



CASE STUDY: THE FIRST TEE OF MIAMI

PGA Family Cup is new, it's going to bring different people into the game and we can play throughout the year. If you're truly interested in growing the game and participation at your academies and facilities... PGA Family Cup is a no-brainer.

JOHN MOSCOSO, PGA

WHY PGA FAMILY CUP?

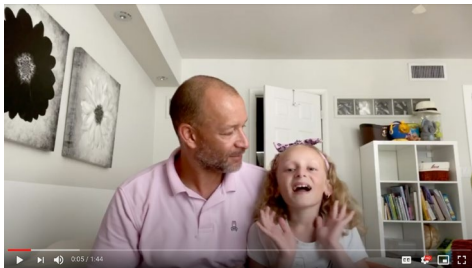
The First Tee of Miami Program Director John Moscoso, PGA, and his dedicated staff of coaches created **PGA FAMILY CUP** experiences that have brought new golfers to the game, exponentially increased revenue, and given family members an exciting opportunity to leave the sidelines and play golf together as a team.

PROGRAM TYPE: July Series FORMAT: 9-Hole Scramble WHEN: Sunday Afternoons	Single 9-Hole Event at International Links on Sunday, July 19, 2020	Four week Sunday average at International Links	
Greens and Cart Fees	\$1,400	\$680	+106%
Food and Beverage	\$540	\$325	+66%
Range Balls	\$340	\$190	+79%
Totals	\$2,280	\$1,195	+91%

*International Links designated the back nine for PGA Family Cup, which allowed the course to continue regular play and garner revenue from scheduled tee times/golfers.

- A single PGA Family Cup event averaged **nearly 3½ times above** the facility's average Sunday revenue.
- In total, 47 families have participated in The First Tee of Miami's PGA Family Cup events, **20 of which had never played golf at the facility before.**

WATCH NOW



READ

Read a short write-up on John's personal experience and key takeaways from his PGA Family Cup events at The First Tee of Miami [here](#).



In sports, your team is your family.
With **PGA FAMILY CUP**, your family is your team.