



PATRIOT GOLF DAY

IN SUPPORT OF THE TRUE PATRIOT LOVE FOUNDATION

The PGA of Canada, in collaboration with Golf Canada and the True Patriot Love Foundation, thank you for inquiring about Patriot Golf Day to be held across Canada this Labour Day weekend, Sept. 1-3.

Money raised from Patriot Golf Day will go to the True Patriot Love Foundation, which supports and honours members of the Canadian military and their families. The foundation was founded by a group of citizens dedicated to building bridges between Canadian civilians and their military, in order to better understand and appreciate the sacrifices of soldiers and their families.

From September 1 – September 3, 2012

- Golf facilities across the country are encouraged to collect any monetary amount from public players, members or guests in support of Patriot Golf Day. Remember, every dollar counts.

2. Host facilities Professionals have flexibility to help maximize the success of Patriot Golf Day. Ideas include:

- Post event details on Facebook, Twitter, LinkedIn or other social media opportunities.
- Put a donation container along at the register.
- Golfers may donate any dollar amount they choose.
- Golfers may make contributions on-line at www.pgaofcanada.com/patriotgolfdaycanada
- In addition to hosting Patriot Golf Day during Labor Day weekend, consider running the promotion for the entire month.

- Have your men's or women's clubs run events.
- Coordinate a Patriot Golf Day Tournament.
- Coordinate a marathon and accept pledges.
- Run a Closest to the Hole Contest.
- Have prizes donated for a Silent Auction or Raffle.
- Give Free-10 Minute Lessons on the range and ask for donations.
- Give \$1 from every lesson (or more) as a donation.
- Have your facility match donations generated from your golfers.
- Seek a sponsor (a local business) to match all donations generated.
- Give Free Range Balls for donations.
- Offer package deals including golf, range balls and a lesson, then direct a portion of the package price for a donation.
- Offer incentives on merchandise purchases, i.e. instead of discounts for golfers, direct the savings on purchases for donations (ex. \$5 donation for every shirt purchase)
- Allow Veterans to play golf for free and ask for donations.
- Use "Canadian Flags" for your pin-flags.
- Use multiple locations to accept donations—proshop, grill room, first tee, range, beverage cart, etc.

TIPS TO PROMOTE

1. Conduct local marketing / promotions

- Use Social Media outlets like Facebook, Twitter and LinkedIn to promote your events.
- Send press release to your local media, including daily and weekly newspapers, radio stations, television stations and local Web sites that promote community events.

- Media prefer communications sent via email. If you can't email, then fax or send.
- For daily newspapers and local TV affiliates, send communications out at least one week prior to the start of the event. The more notice you can provide, the better.
- Promote Patriot Golf Day via email to your database or customers, leagues, associations, etc.
- Post the Patriot Golf Day logo on your web site.
- Promote in your newsletters.
- Hang the poster in the most visible locations.
- Make copies of the flyer to post in visible locations and pass along to community businesses to help promote your event.
- Print additional posters and flyers.
- Use the Press Release Template.