

Club & Event Editions — what to send us

Thank you for choosing a personalised, club-branded edition of *The Wisdom of the Game* for your members. To create it we need three things from you: **your photos**, **your logo**, and a short **welcome letter**. Everything else — the 39 wisdom cards, the quotations, the layout and the design — we supply. This sheet tells you exactly what to send. You'll upload it all through a private link we email you.

Your photos — 13 in total

What	How many	Where it appears
Cover photo	1	The front cover
Captain's photo	1	The welcome page
Course photos	10	Two for each of the five sections of the book
Closing photo	1	The final page — a sunset / parting view works well

Every photo: landscape (wider than tall), shaped roughly 3:2 like an ordinary photo print · JPEG · at least **1400 pixels wide** (1600 × 1067 is ideal) · sharp and well-lit. They print almost full page-width, so please avoid small or blurry phone snaps. Each photo also takes a one-line caption (about 6–10 words).

Your logo (and sponsor logo, for events)

Send your **club crest / logo as a transparent PNG** — that way it sits cleanly on the page with no white box behind it. A crest or landscape shape works best; at least 600 pixels on its longest side. For an **Event Edition**, send the **sponsor's logo** the same way (transparent PNG), plus a short sponsor message of about 40–80 words.

Your welcome letter (from the Captain)

This is the one personal letter from the club. It opens “*Dear [member's name],*” automatically — each member's copy is personalised. Aim for **150–400 words** — or longer if you wish; the letter automatically resizes to fill its page, so write as much as you like. A good letter does five things: thanks the member for being part of the club; says plainly that this is a gift; shares a little of your club's spirit; connects golf to life (that's the heart of the book); and signs off with a name and title (for example, “*The Captain, [Club Name]*”). You may write “[member's name]” anywhere and we'll fill it in.

Example — *As our thanks for being part of the club, it is my pleasure to give you this personalised edition of The Wisdom of the Game — a century of golf's finest wisdom from champions, teachers and writers. Golf here has always been about more than the score: the morning light on the fairways, the friendships made over eighteen holes, and the quiet lessons the game teaches about patience, character and grace. The cards that follow pair a thought for your golf with a thought for your life, because the two are never far apart. May they be a good companion — a line to carry to the first tee, and another into the rest of your day.*

Optional extras — a gallery and an “About” page

Two optional additions you can include at the back of the book, at no change to the price. You add them in the same upload form when you send your branding — leave them out and the book is exactly as before.

Extra	What it is
Photo gallery	Up to 12 more of your club's photos, shown four to a page with captions, near the back. It only appears if you send at least 4.
"About your club" page	A short paragraph or two about your club, plus your website and social handles, on a page at the very back.

How to send it all

We'll email you a **private upload link**. Open it, and you'll find a simple page with a labelled box for each photo, your logo, and the letter. Upload each photo where it belongs and add its caption — the page checks each one as you go and tells you immediately if a photo is too small or the wrong shape, so there are no surprises. It takes about 15 minutes. When you're done, press submit and we take care of the rest.

One important note on copyright: please send only images your club owns or has permission to use. We're glad to help if you're unsure what you have.