



# FACILITY GUIDE



CONNECTING  
**YOUR FAMILY**  
THROUGH GOLF

[PGAFamilyCup.com](http://PGAFamilyCup.com)

# PGA FAMILY CUP VALUES



In sports, your team is your family. With PGA Family Cup, your family is your team.

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.

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

## PROGRAMMING OVERVIEW

The format for PGA Family Cup is designed to bring these values to life out on the course. To maximize the value of your programming and the overall experience for families, we recommend that you:

- ★ Create a series of 3-6 events. This keeps families engaged and coming back to your facility – and to you and your other coaching programs. These can be offered seasonally if that works best for you.
- ★ Encourage flexible team compositions. This makes it easy for families of all abilities and ages to play together as a team, from aunts and uncles to grandparents.
- ★ Utilize a Par 3 set up with a scramble format. This makes the experience more welcoming to a wide range of abilities and ages. Family members can have a pressure-less experience that allows each player to contribute to their team's success.
- ★ Keep it recreational. There's no requirement to use these events to "advance" to a next-level tournament.

## FACILITY ELIGIBILITY

In 2020, host PGA Professionals must be a current PGA Jr. League Captain. 2020 is intentionally designed as a controlled pilot, so we can currently offer the program in the following states. The intent in 2021 is to introduce the program nationally.

- |                  |                  |
|------------------|------------------|
| 1. Arizona       | 9. Missouri      |
| 2. California    | 10. Montana      |
| 3. Connecticut   | 11. New Jersey   |
| 4. Florida       | 12. New York     |
| 5. Georgia       | 13. Oregon       |
| 6. Illinois      | 14. Pennsylvania |
| 7. Massachusetts | 15. Texas        |
| 8. Michigan      | 16. Utah         |

# GETTING STARTED



## Step 1: Register your facility.

Start by reviewing and filling out the quick pre-registration questionnaire, which is available [here](#) and includes an example pricing structure.

Similar to PGA Jr. League, an important component of the registration process is determining how your program fee will be collected. During the 2020 pilot, PGA of America is implementing a \$35 per team registration fee. Beginning in 2021 with the national roll out of the program, PGA anticipates charging a registration fee closer to that of the PGA Jr. League PGA REACH fee.

If you opt to collect your program fee through [PGAFamilyCup.com](https://PGAFamilyCup.com), the process for disbursement starts when Team Kits have shipped from the warehouse. From that moment, please allow 3-4 weeks for check payments or 2-3 days for direct deposit. For questions or clarification, please contact your Regional League Manager.

## Step 2: Promote your program to your customers and the community.

Display the items from your Promotional Kit at your facility. This includes a poster and set of rack cards that you can display in high-traffic areas.

The Resource Center, which is located under the PGA PROFESSIONALS tab of [PGAFamilyCup.com](https://PGAFamilyCup.com), includes a link to several customizable and print-ready marketing materials. In this folder is the one-page [Promotional Playbook](#), which lays out a marketing timeline with links off to all resources, including newsletter templates to communicate digitally with your members / customers.

Need help marketing your program? Contact your Regional League Manager. Our team can send email communications to your PGA Jr. League customers on behalf of you and your facility if requested.

## Step 3: Register teams and collect online waivers.

After registering your facility, you will receive our unique Team Registration link via email. Families can register for your PGA Family Cup program via this unique link or by visiting [PGAFamilyCup.com/SignUp](https://PGAFamilyCup.com/SignUp) and navigating to your facility registration.

The designated Team Leader, or family member completing registration, must complete the PGA Family Cup Waiver. This can be completed during registration and may only be done on behalf of the juniors for which he or she is the legal guardian. For juniors on the team who do not meet this criteria, their legal guardians must complete the waiver.

When the Team Leader registers, he or she will be prompted to enter the email addresses of all participating adult family members, who will each receive a registration confirmation and a link to complete a waiver if necessary. Waivers can also be completed by visiting [PGAFamilyCup.com/Waiver](https://PGAFamilyCup.com/Waiver).

## Step 4: Order Team Kits and Awards.

Each team will receive two hats, two bag tags, two ball marks and one picture frame. The intent is that a two-person team can split the three products and share the picture frame, while a six-person team can split the products individually or however they desire.

Each host facility will receive a 1st Place, 2nd Place and 3rd Place award to be given out at the close of your program.

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

# PROGRAM MANAGEMENT



You will receive email notifications when a Team has registered for your program. To access Team information, follow these steps:

1. Visit [PGAFamilyCup.com](https://PGAFamilyCup.com) and login to your account.
2. Click the wheel icon labeled "Admin" in the top left-hand corner of the page.
3. Select "2020 PGA Family Cup – Team Registration."
4. View, sort, filter and export data like contact information, waiver status, etc. as needed.
5. To email your Teams, simply click Send Message.

It is your responsibility to ensure that **all players** have a completed PGA Family Cup Waiver. The Waiver can be accessed and completed at [PGAFamilyCup.com/Waiver](https://PGAFamilyCup.com/Waiver).

## GAME DAY

The recommended course set up for PGA Family Cup follows:

- Nine-hole competition with Par 3 setup for all holes
- Yardages between 75-150 yards
- All participants playing from the same teeing area (utilize hitting mats or mowed down rough if there is concern around golf course wear and tear)

Most importantly, be creative and have fun with it. Show your customers a totally different side to your golf facility!

Consider the following for a 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 Professional perspective.
- **Get Started** – Use tee times or a shotgun start.
- **Food & Beverage** – Consider including a fun food and beverage component, like a BBQ cookout or drink specials following the event.
- **Entertainment** – Get creative with PGA Family Cup. 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.





# SCORING & RULES



The PGA Family Cup Conditions of Play is available [here](#). One hard copy per family will be shipped to you with your Team Kits to share with teams. You will also receive one PGA Family Cup scorecard per team within your Team Kit to use at your event or series of events. The intent is to create an online, customizable scorecard in 2021. Scoring is traditional stroke play.

For facilities hosting a single event, 1st, 2nd and 3rd place should be awarded based on lowest team score.

- In the event of a tie for 1st, 2nd or 3rd 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. So, 1st, 2nd and 3rd place should be awarded based on the families with the most points at the end of the overall series. Points distribution per event should be based on the number of families participating.

- Example: If 10 families participate, the scoring breakdown is as follows:
  - 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 there are ties, teams will split points. Example: 5 families participate with a tie for 4th place:
  - 1st place: 5 points
  - 2nd place: 4 points
  - 3rd place: 3 points
  - 4th place TIE: 1.5 points
  - 5th place TIE: 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.
  - **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.

# FEEDBACK & TESTIMONIALS

## (BEST PRACTICES)

Prior to your PGA Family Cup event or series, you're encouraged to solicit feedback from your members and families around the PGA Family Cup concept. What drew them this event or events? What are they most excited about? What would they like to see? Collect this feedback and share it with your Regional League Manager.

During the event, interact with participating families. Seek feedback on the format, tee structure and overall set up of the event. Take pictures and video to document your event and post them on social media. Tag [@PGAFamilyCup](#) when you do so, and encourage participants to do the same.

Following the event, ask families what they enjoyed about the event, what they would change, and what they liked most about their experience. Jot these down or record them on your phone to share with Regional League Managers. You are also encouraged to share these in facility emails/newsletters and social media to encourage members and others to participate in the next event.

Your Regional League Manager or PGA staff will distribute a Host Professional Questionnaire following your event that you will fill out together. This will help us better serve PGA Professionals in the future and make adjustments to the program as needed. Participants will also be sent a survey to help improve the customer experience before the nationwide rollout.

### BEST PRACTICES

The best practices below are ideas that your fellow PGA Professionals have tested with much success in 2019. We strongly encourage implementing these in your PGA Family Cup events.

- Pizza Party in conjunction with your PGA Family Cup event
- Themed Events – PGA Championship, US Open, Open Championship, etc.
- Taking pictures for family's to put into their gifted picture frames
- Fun contests on the course: Long drive adults / juniors, Closest to the Pin adults / juniors, Longest Putt contest for everyone before teeing off
- Family Selfie Spot on the Course
- Pairing the event with another social event at the facility.

