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Refund on Callaway Drivers if Mickelson Takes the Masters

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There are plenty of ways to encourage consumers to make a purchase. One retailer, Golfsmith International, is using the excitement and huge fan base of the upcoming Masters Tournament to do just that.

The retailer is out with a promotion that will refund the price of a new driver if golfer Phil Mickelson takes home his third green jacket by winning the Masters at Augusta, GA, April 8-11.



Golf retailers Golfsmith is using the Master's Tournament to help drive sales of Callaway clubs.

Through April 7, golfers who purchase one of three new Callaway drivers—the Diablo Edge, FT-Tour or FT-iZ—are eligible for the refund should Mickelson win. And the odds are pretty good, the company said. However, those odds may have changed now that Tiger Woods plans to reemerge after a scandal-fueled hiatus to begin his career anew in Augusta.

Golfsmith is getting the word out to prospective customers with an e-mail blast to about 2 million golfers, via Facebook and Twitter, in-store materials, 2 million direct mail pieces, TV spots and at its [Web site](#).

To offer the promo, Golfsmith International partnered with Callaway Golf.

"There is pent up demand from golfers for new clubs, and with this promotion exclusively at Golfsmith, it's a great way to inspire golfers everywhere to root for Phil at this year's Masters." Marty Hanaka, president and CEO of Golfsmith, said in a release.

Golfsmith estimates that thousands of people will take advantage of the promotion, which is available in more than 70 stores.

A [dedicated Web site](#) provides consumers with the details.

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