burgundy	BASO2 ROYAL BLUE	BASO3 VOLCANIC BLACK	BASO4 FOREST GREEN	BASO5 TETON WHITE	BASO6 DESERT TAUPE	



#### **EXECUTIVE**

SERIES DOZEN

Bright jewel tones surrounding the white marquee panel showcases your logo.

 The colors can be adjusted to closely match your club or company brand identity

Minimum	48 dozen							
Lead-Time	15 busi	<b>15 business days</b> from artwork approval						
Color Options	7	7	7	7	7			
	EXEO1 Kelly Green	EXEO2 TETON WHITE	EXEO3 Burgundy	EXEO4 ROYAL BLUE	EXE05 MAJESTIC PURPLE	EXEO6 VOLCANIC BLACK		



#### INVITATIONAL

SERIES DOZEN

A great commemoration of your event showcasing past winners, the history of the event and/or a special photograph.

 Colors can be adjusted to closely match your club or company brand identity

Minimum	48 dozen							
Lead-Time	15 busir	<b>15 business days</b> from artwork approval						
Color Options	INVO1 CREAM	INVO2 BLACK	INVO3 BRICK RED	INVO4 OLIVE	INVO5 NAVY	INVO6 PINK		



#### **STREAMLINE**

SERIES DOZEN

Combined with an opaque window frame, here's a sleek way to highlight your logo and photograph.

Colors can be adjusted to closely match

your club or company brand identity Photograph must be 300 ppi at 5" x 7"



oe 300 ppi at 5" x 7"				
		Austra Australia	Labous	
Hask	O'S			
		CALE AUTHOR I AUTHOR	The last	

#### **GALLERY**

SERIES DOZEN

Museum inspired design with rich frame options turn your photograph into a masterpiece.

- Coordinating sleeves repeat your photograph on all four sides
- Photograph must be 300 ppi at 5" x 7"

Minimum	48 dozen
Lead-Time	15 business days from artwork approval
Color Options	GALOT GALOZ GALO3 GALO4 GALOS GALO6 TAUPE RIVER'S GOLD MAPLE BROWN GRANITE GRAY SHADOW GRAY ANTIQUE GREEN



#### RIBBON

SERIES DOZEN

Your prize winning photograph accented with a jewel-toned ribbon.

 Ribbon color can be adjusted to closely match your club or company brand identity

Available in a non-photo design as well

Titleist logo and golf ball model



Minimum

Lead-Time

Color Options

48 dozen

15 business days from artwork approval

RIB04

BALTIC BLUE MAJESTIC PURPLE DARK HUNTER YELLOW OCHRE TETON WHITE

RIB05

#### **PRESTIGE**

order of 48 dozen per ball type.

SERIES DOZEN

Create a simple, classic impression with this satin finish silver foil box.

 Coordinating sleeves feature your logo on all four sides

Available in silver only





# HALF-DOZEN WITH SLEEVES

Two custom sleeves in a custom half-dozen box.

Select from any PackEdge dozen template



Minimum	48 half-dozen (24 dozen)
Lead-Time	15 business days from artwork approval
Color Options	All PackEdge dozen templates

# HALF-DOZEN WITH FOAM

Six custom golf balls displayed in black foam.

Select from any PackEdge dozen template



Minimum	48 half-dozen (24 dozen)
Lead-Time	15 business days from artwork approval
Color Options	All PackEdge dozen templates

# BUSINESS CARD HALF-DOZEN

Make an impression with your business card printed on the top of the box.

 Custom imprinted golf balls in stock Titleist sleeves



Minimum	48 half-dozen (24 dozen)
Lead-Time	15 business days from artwork approval

# TOURNAMENT HALF-DOZEN WITH FOAM

Show off your logo or photograph on the top of this classic half-dozen presentation.

- Custom imprinted golf balls packed in black foam
- Two lines of text printed on the side panels



Minimum	48 half-dozen (24 dozen)
Lead-Time	15 business days from artwork approval

#### 1-BALL BOX

Your logo on all four sides.

 Colors can be adjusted to closely match your club or company brand identity



Minimum	<b>288 boxes</b> (24 dozen)						
Lead-Time	15 busi	15 business days from artwork approval					
Color Options	POB01 VOLCANIC BLACK	POBO2 ROYAL BLUE	POBO3 BURGUNDY	POBO4 FOREST GREEN	POBO5 SLATE GRAY	POBO6 SAGE GREEN	

#### 2-BALL SLEEVE

Classic design frames your logo.

 Colors can be adjusted to closely match your club or company brand identity



Minimum	144 sle	eves (	24 doze	n)		
Lead-Time	15 busi	ness d	ays from	artwork	approva	al
Color Options	PTB01 VOLCANIC BLACK	PTB02 NAVY BLUE	PTB03 FOREST GREEN	PTB04 BURGUNDY	PTB05 DESERT TAUPE	PTB06 TETON WHITE

#### 3-BALL SLEEVE

Match any PackEdge template design to your logo.

Select from any PackEdge dozen template



Minimum	96 sleeves (24 dozen)
Lead-Time	15 business days from artwork approval
Color Options	All PackEdge dozen templates

## 2-BALL BUSINESS CARD BOX

An ideal way to thank current and prospective clients.

- Colors can be adjusted to closely match your club or company brand identity
- Die-cut lid allows insertion of a business card



Minimum	144 bo	xes (24	4 dozen	)		
Lead-Time	15 busi	ness d	ays from	n artwork	approva	al
Color Options	PBC01 VOLCANIC BLACK	PBCO2 NAVY BLUE	PBC03 HUNTER GREEN	PBCO4 RICH BURGUNDY	PBCO5 DESERT TAUPE	PBC06 STEEL GRAY



#### TITLEIST® 1-BALL BOX

Individually boxed custom golf balls without the lead-time of a custom box.



Minimum	Personalization	12 boxes (1 dozen)
	Logo	<b>144 boxes</b> (12 dozen)
Lead-Time	5 business days	from artwork approval

TITLEIST

#### 2-BALL SLEEVE

Custom golf balls in a 2-ball sleeve without the lead-time of a custom box.



Minimum	Personalization	6 sleeves (1 dozen)
	Logo	<b>72 sleeves</b> (12 dozen)
Lead-Time	5 business days	from artwork approval

#### 2-BALL BUSINESS CARD BOX

Showcase your business card through the window of this box.



Minimum	Personalization	6 boxes (1 dozen)
	Logo	<b>72 boxes</b> (12 dozen)
Lead-Time	5 business days	from artwork approval

#### DOME LABEL 4-BALL BOX

Your logo prominently displayed under a 3-dimensional dome.

Dome label available for customization on a Titleist standard box



Minimum	<b>96 boxes</b> (32 dozen)	
Lead-Time	<b>15 business days</b> from artwork approval	

TITLEIST

# 2-BALL PACK WITH BALL MARKER

Clear cover with dimensional Titleist branding allows your logo to be the focal point.

2 custom golf balls, 1 Titleist ball marker



Minimum	Personalization	6 packs (1 dozen)
	Logo	<b>72 packs</b> (12 dozen)
Lead-Time	5 business days	from artwork approval

TITLEIST

#### SUNGLASS CASE

Black sunglass case with an embossed Titleist logo holds three custom golf balls.

This case can be clipped to a golf bag and used to safely store sunglasses



Minimum 48 cases (12 dozen)

Lead-Time 10 business days from artwork approval

TITLEIST

# **3-BALL TEE TUBE** WITH STOCK TEES

#### NFW

This clear tube with a Titleist branded tin base showcases your logo and comes with five Titleist tees.

 Includes 3 custom Titleist golf balls and 5 Titleist tees



Minimum	<b>48 tubes</b> (12 dozen)
Lead-Time	<b>5 business days</b> from artwork approval

PINNACLE®

#### 1-BALL BOX

Individually boxed custom golf balls without the lead-time of a custom box.



Minimum	Personalization	12 boxes (1 dozen)
	Logo	<b>144 boxes</b> (12 dozen)
Lead-Time	5 business days	from artwork approval

PINNACLE

#### 2-BALL SLEEVE

Custom golf balls in a 2-ball sleeve without the lead-time of a custom box.



Minimum	Personalization	6 sleeves (1 dozen)
	Logo	<b>72 sleeves</b> (12 dozen)
Lead-Time	5 business days	from artwork approval

PINNACLE

# 2-BALL BUSINESS CARD BOX

Highlight your business card on this die-cut lid.



Minimum	Personalization	6 boxes (1 dozen)
	Logo	<b>72 boxes</b> (12 dozen)
Lead-Time	5 business days	from artwork approval



Proudly showcase your favorite sports team or school.

Titleist offers 29 Major League
Baseball teams and over 56 Collegiate
logos that can be ordered on any
golf ball model. Each dozen box also
features a custom team wrap.

Pinnacle also offers a single jar ball that makes the perfect collectible to exhibit team pride.

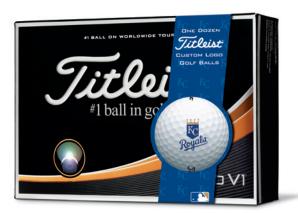


# LICENSED GOLF BALLS | MLB

#### DOZEN WITH MLB TEAM WRAP

Proudly showcase your favorite MLB team.

- Available with MLB logos as shown below
- Available on all white Titleist golf balls\*
- \*Play numbers 1, 2, 3, 4 and Velocity double digit play numbers 00, 22, 77, 99



Minimum 6 dozen per team Lead-Time 10 business days

PINNACLE®

#### MLB JAR BALLS

The perfect collectible to exhibit team pride.

Available with MLB logos as shown below



Minimum	8 dozen per team
Lead-Time	5 business days

#### **MLB TEAMS**



ANGELS



ASTROS



ATHLETICS





BRAVES



BREWERS



CARDINALS



CUBS





DIAMONDBACKS



GIANTS









MARLINS





METS









PADRES











RAYS

















TIGERS



TWINS



YANKEES

TITLEIST®

#### DOZEN WITH **COLLEGIATE** TEAM WRAP

Proudly showcase your favorite school.

- Available with Collegiate logos as shown below
- Available on all white Titleist golf balls\*

\*Play numbers 1, 2, 3, 4 and Velocity double digit play numbers 00, 22, 77, 99



Minimum

6 dozen per team

Lead-Time

10 business days

PINNACLE®

#### COLLEGIATE JAR BALLS

The perfect collectible to exhibit team pride.

Available with Collegiate logos as shown below



Minimum

8 dozen per team

Lead-Time

5 business days

#### COLLEGIATE TEAMS



ALABAMA



ARKANSAS



AUBURN



BAYLOR



BOSTON COLLEGE



UC-BERKELEY





CLEMSON FI ORIDA





GEORGIA





























KENTUCKY



















MISSISSIPPI

















OKLAHOMA

























A M



TCU TEXAS CHRISTIAN





















- Lesist



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