

# **Win a \$1,500 Grant for your program!**

## RECOGNIZING MGCOA'S GOLF COURSE OWNERS' INITIATIVE IN PLAYER DEVELOPMENT AND RETENTION

*The winner of the 2016 Award will receive a check from the MGCOA  
Educational Support Foundation*

### **PROGRAM OVERVIEW**

Our goal is to tap into the passion, knowledge, and creativity of Michigan golf course operators, thereby stimulating an exchange of proven steps we can take to develop new golfers and new rounds. We want to reward the best on-going program that overcomes the non-golfer's perceived barriers to playing golf such as: time, cost and intimidation. This recognition award will be presented to the MGCOA member golf course that demonstrates creativity and success in growing the game.

### **GENERAL INFORMATION**

- **NUMBER OF ENTRIES** - Companies may submit any number of player development programs for award consideration. Submit one entry form for each program.
- **USAGE OF MATERIALS** - Submission of entries authorizes the Michigan Golf Course Owners Association, the National Golf Course Owners Association and the Educational Support Foundation to use the information in publications and for promotional activities. Applications and supporting materials will not be returned.
- **AWARDS RECOGNITION** - All finalists may be included in an edition of *Tee-Off Times* and will be made available to MGCOA members, the media, the NGCOA and others interested in player development programs.

### **CRITERIA**

To be considered, programs must include actual playing opportunities, not just golf lessons. The following criteria will also be considered when reviewing and judging the entries:

- **BACKGROUND** - How did you develop the program and how long has it been in existence?
- **GOALS** - What is the goal of your program? Who is your target customer?
- **INNOVATION** - What is innovative about your development program?
- **IMPACT** - How do you measure its impact or success?

### **ENTRY PROCESS**

The application package must contain the following:

- **OFFICIAL ENTRY FORM**
- **PROGRAM SUMMARY** - The program summary should be an overview of the program, no more than 300 words. Because the judges will utilize the criteria in the review process, please be sure to address each of the criteria above within the summary.
- **VISUAL MATERIALS** - Photographs, program materials, incentives, company logos and other reproducible materials are welcome and encouraged. Letters of support from program participants are also encouraged (limit three per application). All submitted materials become the property of the Michigan Golf Course Owners Association.

Please describe in detail your player development program and send it to the MGCOA no later than November 15, 2016 to be eligible.

**ENTRY FORM MAY BE COPIED**

**Dul Family - Fox Hills**  
***Player Development Leadership Award***

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PLAYER DEVELOPMENT AND RETENTION

**ENTRY FORM**

COURSE \_\_\_\_\_

OWNER(S) \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

PROGRAM NAME \_\_\_\_\_

Applications must include this entry form (which may be photocopied) and your program's description in 300 words or less, explaining how it relates to our award criteria.

**DEADLINE NOVEMBER 15, 2016**

Please return this entry form and program description along with any materials to:

**Kate M. Moore**  
**Michigan Golf Course Owners Association**  
**603 S Washington St.**  
**Lansing, MI 48933**

**(517)482-4312; (800)860-8575; FAX (517)267-8984**

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