



2021 FACILITY GUIDE

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INTRODUCTION

WHY PGA FAMILY CUP?

PGA Family Cup exists to enrich lives through experiences that transcend golf. It's designed to bring families together in a way that strengthens relationships, creates lifelong golfers and builds vibrant communities at your facility.

If anything, 2020 showed us that family time and social connection has arguably never been as valuable and important as it is now. Families are seeking activities they can enjoy in a responsible way, and they're discovering that golf is a fun and healthy way to spend quality time together outside in fresh air.

VISION

Golf is a sport for a lifetime, and PGA Family Cup teams are multigenerational. Think grandparents, aunts, uncles, moms, dads, children, cousins and more, all playing on the same team.

We envision a future with numerous opportunities for families to participate in PGA Family Cup, spanning local, Section and national events. However, the most important component and first step of PGA Family Cup is local activation at your facilities, and we've already seen the positive impact it's had in our pilot seasons.

This comes to life through a welcoming environment, family togetherness and fun, and memorable experiences. The result? Increased engagement with you, the PGA/LPGA Professional, and your customers.

In sports, your team is your family.

With PGA FAMILY CUP, your family is your team.

FACILITY ELIGIBILITY

In 2021, PGA and LPGA Professionals who host PGA Family Cup must be a current or former PGA Jr. League Captain or Coach. With 2021 as our national pilot year, we encourage host Professionals to try a single event or a series as you figure out what works best for your facility.

GETTING STARTED

STEP 1: DETERMINE YOUR PROGRAMMING

PGA Family Cup offers you a recommended format, with plenty of flexibility to create an experience tailored to you and your facility's needs. In the coming pages, take a look at our best practices and recommendations to determine the details that work best for PGA Family Cup at your facility.

STEP 2: REGISTER YOUR FACILITY

Once you've decided how you're going to implement PGA Family Cup, it's time to register!

To register, visit PGAFamilyCup.com and click the COACH tab. After creating your account, you can access your Coach Dashboard, which will allow you to register your PGA Family Cup Program and include details such as schedule, price, and more.

To collect payment online, you must set up a direct deposit account (via Stripe). Program fee payments will be deposited directly to your bank account.

For questions or clarification, please contact your Regional League Manager.

STEP 3: PROMOTE YOUR PROGRAM TO YOUR CUSTOMERS AND THE COMMUNITY

All host Professionals have access to the Resource Center on PGAFamilyCup.com, which includes several customizable and print-ready marketing materials.



STEP 4: REGISTER TEAMS AND COLLECT ONLINE WAIVERS

After registering your facility, you will receive your unique Team Registration link via email. Families can register for your PGA Family Cup program via this unique link or by visiting PGAFamilyCup.com and navigating to your facility registration.

The designated Team Captain must register his or her PGA Family Cup Team and complete the PGA of America's Waiver. The Team Captain will then be prompted to register or invite additional family members to sign up for his or her team.

STEP 5: ORDER TEAM KITS AND AWARDS

Each team will receive a logoed picture frame, portable bluetooth speaker, tote bag and two ball markers.

Each host facility will receive three awards from Signs by the Sea. Award best practices and ideas are explained further in this guide.

Host facilities must place fulfillment requests through their Regional League Manager and allow seven (7) business days for shipping.

PROGRAMMING OVERVIEW

We understand that each facility will have its own modifications to the program. We've created a standardized PGA Family Cup experience, as well as a program builder to tailor your program to your consumers' unique needs. Be sure to check out our case studies and best practices for some great examples of how PGA Family Cup has been brought to life at facilities.

SUPPORT

As always, our team is here to assist you every step of the way. Your Regional League Manager will help you create the best PGA Family Cup experience for your consumers. Through our brand new, custom-built registration platform and website, you also have access to a Resource Center with promotional materials and customizable game day items that are all PGA Family Cup-branded.

TEAM KITS AND AWARDS

The PGA of America handles fulfillment of all PGA Family Cup team kits and awards.

FAMILY=TEAM

PGA Family Cup is all about the team experience. Two things should hold true at each and every PGA Family Cup experience:

- At least one adult and one junior is on each team.
- Teams are inclusive of all family members, regardless of age or skill level.

RECOMMENDED FORMAT

Based on learnings from previous pilot years, we suggest the following recommendations when creating your PGA Family Cup experience:

Schedule

- Create a series of 2 or more events to maximize engagement with your consumers. This allows you to make adaptations to ensure each event is unique and fun!

Number of Holes

- We suggest you keep your PGA Family Cup to 9 holes. This allows families to participate without making a significant time commitment to each event.

Format

- Offering a team scramble format allows everyone to participate and contribute to their team's success. Not to mention, it's a familiar format for your PGA Jr. League players!

Course Set-Up

- We recommend you set your golf course up as a 9-hole, par 3 course, utilizing any yardage from 50-150 yards. This set-up allows everyone to play from the same "tee," improves pace of play, and creates a fun and inclusive atmosphere for all skill levels!



On the following pages, you will find some stories and best practices from Professionals who have implemented these recommendations at their facility:

David Chase, PGA, Assistant Golf Professional at the Country Club of Lansing

The Country Club of Lansing's inaugural PGA Family Cup event was positioned as an end-of-season event for PGA Jr. League players and families. To kick off the evening, David took team photos of each family participating. Once they teed off, he ran to have the photos printed and stuck them in the included PGA Family Cup picture frames for each team. "The biggest key of our PGA Family Cup was the memories that were created," David said. "Those are memories created at OUR course, not somewhere else."

David and his staff set up a very accessible and all-abilities-friendly 9 hole, par 3 track. Everyone was off the course in roughly 1 ½ hours. This meant no complaints about time, families sticking around to eat dinner rather than rushing to leave... and nine chances for a hole-in-one.

Most memorably, Butch Ellis carded his sixth—but his absolute favorite—hole-in-one in front of 14 family members spanning three generations of Ellises. **"I told my grandsons that this was the greatest day in golf I've ever had,"** Butch said. "The most important thing is I had my whole family with me. Those that weren't playing were following us around all nine holes in carts."





Chuck Higgins, PGA, National League Manager and PGA Jr. League Captain

Chuck is a seven-year PGA Jr. League Captain and National League Manager for the PGA of America. He piloted two PGA Family Cup events in 2020 with his PGA Jr. League families at their home facility, Keeton Park Golf Course, utilizing the recommended 9-hole, par 3 format. The setup allowed for a range of ages and abilities, from families of avid golfers trying to shoot under par to families of beginners simply trying to finish the hole. **The par 3 setup struck the perfect compromise between comfortability for beginners and a fun experience for advanced players.**

First and foremost, Chuck promoted both of his PGA Family Cup events with an emphasis on fun for families, and he saw this come to life in a few unique ways he recommends to others:

Take a different approach to awards: Chuck's PGA Family Cup awards were given based on the largest age spread of team members (the winner was 79 years!), a closest-to-the-hole award for kids only, and the much-coveted spirit award. Chuck encouraged families to decorate their golf carts based on a theme of their choosing. The winning team decorated their cart to showcase their daughter's love of soccer and son's love of basketball, with mom and dad dressed as referees.

Create a fun atmosphere to welcome players: Music was playing and corn hole was set up on the first tee. Chuck also set up a station for all players to hit discarded range balls into a large lake.

PGA FAMILY CUP PROGRAM BUILDER

We understand there will be different needs and interests at each facility. We encourage you to make modifications to the previously recommended format that make sense for you and your consumers. Not ready for a series of events yet? Feel free to try out a single event. Want to test out multiple formats and course lengths for your more advanced players? Give it a go and let us know what worked!

As showcased in the recommendations, when building your program, you will need to determine the following factors:

- Schedule
- Number of Holes
- Format
- Course Set-Up

GET CREATIVE

No matter how you end up structuring your on-course play, consider the following when planning your day-of schedule of events:

- Team Welcome and Registration – Confirm registration and waivers for all teams, and distribute Team Kit items.
- Practice Facility Warmup – Allow teams to warm up on your practice facilities, while you roam with your staff to provide quick tips from a PGA/LPGA Professional perspective.
- Food & Beverage – Consider including a fun food and beverage component, like a BBQ cookout or drink specials following the event.
- Entertainment – Host a movie night, glow-golf, a putting contest, etc. The PGA Family Cup experience goes beyond golf. Engage the full family in an experience that will keep them coming back for more.
- Fun Atmosphere – Create themes for each event and encourage families to decorate golf carts and coordinate fun family outfits. Allow families to opt out of “keeping score” if they would simply like to enjoy the day.
- On-Course Games – Incorporate non-golf games such as cornhole to encourage a day full of play. Also, consider incorporating “Closest to the Hole” competitions for both juniors and adults.
- Awards – Keep the environment fun by awarding families for their participation off the golf course as well. Try awarding the team with the best family spirit or with the largest age gap between family members.

On the following pages, you will find some stories and best practices from Professionals who took the PGA Family Cup concept and made it their own.

Mark Naylor, PGA, Assistant Golf Professional/Tournament Director at Round Hill Country Club

Mark hosted his inaugural six-week PGA Family Cup series in 2020, implementing a par point system to ensure that families who missed a week were not out of the competition or out of the program entirely. They took the highest three weekly point totals and added those together to determine a winner. Mark utilized the alternate shot format for his series, catering to the kids by requiring junior teammates to hit all tee shots. **He allowed eightsomes to play to accommodate more family members, with a maximum of four balls in play thanks to the alternate shot format.**

The course was set up as a par 3 per PGA Family Cup recommendations, which Mark credits with making pace of play very manageable. Furthermore, it allowed younger players to hit tee shots closer to the green, and it helped beginner adults manage the course and avoid feeling overwhelmed. Mark's format and setup allowed for a range of ages and abilities, including a team spanning three generations, a few grandparent/grandchild teams, and several teams that included moms brand new to the game.





John Moscoso, PGA, Program Director at The First Tee of Miami

John and his dedicated staff of coaches initially hosted a single, 9-hole scramble utilizing the following yardages: par 3=100-125 yards, par 4=240-280 yards and par 5=325-375 yards. Because of the success of the inaugural event and demand from families, they hosted a four-week series of events utilizing the same format. **In total, 47 families participated in these events, 20 of whom never played golf at the facility before.** You can view a one-sheeter case study with the financial impact of the events, video testimonials from participating families and a recap story [here](#).

TEAM COMPOSITION

In order to ensure all family members have an enjoyable experience, we've put together the below tips for team composition:

- Each family should have 2-6 players per team.
- There must be at least one adult and one junior playing at all times as a pair.
 - An "adult" is considered to be someone who is 18 years of age or older on the day of the single event, or the final event of the series.
 - A "junior" is considered to be someone who is 17 years of age or younger on the day of the single event, or the final event of the series.
- Determine how to structure the team scoring component. If you choose the team scramble, you have the following options:
 - 2-person team scramble only and teams with more than two players will utilize substitutes as needed.
 - 2-6 person player team scramble where all players may contribute to each shot if they would like.

In either of the above scenarios, you may choose to allow for larger teams with multiple juniors and adults to split off into multiple pairs. Check out [this infographic](#) to assist in explaining team scoring to families.

We understand that there are many considerations when it comes to structuring teams, including pace of play. However, we recommend being inclusive of all participants and allowing as many people to play as possible.

SCORING

Traditional stroke play is the recommended method of scoring for PGA Family Cup. For facilities hosting a single event, 1st place should be awarded based on the lowest team score. In the event of a tie for 1st place, we recommend a sudden death playoff or chip-off.

- **Playoff:** Each family selects a junior and an adult to play the hole selected by the facility, in the scramble format. The family with the lowest score wins. If there is a tie, the family must select the same, or another, junior and adult and play another, or the same, hole selected by the facility.
- **Chip-off:** Each family selects a junior and an adult to participate. Each person hits a chip to the selected hole. The family with the closest chip wins.

For a facility hosting a series of events, we recommend distributing points based on how each family performs in the event. In this case, 1st place would be awarded based on the family with the most points at the end of the overall series. Points distribution per event should be based on the number of families participating. Two examples are below.

If 10 families participate, the scoring breakdown is as follows:

FINISH	POINTS
1st Place	10 Points
2nd Place	9 Points
3rd Place	8 Points
4th Place	7 Points
5th Place	6 Points
6th Place	5 Points
7th Place	4 Points
8th Place	3 Points
9th Place	2 Points
10th Place	1 Point

If five families participate and there are ties, teams will split points as follows:

FINISH	POINTS
1st Place	5 Points
2nd Place	4 Points
3rd Place	3 Points
T4 Place	1.5 Points
T4 Place	1.5 Points

If there is an overall tie for the family with the most points after the series, we recommend a sudden death playoff or chip-off as previously mentioned.

HAVE FUN!



"A great afternoon of golf with our son with some competition thrown in. We really enjoyed it. Well run. Took some loot home. Had fun!"

"Fun to get the whole family involved, very much worth the cost between the experience and the giveaways, well organized and run at our facility."



"Great experience for a family! So much fun hanging out and getting to know other families. Great way for young golfers to grow as well."



"My grandson and I had a great time. The event was well planned and administered. Hats off to Alex for a fantastic job. Hopefully we can play in it again in 2021."





PGA

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