

**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:** PGA Jr. League Season Kick-Off

**OVERVIEW/OBJECTIVE:** Promote the upcoming PGA Jr. League season at your facility and encourage registrations.

**EXECUTION:**

* This is a great way to introduce the program by playing the PGA Jr. League format. This will help parents and players gain a deeper understand of the program before the season begins.
* Use it as an opportunity to announce teams and/or hand out team kits.
* Create a meet-and-greet opportunity for the players and families on the PGA Jr. League teams, as well as a Meet-the-Coach night.
* A PGA Family Cup event could be used as a kick-off event/meet-and-greet for any junior programming. Use the event as an opportunity to go over season expectations and schedules and check housekeeping items off your list—with good food and drinks after a fun round of golf.

**WHEN:** Up to 8 weeks prior to PGA Jr. League season start

**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
* Relevant games (water balloon toss, dunking booth, hayrides, cornhole)

**Add-Ons**

* Food & Beverage
* Tee prizes, raffles, giveaways
* Decorations (shop, course, cart)
* Attire/costumes

**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.*