

FOR IMMEDIATE RELEASE



## **Carter Plantation Becomes the First Course in the World to Install ReelGOLF® Technology to Run Automated Par 3 Challenges**

*BetMGM® partners with ReelGOLF® to promote daily Closest-to-the-Pin and Ring of Fire Competitions*

**Austin, Texas - Oct. 31, 2024**— Players with tee times at [Carter Plantation](#) in Springfield, La., will now have the option to play daily, on-course challenges like Closest-to-the-Pin or Ring of Fire for the chance to win cash prizes. This is all made possible through the technology of [ReelGOLF](#), an on-course video system that captures shots for players on signature holes (in this case, hole No. 14 on Carter Plantation) and runs automated par 3 challenges. Carter Plantation is the first course in the world to install the ReelGOLF Challenge system, which is dedicated to providing golf course owners and operators with an ecosystem that turns their signature holes into profit centers.

So how exactly does it all work? The ReelGOLF Challenge system involves installing AI-enabled Bosch® cameras discreetly near tee boxes and greens of signature par 3s, allowing players to simply scan a QR code to activate the system. ReelGOLF then records their shot, adds shot tracing with the players' names, courses, and sponsor logos, and sends the high-definition video to the player's phone within minutes - packaged memories ready to share on social media.

That same AI-enabled video technology is used to find and measure a golf ball's distance to the pin within less than half a ball (18 millimeters), enabling accurate and automated measurements on par 3 holes. Players who opt-in at the pro shop at the ReelGOLF kiosk upon check-in will have access to two par 3 contests: Closest-to-the-Pin and Ring of Fire (a solo game where the closer the shot gets to the pin, the more money the player makes). The player then activates the token on their phone once they arrive at the par 3 challenge hole and takes their best shot.

While Ring of Fire alerts players of their winnings immediately after their shot, those playing the Closest-to-the-Pin challenge can keep tabs on the leaderboard on their phone. At the end of the day, the top three players receive a notification from ReelGOLF to collect their winnings. While the courses are making a percentage on each token purchased, they don't have to lift a finger on the rest - ReelGOLF handles it all.

"There is nothing more rewarding than seeing ReelGOLF working seamlessly at Carter Plantation and watching players enjoy these challenges first hand while knowing the revenue it will bring to this special course," said [Kevin Imes](#), the creator of ReelGOLF. "Our advanced AI technology ensures accurate measurements and captures unforgettable moments for players,

all while creating new revenue streams for courses. We're excited to see how this innovation transforms the way golfers engage with par 3 challenges."

Earlier this year, ReelGOLF entered into a marketing partnership with popular online sportsbook [BetMGM](#), who is now helping to fuel its on-course challenges. Any player who signs up with BetMGM using the promo code *ReelGOLF* can now play Ring of Fire free of charge for one month.

"Partnering with ReelGOLF is a huge opportunity for Carter Plantation. It will allow us to enhance tournaments through on-course games and branding opportunities for hosts and provide a whole new way for golfers to engage with our course during everyday rounds," said Alex Boudreaux, general manager at Carter Plantation. "The souvenir videos help preserve lasting memories, strengthen course loyalty, and generate organic marketing for Carter as the videos are shared. ReelGOLF is revolutionizing the game of golf, and we are excited to be a part of it from the beginning."

A recipient of Golf Magazine's "Top 10 Courses You Can Play," the 18-hole, 7,000-plus yard, par-72 course winds through three distinct Louisiana landscapes – live oak flats, cypress wetlands, and upland pine forests. A David Toms signature golf community, Carter Plantation is also an honored member of the Louisiana Audubon Golf Trail. Players travel from all over the state to play this 18-hole Championship golf course, and now, they have another reason to come hit the links thanks to ReelGOLF Challenge.

ReelGOLF is also currently working with courses in Mo., Fla., Calif., Scotland, and Ireland. Courses interested in learning more about ReelGOLF should head to [reelgolf.com/contact](https://reelgolf.com/contact)

#### **About Hole-in-One Media, Inc.**

ReelGOLF™ was designed by Hole-in-One Media, Inc., a media technology provider based in Austin, Texas. ReelGOLF is a patented AI-enabled videography system that enhances on-course golf experiences for everyday golfers. With a scan of a QR code, ReelGOLF not only captures player shots on signature Par 3 holes for easy social sharing, but can also run accurate and automated par 3 challenges like Closest-to-the-Pin and Ring of Fire - simultaneously engaging players while generating course revenue.

#### **About Carter Plantation**

Carter Plantation is a public golf course designed by David Toms located in Springfield, La. Located conveniently between New Orleans and Baton Rouge, Carter Plantation is a premiere destination for golf and events in Louisiana. For inquiries, reach out to Alex Boudreaux at [aboudreaux@carterplantation.com](mailto:aboudreaux@carterplantation.com).

#### **Media Contact**

Taryn Parker  
847-380-0375  
[taryn.parker@spoolmarketing.com](mailto:taryn.parker@spoolmarketing.com)

###