



Rosedale Golf Club

MEMBER & STAFF ENGAGEMENT

ROSEDALE WRAPPED

The Rosedale Wrapped was an Instagram campaign that highlighted fun, year-end stats from Rosedale Golf Club, connecting with members through engaging visuals. It features key metrics like total rounds of golf, hours spent on course maintenance, top halfway house sales, staff birthplaces, and top hours worked by staff. Presented in a polished, branded format via stories and reels, this campaign celebrates the club’s achievements, showcases its community, and boosts engagement while building anticipation for the next season.

ROUNDS OF GOLF
BY MEMBERS

54
PLAYED 50+ ROUNDS

120
PLAYED 15-24
ROUNDS

159
PLAYED 25-49
ROUNDS

BUSIEST DAY
(NON-EVENT)

227 GOLFERS
TUESDAY, JUNE 4

225 GOLFERS
MAY 29 & JUNE 16

BUNKER
MAINTENANCE
HOURS

4050

LEAVES
CLEANUP &
REMOVAL

2052

MOWING
HOURS

5000

946
GREENS

662
TEES

572
FAIRWAYS

1795
ROUGHS

ROUNDS
PLAYED

24,699

13856
SENIOR

2409
INTERMEDIATE

1301
JUNIOR

1238
LIMITED

717
MASTER

138
CLUB HOUSE

225
NON-RESIDENT

TOP TEN
CLUB HOUSE STAFF
HOURS WORKED

1. 1981

JOSE

2. 1910

JIEUN

3. 1859

ZITA

4. 1787

NELA

5. 1745

DON

6. 1719

GALYNA

7. 1703

RYAN

8. 1690

REGIE

9. 1666

AKILAH

10. 1648

KYLE

CLUB HOUSE STAFF
REPRESENTED BY
BIRTHPLACE

30 PHILIPPINES

24 CANADA

14 INDIA

8 NEPAL

4 SOUTH KOREA

3 JAMAICA

2 VIETNAM

2 COLOMBIA

2 GREECE

2 BANGLADESH

103 STAFF FROM
22 COUNTRIES

TOP FIVE
EVENTS OF THE YEAR
MEMBERS & GUESTS

MOTHER'S DAY DINNER

271

EASTER BRUNCH

266

MOTHER'S DAY BRUNCH

250

CHRISTMAS DAY DINNER

225

EASTER DINNER

191

CHILDREN'S HALLOWEEN PARTY

191

TOP FIVE
HALFWAY HOUSE
SALES ITEMS

2810

GATORADES

2103

HOT DOGS

1435

SMOOTHIES

887

STIEGL BEER

703

CHICKEN SALAD SANDWICHES