

PLAYER DEVELOPMENT IS

CUSTOMER DEVELOPMENT

FEATURED PRODUCTS

Growing the game means creating new customers for your business, while simultaneously retaining the existing players at your facility. The PGA of America encourages you to offer an appropriate golf product for youth and adults at every stage of the consumer lifecycle, including new, recreational, engaged and committed golfers.

PGA JUNIOR LEAGUE GOLF

- Developmental program for youth, ages 13 and under, focused on fun, social and inclusion
- Participants compete as teams with jerseys and are coached by PGA and LPGA Members
- Teams play three 3-hole matches in a popular scramble format
- Regular season takes place April 1 through July 31
- Both consumers along with PGA and LPGA Members can get involved by visiting www.PGAJLG.com



GET GOLF READY

- A branded introductory program, designed to make golf fun and affordable for adults
- Typically \$99 for a series of 5 lessons, programming and pricing are flexible
- Create follow-up Get Golf Ready clinics, beginner leagues and next-step retention programs
- Consumers can find local program offerings at GetGolfReady.com
- PGA and LPGA Members can get started at PlayGolfAmerica.com/hostfacilities



DRIVE, CHIP & PUTT

- Skills challenge for youth 7 - 15, free to enter and culminating at Augusta National Golf Club
- PGA Members are encouraged to host complementary events (ie: clinics, weekly practices)
- Consumers can register to participate in the 2017 Championship at DriveChipandPutt.com



TOOLS FOR IMPLEMENTATION

Implementing the right product mix is only half the battle. Use the tools and resources below to maximize the marketing, exposure, management and effectiveness of your crafted Player Development programming.

REVENUE SCORECARD

- Measure the financial impact & success of your Player Development programming by completing the Revenue Scorecard
- Review and benchmark performance year-over-year and against similar facilities; Demonstrate value to your employer
- Complete Revenue Scorecard and review other Success Stories by fellow PGA Members at PGALinks.com/SuccessStories

PGA PROGRAM MANAGER

- Online registration and event management system for lessons, camps and clinics, including payment and waiver processing
- Customized registration page for marketing and promotion on PlayGolfAmerica.com, GetGolfReady.com and PGA.com
- Members can set up an account and begin posting events at PlayGolfAmerica.com/hostfacilities

MARKETING RESOURCE CENTER

- Find stock and customizable digital and physical materials for promotion of your Player Development programs
- Available materials include program collateral, welcome kits, posters, brochures, and logos all for print, web and e-mail
- Additional resources include message templates, best practices, tips and FAQs to supercharge your promotional efforts
- PGA Members can access the Marketing Resource Center via PGALinks.com