

**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:** Team Sports

**OVERVIEW/OBJECTIVE:** To capitalize on the top-of-mind awareness of other sports seasons, such as football, baseball, basketball and others, and build upon the enthusiasm people have for their favorite sports/teams.

**EXECUTION:**

* Coincide with the beginning of the season or play-offs by encouraging families and staff to wear their favorite team gear.
* Organize related contests and give awards for the most spirited team, best dressed team and more.
* Schedule skills competitions that involve that sport (shooting free throws in basketball, a baseball-themed target throw, a field goal-kicking contest).
* Be creative with the other sports to include Olympic sports and represent different countries with cart decorations.
* Set up a viewing party of the actual events to take place on the day of the PGA Family Cup event.

**WHEN:** Select significant dates for the particular sport, such as opening day, championships/finals, tournaments, etc.

**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.*