



# GUIDEBOOK

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This guide contains your resources for marketing, promoting and hosting Take Your Daughter to the Course Week.

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## EVENT OVERVIEW

Thank you for your commitment to hosting Take Your Daughter to the Course Week at your facility. As an official host course, you will be joining over 1000 other host courses in promoting golf to juniors and their families.

By hosting this event, you will have the opportunity to:

- Generate exposure for your facility and programs.
- Develop a database of junior golfers and family members for additional programming.
- Drive incremental business from food and beverage sales, merchandising, and golf rounds.

## HOST COURSE REQUIREMENTS

As an official host course, you are required to.....

1. Register your course on [www.playgolfamerica.com](http://www.playgolfamerica.com).
2. Offer free green fees to juniors accompanied by a paying adult.
3. Host one complimentary instructional clinic sometime during the week.

To boost the event at your course, you are encouraged to offer additional promotions. (See the Best Practices section for ideas) It is each host course's responsibility to market these promotions and include them on customized promotional materials.

## INVOLVING YOUR STAFF

In order to ensure a successful event, involve your entire staff. Make sure they are aware of specific details, event dates, and their individual roles so they can act as a catalyst for promoting the event. It is most important that your golf shop attendees and those answering your phones are educated as they are usually the first person encountered by potential participants.

- Prepare a fact sheet to hand out to each employee.
- Hold a brief 15-minute staff meeting to discuss each employee's role before and during the event. Make sure to stress the "service" issue, as it can be the determining factor in whether not a customer returns.
- Select one staff member to coordinate and market the event.
- Make it fun and memorable.

# MARKETING AND PROMOTIONS

Utilize the marketing materials available to help you promote the event locally.

The more you promote, the more participants you will attract.

1. Posters: Display these posters in the pro shop, in locker rooms, and on the side of beverage carts. The blank space can be used to add specific event details.
2. Sample Press Release: Customize this release to include your course information and specific event details and then send to your local media.
3. Sample Broadcast Email Promotion: Use this sample email as a guide when creating your own email. Then send it out to your database of customers.
4. Participant Tracking Report: Use this sign-in sheet to collect emails and contact information so you can send participants information on additional happenings at your course.
5. Print Ready Flyer Materials: You can make copies of this piece to use as flyers at your course and in your community or as an ad for your local newspapers. Use the blank space provided to include your specific event details.
6. Take Your Daughter Camera-Ready Logo: You may use the official Take Your Daughter to the Course Week logo to promote the event on your web site, calendar, etc.

# BEST PRACTICES

## Marketing

To generate more publicity for Take Your Daughter to the Course Week, get creative! Here are some ideas to boost the program's success at your facility.

- Word of mouth works wonders for this event.
- Work with local schools and the PE teachers to offer a special clinic.
- Set up a Task Force. Get your entire staff involved in and excited about the event. Make sure they advertise the event during lessons, clinics, leagues, tournaments etc.
- Have a female golf pro give lessons.
- Ask the local Recreation Department, Convention & Visitor's Bureaus, hotels and local companies if you can hang up posters or list event information on their web sites.

- Involve community groups: your EWGA chapter, Girl Scouts, Chamber of Commerce and golf teams.
- Include event dates, details and course information on community calendar listings.
- Advertise the event in all your golf carts. You can download the available flyer and use them to hang in the carts.
- Advertise during Women's Golf Month, June 2009.
- Invite a local celebrity to the course with his/her daughter to participate in the promotion you have planned. Ask the local news anchor. You will have a better chance at having your course and the event covered on TV or in the paper.
- Run an announcement on the GPS system in your golf carts.
- Highlight the event and special promotions you will be offering on your phone recordings.
- Send out press releases to newspapers and TV and radio stations three to four weeks before the event.

#### **Additional Promotional Offerings**

- Set-up forward tees. It will make the juniors more comfortable when they can play at a shorter distance from the hole.
- Offer a special rate on greens fees to adults who bring a junior to play.
- Put together a package (Clinic, range time, course time and lunch).
- Give away a free bucket of range balls or a sleeve of colored balls.
- Offer free club rentals.
- Make goody bags filled with candy, golf balls, etc. to hand out to participating juniors.
- Promote your course by giving a t-shirt, bag tag, etc. with your course's name.
- Offer a coupon to the participants for their next visit to your course.
- Hold a Juniors vs. Adults putting contest.
- Hold an etiquette and rules seminar.

- Put on a fashion show or trunk show featuring apparel and equipment from your pro shop.

## Retaining Participants

As a host course, your goal is to encourage and get participants to come back to your course. To help you do so, utilize the following tips:

- Make a follow-up card and give to participants, thanking them for their involvement and inviting them back for a follow-up clinic or group lesson.
- Collect names and email address so you can send follow-up emails, announcing promotions and additional golfing opportunities. This is your ticket to getting these participants to come back and to turning them into regular customers!
- Have handouts or brochures highlighting your available clinics, group lessons, leagues, and golf programs viewable and readily accessible.
- Have giveaways such as a complimentary round for their next visit.
- Make it FUN! For many of your participants this will be their first time on a course, so you want their first impression of golf to be a good one.

## Questions?

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