



EVENT GUIDE

INCREASE REVENUES

SNAG Golf is all about having FUN while learning the basics of golf. SNAG can be taught and played almost anywhere with immediate, positive results.

Endless Revenue Opportunities:

With SNAG Golf Events, your facility can now also offer something unique:

Golf Professionals now have the ability to tap into an undiscovered market using SNAG Golf ('Starting New At Golf') for golf outings and events. There are 300 million people in the U.S. that do not currently play golf, but many would welcome the opportunity to learn more about golf IF they were extended the invitation to do so in a fun, inexpensive, and unintimidating way. Meeting and event planners are always looking for something new and unique to add value to golf outings and special events. SNAG Golf Events are fun for people of all ages and skill levels including non-golfers, new learners, children, seniors, and families! The goal of SNAG Golf Events is to get more people involved and participating in golf, and ultimately to generate additional revenues for you and your facility.

As a facility owner or manager, you realize more than ever the need to increase participation and traffic to your club. When you host a traditional outing, you compete for the same pool of existing golfers in the community. With overall participation shrinking, this approach does not make for a sustainable model to grow revenue. In most cases, only a select few employees have the skill level and confidence needed to play in their corporate tournaments. The vast majority of employees are not active golfers. Imagine bringing everyone to your facility from the host company for a fun golf experience.

Even though everyone is now more cost conscious people still want to attend events and have fun. The FutureWatch 2011 study issued by Meeting Professionals International (MPI) demonstrates that "meeting volume, number of attendees and overall spend will see moderate increases throughout the global meeting and events industry. Even in the face of challenging economic circumstances globally, the report

WHAT IS SNAG GOLF?

projects an 8 percent increase in the number of meetings planned for 2011 and a 5 percent increase in the average spend.” (Source: <http://www.conworld.net/index.php/Industry/futurewatch-2011-indicates-8-meeting-growth.html>)

SNAG has developed turnkey programming that allows your staff to instruct and entertain all non golfers in conjunction with a traditional outing. Our programming has a two hour duration and can be scheduled to end at the same time as your regular golf outing. Staged on the driving range where it is easy to set up, participants would receive structured instruction, play fun games and then play their own course set up on the range. Participants are now able to receive a true golf experience in a fun and inclusive environment. This simple concept is easy to organize, setup, and implement. You will only need 2-3 additional helpers to assist with adding a SNAG Outing to a traditional tournament. If 50 additional players attend at \$60 per player (fee includes instruction, games, play and F & B) that is a total of \$3,000 for only one event, imagine if you do 50 events per year! This additional income can pay for facility improvements, golf car leases, or just find its way to your bottom line.

With SNAG Golf Events, your facility can now also offer a something unique to groups wanting something special for an entertaining and educational golf event. SNAG Golf will help to increase revenues for your facility as you can now offer indoor or outdoor events and programs that are inexpensive, fun, and educational for a multitude of special events including : family entertainment, fundraisers, corporate events, team building, reunions, church groups, tournaments, sorority/fraternity date nights, Ladies Night Out, and on and on.

SNAG Event packages pay for themselves very quickly and return the highest ROI in golf. Your equipment will last for years and your customer's positive experiences will last a lifetime.

Click the video link below to watch people of all ages having fun playing SNAG Golf.
<http://www.youtube.com/watch?v=JyNmeCVFqMU>

SNAG Golf has compiled the following Guide to assist the Golf Professional in implementing SNAG Golf Events. There are numerous ways to set this up operationally but we are providing a starting point to illustrate the possibilities.

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SELLING THE EVENT

When you are selling the concept of a SNAG Golf event you are selling the idea of FUN. There is nothing currently in the golf industry or the entertainment industry like SNAG Golf so you are offering a “new”, “cool”, “one of a kind” experience for everyone in a group regardless of skill, ability, or age.

If you are targeting local companies to hold outings or events we would recommend trying a few avenues to see what works best in your area including Linked In (www.linkedin.com), your local and state Chamber of Commerce, and local business networking groups such as Business Networking International (www.bni.com). It is also a good idea to contact your state’s chapter of Meeting Professionals and to sharpen your skills as an online social networker (Facebook, Twitter, etc.). One of the best targeted sales tools you already have is your membership list. Having your staff making off season lists of potential customers and contacting them will keep you busy in your shoulder and main seasons.

There are a multitude of scenarios available to you when doing SNAG Golf Events so be creative! Your facility could be a perfect venue for an event. This route has obvious positives as you have F&B capabilities and are able to schedule events during off peak times. Imagine 50 families playing an event on your range at 5:00 pm on a Saturday! But don’t limit yourself to the confines of your facility when pitching the idea of SNAG Events to groups. Ask yourself where you can host a golf event for 50+ people and not have to have a permanent course or practice facility that includes F&B capabilities? Many organizations, especially larger ones, will have a suitable indoor or outdoor area on their campus allowing you to you bring a golf experience to them!

There are target fees for activities that families, companies and youth groups find very acceptable. Parents routinely pay \$50 for a family of 4 to watch a 90 minute kids movie. Selling a local PTO a family day at your course for \$10 per person with you providing everything is just the type of activity they are looking for. Church youth groups with the Pastor in a sticky suit at the \$10 mark will have your staff busy. Family events will spring from those from just the kids having fun.



Training Your Staff:

It is very important that your staff fully understands the SNAG Coaching System to make working with large groups successful.

For more detailed instruction on how to set up the stations and use the equipment, please watch our comprehensive Training Video below:

<http://www.vimeo.com/16717942>

Event Logistics:

Your staff will be utilizing your driving range or other open space if you are holding the event at your facility. They will use the same procedures that are used for a regular outing to verify the number of participants prior to the start of the event. They will coordinate the group's requests on who are grouped together.

On the day of the event, they will gather all of the participants and assign them to their facility staffer. After 30 minutes at the instruction site participants will rotate to the games site for 30 minutes of activity. Then all of the participants will play the SNAG Course for an additional hour. Schedule your Mini-Outing two and a half hours before your regular golf outing is scheduled to end. If you have a noon shotgun for your regular course outing, bring the SNAG group in at 3:00 pm to give your staff plenty of time to pick the range and set up. This way all participants will finish at the same time making your F&B / awards portion easy to stage. Think fun, funny prizes for the SNAG group.

SNAG Event Example: (Instruction, Games, Play)

For an event with 48 people, you would have 12 teams of 4. Numbers of participants will obviously fluctuate so if you don't have a round number you just adjust appropriately.

Divide the large group into two smaller groups (Group A and Group B equaling 24 people in each group). Group A will do Instruction and Group B will do Games then they will swap. This is to ensure everyone is having fun and learning the fundamentals before they go play.

Instruction: Teams will go through each of the stations before rotating; There will be 6 teams and only 4 stations so have teams work with the Training Tools when they are not at a station.

Games: Set up 2 stations of a game where 3 teams (12 people) play at each station.

Play: All 12 teams will be assigned to a different hole on the 12 hole SNAG Course. In the interest of time, each team will only play 6 holes.

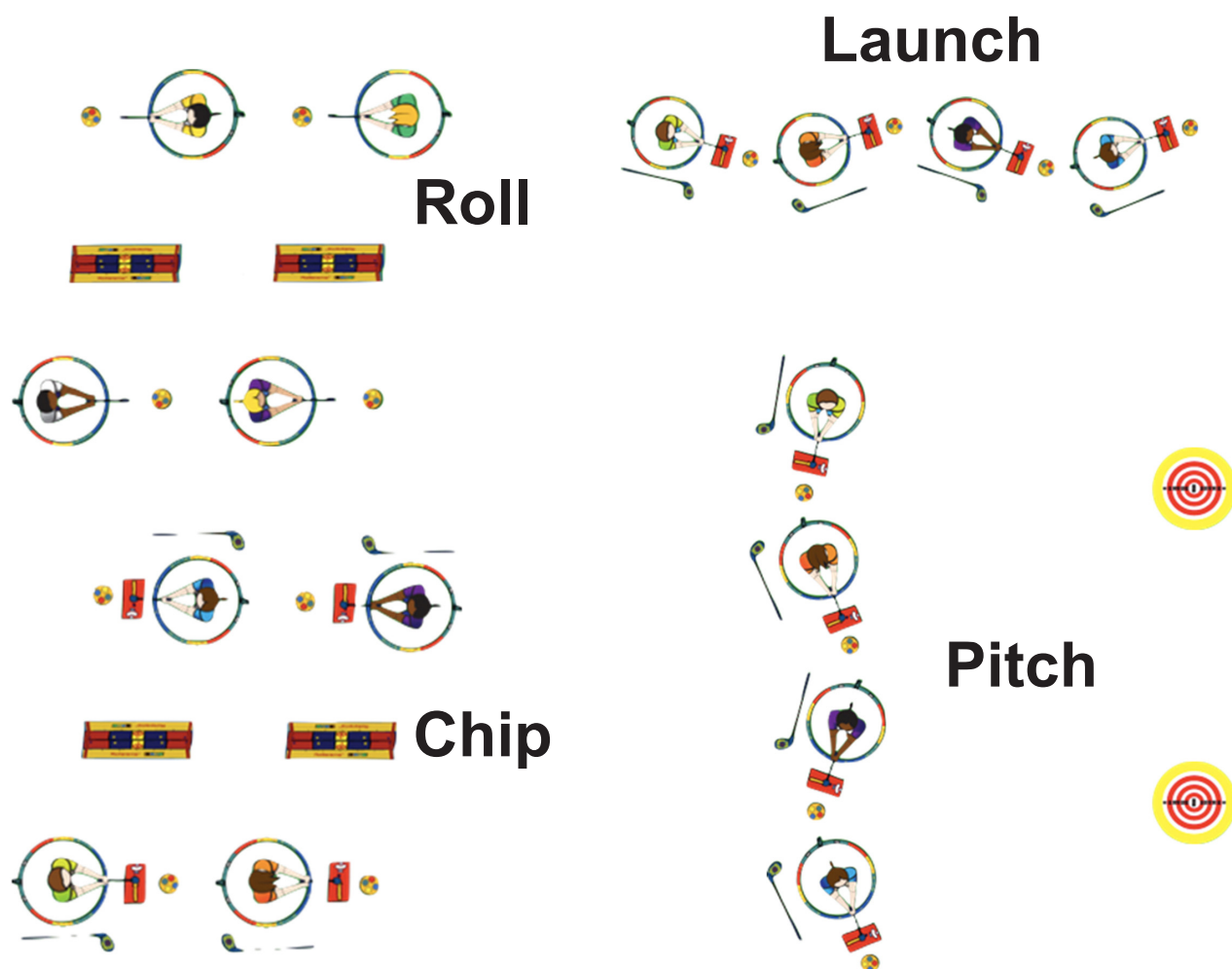
INSTRUCTIONS

Instruction: (30 minutes)

The goal of this area is to give a brief introduction of the various strokes and swings so that the participants can have an enjoyable experience learning the basics of golf. The instruction will be done using the four SNAG stations (Rolling, Chipping, Pitching, Launching). The layout attached demonstrates the instructional component. This layout has safety first and the skills acquisition second. If the participants want more instruction, then it is a great opportunity for your PGA and LPGA professionals to organize new learner classes.

Make sure to do an overview at the beginning to show participants what they will experience at each of the stations. Do this quickly to give the participants more time to learn when they are actually at the stations. Use a whistle (a duck bill whistle is much more fun!) to control and manage participant movement.

Place four or more participants at each of the four stations. Keep the participants at each station for no more than five minutes before they rotate. Do this until everyone has experienced all four stations. Teams can also work with the Training Tools when they are not at a station.



Games: (30 minutes)

Games, Games and more Games! This is where you will hear the most laughter and cheers. Imagine a shot at your boss in a sticky suit. All of the participants help accumulate points for their team. No one is counted out.

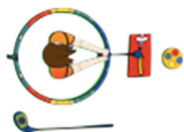
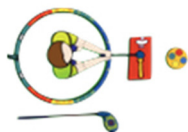
Divide the participants into teams of four. If possible, make sure that all teams are co-ed. Each station will have a 7 minute time limit. No one will be slow playing. The games are designed for points to be accumulated by tossing or bowling the ball as well as points when clubs are used.

Take a Carnival approach in awarding prize like stuffed animals, trinkets and items bearing your club's logo. You want people to be talking about their "really cool" golf experience. The participants in the actual golf outing will be jealous that they didn't get to play.

We have included diagrams of a few example SNAG Games but we have many more examples we can share with you. This is a great opportunity to make the experience fun for everyone!



Closest to the Flagstick Points



Sticky Man Relay Contest



Longest Putt Points



Pitch / Toss Points

GAMES

PLAY

Play: (60 minutes)

This will be the most fun for most of the participants. It may even be their first attempt at playing golf. All of the holes will be less than 100 yards to foster success. It is important for your staff to have a great attitude and assist the participants when needed.

When you set up the course, we recommend our Scoring Zones to help the participants play the correct shots and speed up play. It is very visual and the new learners love it. It also is helpful to leave the Roller clubs green side at each hole so that the participants only need to carry their Launcher club and Launch Pad. Participants can share clubs and launch pads to limit the amount of equipment needed.

If there are 50 participants we recommend setting up a 12 hole course where each participant only plays six holes. The pace will be about 10 minutes per hole for a four or fivesome equaling a total of 60 minutes of play. Place the participants in groups of 4-6 on each of the 12 holes prior to starting. Use a funny starting signal to begin play. The timeline for this portion of the event will fit right into the 2-2 1/2 hours allotted. It is also best to implement a scramble format to keep the pace of play moving.

Remember.....Fun will bring them back!



