

**WHY FAMILY CUP?**

PGA Family Cup exists to bring family members of all ages together to create lasting memories through the game of golf.

**WHY THEMES?**

Creating themes for PGA Family Cup events generates awareness and excitement for the event and provides for a fun, celebratory atmosphere.

**THEME:** Costume Party

**OVERVIEW/OBJECTIVE:** To generate awareness, excitement and fun around PGA Family Cup by encouraging teams to wear costumes.

**EXECUTION:**

* A great theme to use during Halloween season, of course!
* Encourage costume wearing by giving awards for Best Costume, Best Family Costumes, Best Decorated Carts, etc.
* Promote the wearing of costumes by including photos of other successful Family Cup Halloween events or posting pictures of the staff wearing their costumes, so families see the fun in the promotional messaging.
* Create a photo booth on one or two tee boxes where families can take pictures in their costumes. Provide props that they can use to make the photos even more fun.
* Create a hayride by using one of the maintenance tractors to pull a flatbed trailer with hay bales to sit on

**WHEN:** Any time of the year, especially immediately prior to Halloween

**CONSIDER THIS:**

It may be helpful to consider other activities, contests or add-ons that would provide additional value and fun to your event.

**Activities**

* Pre-event clinic
* Post-event gathering/party
* Pumpkin carving station
* Relevant games (water balloon toss, dunking booth, hayrides, cornhole)

**Add-Ons**

* Food & Beverage
* Costumes (for all)
* Tee prizes, raffles, giveaways
* Decorations (shop, course, cart)

**Contests**

* Pre-event putting contest (long putt, 3-hole team competition, etc.)
* Closest to the hole
* Straightest drive
* Widest age gap
* Most family members
* Furthest traveled

*In sports, your team is your family. With PGA Family Cup, your family is your team.*