

The logo features the word "TROON" in a green box at the top, with a registered trademark symbol. Below it, the words "PLAYER DEVELOPMENT" are written in large, bold, black capital letters. At the bottom, the word "MONTH" is written in green capital letters. The entire text is enclosed in a black rectangular border.

TROON
PLAYER DEVELOPMENT
MONTH

MAY is Troon PLAYER DEVELOPMENT MONTH

The entire month of May is Troon Player Development Month. Troon facilities (all brands) and Troon Golf Academies throughout the world will be amplifying instructional opportunities and hosting golf clinics during the month and creating virtual/social instructional content, an exciting Player Development Month Putting challenge and more.

OBJECTIVES:

- Amplify player development this month by introducing beginners to the game in a fun and educational setting and also creating opportunities for existing players to get better
- Introduction of **TroonCoach**
- Growing the game through clinics, lessons and golf schools
- Engage core golfers through a fun putting challenge
- Promotion of accessibility & affordability of instructional opportunities that will get golfers playing better, playing more and playing longer
- Create facility/club loyalty

GOALS:

- Grow the game and position golf as cool and fun, etc.
- Capture loyalty and future customers + revenue generation
- Create a campaign for the month that amplifies all that you and your facility does to grow the game every month of the year!

INSTRUCTIONAL PROGRAMS

- Creation of player development clinics during the month of May designed to new golfers to the game of golf, and get current players playing better/longer. Onsite clinics range from \$0 to \$50 for adults and juniors 17 years of age and younger are free.
- Each facility should develop its own on-site appropriate pricing structure for this program and ensure any programming is in accordance to state and local CDC gathering guidelines and protocols (to include social distancing and the like).
- Instructional programming for the Month of May should focus on pre-swing fundamentals. Preparation is the key to success. As Jack Nicklaus mentions, "85% of the golf swing occurs before you swing." Grip, Posture, Ball Position, Aim, Mind-set and Tension Level.

PLAYER DEVELOPMENT MONTH PUTTING CHALLENGE

- As a part of Troon Player Development month, we are going to encourage more putting practice and social engagement with the Troon Putting Challenge. Participants have the opportunity to match their respective putting skills against other Troon participants around the globe.

Challenge includes the following:

- 10 total putts
 - 3-3 foot putts
 - 2-6 foot putts
 - 2-10 foot putts
 - 2-15 foot putts
 - 1-30 foot putt
 - Scoring: 1-point within 6-foot circle. 5-points within 3-foot circle and 10 points for a hole out.
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- Should only require 5-10 minutes of set up and 4-5 minutes to participate in the Challenge
 - One Adult Participant who completes the challenge (tagging @Troon) with the highest amount of putting points receives a \$250 Gift Card from Callaway
 - One Junior Participant (17 years and younger) who completes the challenge (tagging @Troon) with the highest amount of putting points receives a \$250 Gift Card from Callaway
 - Coaches forward your daily participation list and scores to Steve Loesher at sloesher@indigogolf.com
 - Encourage the use of the Scorecard (attached)

TROON COACH

- Troon Coach is a full service online market place and booking engine powered by ThrivSports. Troon Coach designed to help Troon Coaches reach new students, manage current clients, and keep their business moving forward in today's digital environment.
- Learn more about this exciting new initiative by clicking the link below, as well as pre-registering for their Troon Coach Listing <https://platform.thrivsports.com/troon-coach/>

TROON COACH of the MONTH

- Nominated by VP of Op's, General Manager's and Global Director of Education Troon and Director of Player Development, Troon
- Troon Coach who continually engages in growth of game campaigns, coaching/teaching excellence. Exhibits the qualities of the Elite Coach such as humility, motivator, caring, listener, and patience.
- Troon Coach of the Month to receive a 1-year subscription to SportsBox AI (\$1,800 value). Send your nominations to Steve Loesher at sloesher@indigogolf.com

UPDATE YOUR FACILITY INSTRUCTION LEAD

- Send your facility instruction lead (DOG, HP, DOI, TP or Asst.) who oversees your instruction department to Steve Loesher at sloesher@indigogolf.com. Name, email address and job title.

TOOLKIT includes:

- Player Development Month logos
- Putting Challenge Scorecard
- Digital Marketing examples
- Video "How to Conduct" putting challenge

TOOLKIT: [Player Development Toolkit](#)

Additional items can be created in Canva or DOD. For custom-designed marketing flyers/materials, please engage **Tiana Roebuck, Creative Manager**, 480.477.0438; tiana.roebuck@troon.com.

Pricing for custom marketing materials is \$75 per hour (billed in 15-minute increments).

HOW DO I GET STARTED?

- 1) Determine how your facility will participate (instruction, promoting putting challenge, creating virtual content on your social channels).
- 2) Promote/market your engagement (at least via email marketing to your database and social).
Note: Items can be promoted as Troon Player Development Month or **[YOUR FACILITY]** Player Development Month.
- 3) Communicate with your regional sales/marketing director on how you are participating (cc'ing cbush@troon.com), so we can promote your facility on Troon.com and via Troon national/global PR.