

**PGA FAMILY CUP PROMOTIONAL PLAYBOOK**

**NOTE:** *Under the Coach tab of* [*PGAFamilyCup.com*](http://www.pgafamilycup.com/)*, you’ll see our* [*Resource Center*](https://www.pgafamilycup.com/coach/coaching-resources)*. There you can access Marketing Materials, Game Materials and more. As always, contact your Regional League Manager with any questions or guidance.*

**ASAP**

* **Print and display Promotional Kit materials in your clubhouse and around your facility.**

*Print out the PGA Family Cup posters and rack cards for your facility. These materials are designed to capture attention so that you can explain more about your event, so be sure to display them in high-traffic areas.*

* **Get information up on your website about your event.**

[*Click here*](https://drive.google.com/file/d/18qddQQZdwI5dUg488E3lHiy7XIWBwogY/view?usp=sharing) *for our customizable copy that you can insert on your website’s home page or events page.* [*Click here*](https://drive.google.com/file/d/1EDzAHIqO_OfY37KF5EqlikbN-t4kPRyh/view?usp=sharing) *for the PGA Family Cup logo to include with the copy.*

**4-6 WEEKS PRIOR TO EVENT**

* **Customize email template #1 with your program details and send it to your customer database.**

[*Click here*](https://drive.google.com/file/d/1LjwAX-wORqei4NQp2JXxCAq2dTJbDuxJ/view?usp=sharing) *for the first PGA Family Cup customizable email copy.*

* **Start posting about your event on your social media channels.**

[*Click here*](https://drive.google.com/file/d/1T-Ti8UMqgQFzHUX3smAjTGTyUmUWzxBe/view?usp=sharing) *to download our Social Media Toolkit. Begin posting as soon as you have your date finalized, and continue posting at minimum twice weekly to encourage registrations.*

**2-3 WEEKS PRIOR TO EVENT**

* **Request team gifts and awards.**
* **Customize email template #2 and send to your customer database.**

[*Click here*](https://drive.google.com/file/d/1nqweuFlJIXhrMzH-TRy0TZf5ESy0GCAB/view?usp=sharing) *to download customizable copy for your second email send.*

* **Continue posting on your social media channels to ramp up awareness and encourage registrations.**

*Revisit the* [*Social Media Toolkit*](https://drive.google.com/file/d/1T-Ti8UMqgQFzHUX3smAjTGTyUmUWzxBe/view?usp=sharing) *to grab and customize more social media posts for your accounts. It’s important to keep the buzz going on social media.*

**1 WEEK PRIOR TO EVENT**

* **Print scoresheets.**

[*Click here*](https://drive.google.com/file/d/1JOuPu4DqoRRc-L1ew3cxG_mjAIWWWl0N/view?usp=sharing) *to download PGA Family Cup scoresheets and print these out for your event.*

* **Print and customize cart signs.**

[*Click here*](https://drive.google.com/file/d/1Q7vdo0hP4rENcJ6tjcuAt0enrVGapOuH/view?usp=sharing) *to download and customize our PGA Family Cup cart signs.*

* **Customize email template #3 and send to your customer database.**

[*Click here*](https://drive.google.com/file/d/1pO-b-E6KGPoITb_DS_nx1Sg8zsBcF7de/view?usp=sharing) *to download and customize our final email template.*

**DAY-OF EVENT**

* **Encourage participants to tag @pgafamilycup and your facility’s social media handles in posts throughout the day.**

*The cart signs will remind families what to tag on social media, but you should still encourage them to document memories from the day! After all is said and done, make sure to post photos and videos from your accounts, too.*

**POST-EVENT**

* **Record phone videos with your staff and your participants immediately following the event.**

[*Click here*](https://drive.google.com/file/d/1sLL0tgyhlqt_x39PEgkRBLnt5S1kabZO/view?usp=sharing) *for filming instructions and prompts. Encouraging families to tell their stories and share their memories from the event is key to raising awareness and growing your participation. Video testimonials from you and your staff is important for us so that we can better understand exactly what worked and didn’t work for you.*

* **De-brief with your Regional League Manager.**

*You’re playing a central role in developing and helping us launch PGA Family Cup nationwide to all PGA and LPGA Professionals. Your feedback is critical to its succes**s!*