



CLUB GOLF

A Comprehensive Guide Forming a Local
Golf Course Relationship

NCCCGA
presented by  NEXTGENGOLF

Live Life. Play Golf.



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Intro & Examples

As you're starting a club golf team, it's important to build a relationship with a local golf course. Golf courses provide your club team a place to practice, conduct tryouts for tournaments, potentially fundraise, as well as a place for lessons and learning opportunities. Here's a guide on how to go about forming a local golf course relationship.

To start, let's look at a few examples of NCCGA teams who have strong course relationships:

Kutztown University - 30 students who are part of the club golf team at Kutztown each get a membership to the local course called Golden Oaks where they can play unlimited golf at off peak times and use the range for \$150 per semester.

Ohio University- OU has a relationship with their campus course. They go out once a month as a team and fix ball marks, fill divots, paint hazards and in return they get to play for free on weekdays and afternoon times on weekends.

Plymouth State- This team negotiated a "daily college discount". Students get to play for \$15 per round when the normal cost is \$37 per player. The students usually go at off-peak times and is a win/win for the golf course and students.

Getting Started With a Course Relationship

1. List Options - Before you begin, take a few minutes to make a list of the available courses near campus. Location is most important. We would recommend only seeking courses within 30 minutes to campus. It is important to determine which courses have driving ranges, the amount of holes, and determine if the course is public v. private.

2. Define Your Club Needs - Now that you have a list of potential golf courses, it's important to define your needs. How many players will be coming out to the course, 8 or hundreds? Is your team looking to play or just practice? When does your team plan to play (weekdays or weekends)? Once you write out what you want, it will be easier to ask the golf course and determine what facility is the best fit. Depending on how many students you are bringing to the course and how often you are playing will determine if simply asking for a daily college discount or getting a team membership makes the most sense.

3. Assess Your Team's Value - If you are wanting discounted rounds, or even free golf, you need to take a look at the value you are providing the golf course. After all, the golf course is a business it's not in their best interest to simply give away golf. It's best to create a win/win relationship that would benefit both you and the course. Don't try and take up their Saturday morning tee times, ask for off-peak tee times (such as after 3 pm during the week).

Getting Started (Continued)

- **4. Visit the Course** - You want to visit the course for two reasons. One, to assess the facility, the course condition, and make sure it fits your needs. Second, it's always better to form a relationship in person than over the phone. Request a meeting with the Head Pro and or club manager. Introduce yourself, explain how you're starting a team at _____ college, and that you are looking for a course the team can call home.
- Detail the costs of running a club team, the amount of support the school is providing (if any), and ask about forming a relationship. Let them speak and ask questions. At some point in the conversation, the course will ask what you're looking for. Tell them your club team's needs (defined above), and ask how much that would cost, and if it's possible. Depending on what they say, you might need to negotiate. Don't forget that negotiating isn't just about price, you might have to negotiate what you get out of the relationship. If the cost is too high, ask "What about if we only play 2x a week not 3?", or "Could we get a discount if we buy semester-long passes?" or "What about if we play after 3 pm instead of after 1 pm?" Be flexible, and realize you are not in a position of power.

Why should a golf professional support your club?

- Your club provides a revenue opportunity for the course during "off-peak" times when there is no one at the course.

Getting Started (Continued)

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- The NCCGA hosts over 130 college tournaments per year, their course could be looked at as a potential host site
- Players would buy their own food and beverage before, during, and after practice sessions (meaning more revenue opportunities for the course). The course will also benefit from pro-shop purchases.
- Any fundraising tournaments would be held at the course, allowing them to make money on spectators, guests, and F&B.
- They'll be opening their course up to a new generation of golfers, a generation that could become customers for the next 50+ years.
- If funding is available, the golf professional could become the coach of the golf team.
- If the golf professional is affiliated with your club, that can help him form a stronger relationship with your college to grow more revenue from the college outside of the club.

5. Finalizing an agreement- If you made your pitch and the course agrees, congratulations! Write up an informal agreement so both parties are clear on what's involved, and be very thankful. It is important to have an agreement in place so either party cannot take advantage of each other. Let the team know the details, and start arranging practice schedules. Encourage the players to play the course outside of practice sessions, and invite their friends and family (make sure outside parties pay greens fees). This will help you build goodwill with the course.

Getting Started (Continued)

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If you made your pitch and they said no, don't get upset. Thank the course pro for their time and move on. Some courses just can't meet your needs, and that's okay. Don't burn any bridges, because the golf community is small. If you keep getting rejected by courses, it's time to adjust your needs and try being more flexible. Tip: Some club teams have relationships at multiple courses. This helps to ease the burden on just one facility. Keep this in mind if you have trouble finding a course that can meet your needs.

6. Building the Relationship - To help strengthen the relationship between you and the course make sure to fix your divots, repair ball marks, clean up after yourselves, don't swear or throw clubs, be respectful of the golf course staff, and hold up your end of what you agreed too. As a Club President, it's critical to make sure all players in the club uphold these standards. Even one bad experience can cause a golf course to end the relationship, and then you're back to square one (but this time with a bad reputation).

Need some more help? Email us anytime: team@nccga.org

Other Resources for Starting a Team

Thank you again for your interest in club golf.

**Please click on the link listed below to be
redirected to our Club Golf Resources Homepage for
additional useful examples and resources**

[NCCGA Resources Homepage](#)



Have additional questions? Send us an email team@nccga.org or give us a call (617) 453-8732. We'd love to hear from you.