

**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:** Golf Season Kick-Off

**OVERVIEW/OBJECTIVE:** To generate excitement for the coming golf season and connect with prospective golfers to create motivation for participation.

**EXECUTION:**

* Conceptually, this might look more like a social event with a clinic attached.
* Use the event to introduce the staff and encourage customers to stock up for spring with new inventory in the golf shop.
* Set up skills contests in the practice area or set up short holes on the driving range.
* Use a 3-, 6- or 9-hole par-3 scramble format.
* Have stations set-up representing the different programs your facility intends to offer during the golf season.
* If your facility has them, create stations for leagues, social groups, or tournaments.

**WHEN:** Spring (this may differ in warmer climates)

**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)
* Outdoor movie night on the driving range

**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.*