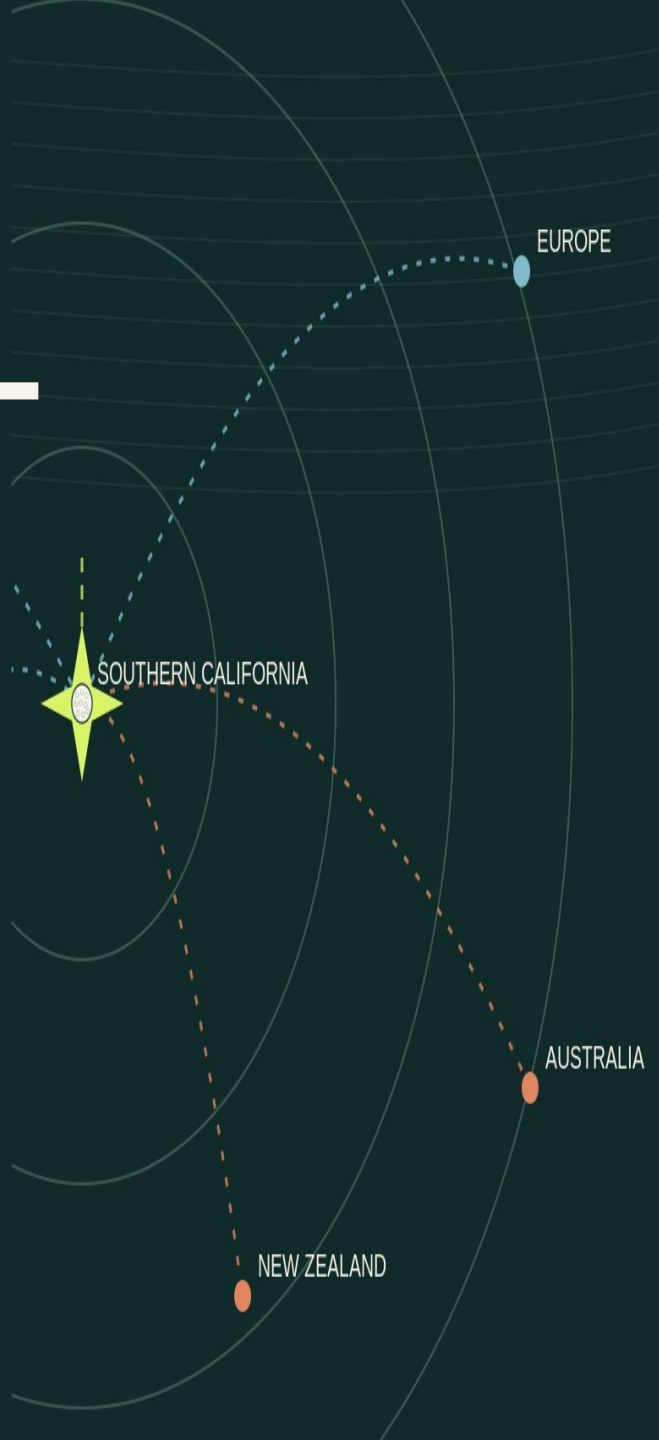
INTERNATIONAL CREATOR INVITATIONAL



1

THE WORLD COMES TO GOLF.

ONE EVENT.
MANY MARKETS.

International Creator Invitational 1 is designed to put local golf courses and partner brands in front of creator-led golf communities across multiple countries.

GLOBAL CREATORS / REMARKABLE COURSES / WORLDWIDE AUDIENCES

THE EVENT IS THE MEETING POINT. THE CONTENT TRAVELS.

01 / PEOPLE

THE CREATORS

A multinational, personality-led field with their own audiences.

02 / PLACE

THE COURSES

A host location worth filming, remembering and recommending.

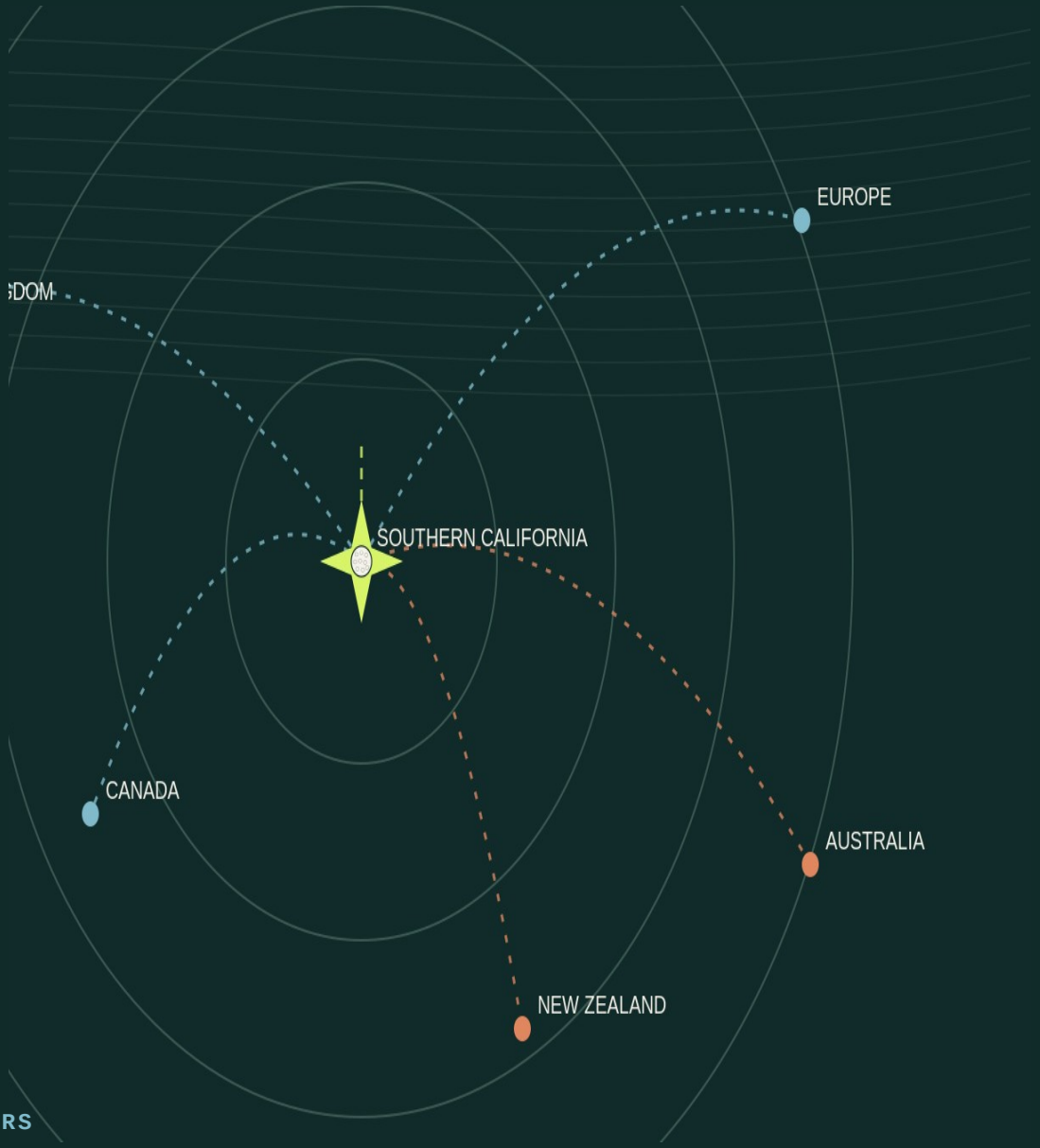
03 / MEDIA

THE CHANNELS

A rights-cleared set of videos and social coverage across platforms.

THE FIELD IS THE NETWORK.

Invite creators with different geographic audience concentrations and distinct voices, not simply overlapping follower lists.



MAP SHOWS PROSPECTIVE MARKETS, NOT CONTRACTED CREATORS

HOW THE CONTENT ENGINE WORKS.

1

COURSE / DESTINATION

A memorable playing experience

2

CREATOR FIELD

Independent perspectives and storylines

3

CHANNEL NETWORK

Original publishing across markets

4

PARTNER REPORT

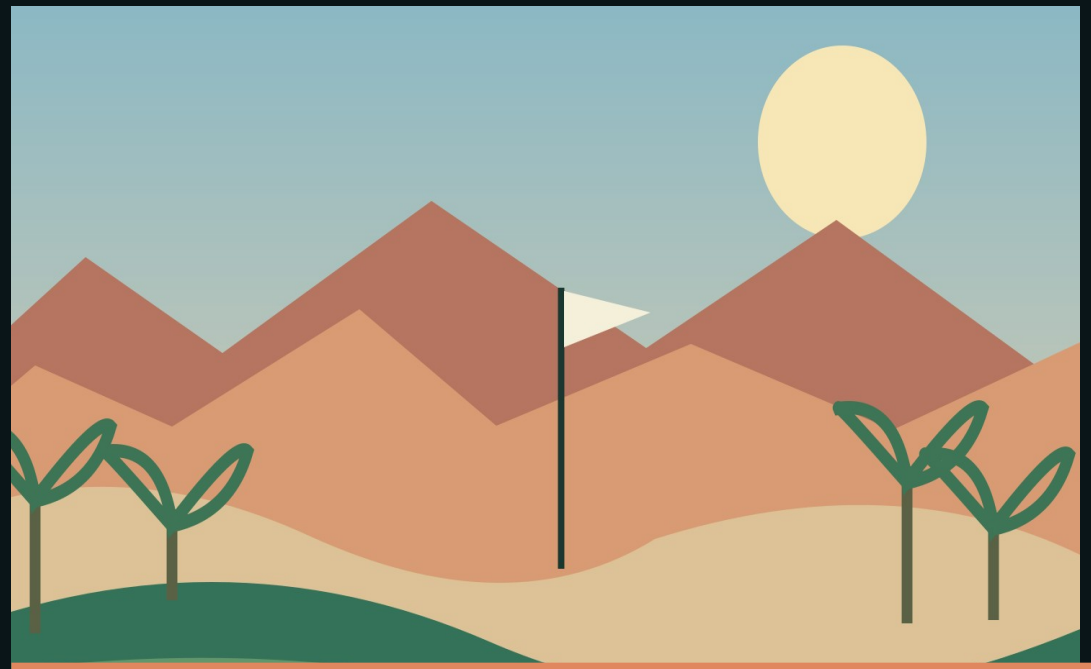
Delivered content + verified analytics

No guaranteed impressions, bookings, sponsor conversions or revenue are represented by this model.

TWO WORLDS. ONE EDITION.



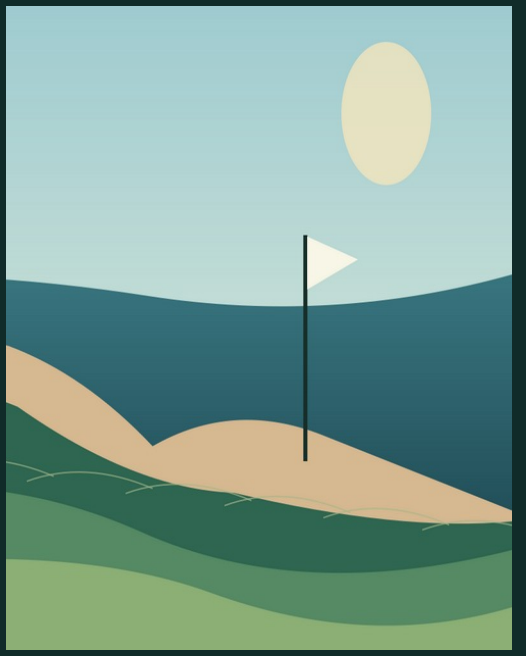
THE COAST / SAN DIEGO



THE DESERT / COACHELLA VALLEY

Proposed destination chapters; individual venues and filming access are not confirmed.

BE THE COURSE THE WORLD SEES.



COURSE CHARACTER	Show location, architecture, signature features and people.
CREATOR DISCOVERY	Let an international field experience the course honestly.
RIGHTS-CLEARED ASSETS	Agree on stills, clips, approvals and permitted reuse up front.

PUT THE PRODUCT IN THE GOLF.

EQUIPMENT	In-play product and honest creator testing
APPAREL	Team collections and event-specific drops
TRAVEL + HOSPITALITY	Arrival, stay, and destination experiences
TECHNOLOGY	Shot-tracking, course media and scoring tools

WAYS TO BE PART OF THE STORY.

TIER / CONFIGURABLE

PRESENTING

Primary brand credit and a negotiated group of integrations.

TIER / CONFIGURABLE

DESTINATION

Course access, approved course stories and hospitality.

TIER / CONFIGURABLE

CATEGORY

Golf product, apparel, technology, travel or segment activation.

PRICING, EXCLUSIVITY AND ENTITLEMENTS ARE NEGOTIATED AFTER ROSTER / RIGHTS

CONTENT THAT CAN KEEP TRAVELING.

LONG FORM	Creator YouTube episodes and course features
SHORT FORM	Reels, Shorts, highlights and collaboration clips
EVENT EDITORIAL	Trailer, score recaps, approved course facts
RIGHTS PACKAGE	Approved recap assets and negotiated usage rights

REACH YOU CAN ACTUALLY REPORT.

CREATOR CHANNELS	Confirmed channels, platform and home markets
DELIVERY	Published URLs against contracted content
ACTUAL VIEWS	Video views and engagement by reporting cut-off
GEOGRAPHY	Approved anonymized country/region analytics
RIGHTS	Available licensed clips and approved duration

ONE EVENT. MANY FEEDS.

CREATOR OWNED

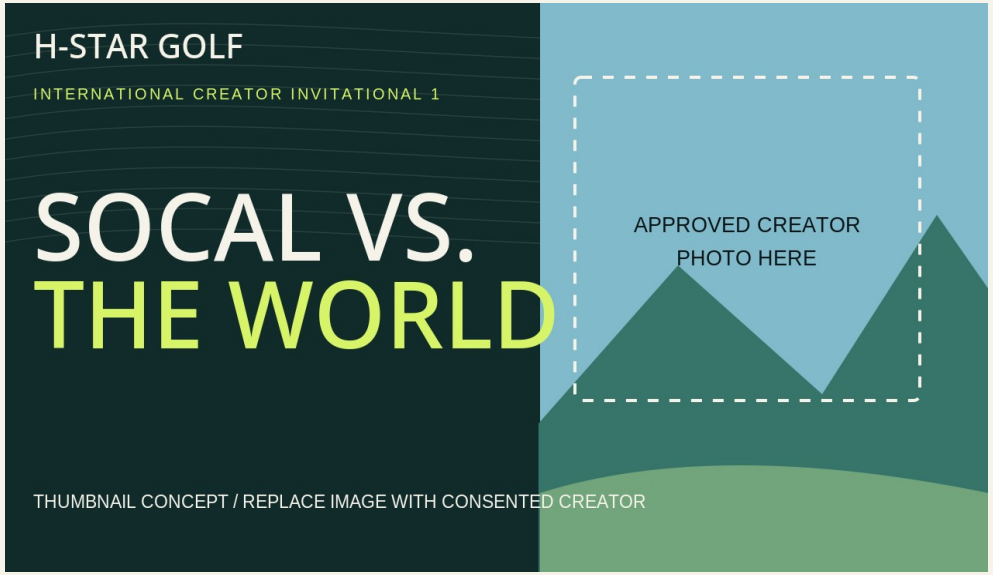
Individual channel voice and creator analytics

EVENT OWNED

H-Star Golf recap, roster, results, shareable assets

PARTNER OWNED

Agreed reposts and clip licenses, not automatic rights



BUILD IT ON CLEAR RIGHTS.

EDITORIAL

Creators keep their authentic voice under agreed obligations.

TRANSPARENCY

Paid integrations need clear platform and legal disclosure.

LICENSES

Reposts, edits, likeness and term/territory are negotiated.

GOLF ACCESS

Courses approve filming zones, operations and permitted footage.

FROM THE FIRST CALL TO THE FINAL CLIP.

01

MATCH

Audience + category fit

02

DESIGN

Activation + creator commitments

03

CONTRACT

Rights, access, disclosures, logistics

04

DELIVER

Publish, verify and report

No fixed rate card, reach commitment or inventory sale has been authorized by this deck.

BUILD SOMETHING WORTH RETURNING TO.

1 SOUTHERN CALIFORNIA

PROPOSED 2027

2 NEXT HOST MARKET

FUTURE / TBD

3 NEXT HOST MARKET

FUTURE / TBD

Every edition changes the host, destination and roster. International visiting creators remain essential.

SPONSORSHIP ENQUIRIES / NEXT STEPS

THE WORLD COMES TO GOLF.

INTERNATIONAL CREATOR INVITATIONAL 1 / H-STAR GOLF

Course, brand and destination proposals are being developed. Contact the H-Star Golf project team for a tailored outline. Official event contact to be confirmed.