

Regional Update

Volume 2016 Issue 5

## Regional Spotlight

### PPAMS Putt-putt Golf Tournament



**Join us for a night of food, brew, networking and golf at our 2nd Annual PPAMS Putt-Putt Golf Tournament!**

Years ago, PPAMS put on a golf tournament, but because not everyone can play and it's considerably more expensive to play "real" golf, we were looking for a fun activity that everyone could do. Putt-putt is for everyone and by piggy-backing the putt-putt event with a tradeshow in town, we attract suppliers who wouldn't normally be here.

We try to make this just like a regular golf tournament, except more fun and inclusive. We encourage team names and uniforms, offer mulligans and give trophies. Each golfer gets a swag bag, too.

Our event was held at Grand Old Golf & Go-Karts in Nashville on Thursday, April 28, from 5:30 to 8:30 pm.

Our participants love this event! For some, it's a team-building opportunity for their company; for others, it's a chance to network; for everyone, it's an opportunity to get outside and enjoy our beautiful weather.



#### ***Do you need a "minimum" number of participants to make this event work financially?***

We rent the course for \$400 and charge \$100 per team (you can have four to six players on a team; singles are \$25 each), so we need at least four teams to cover the cost of renting the course. We don't reserve the whole facility; there are several courses at the facility we use, we just reserve one of them. That's our only "fixed" cost. The entry fee per person, or team covers food, drinks, golf and sponsored giveaways.

*Continued*

**Who provides the food and drink? The putt-putt course, or do you have someone cater?**

We bring pizza and drinks. We can adjust the food and drinks depending on how many register. That keeps our cost down a lot and is one of the reasons this is so affordable for us.

**Do you make money on the event, or just cover expenses?**

We make a little, but not much. We also sell mulligans and accept donations for our charitable partner. We donated about \$200 and a “wagon load” of items to this year’s charity—[the Oasis Center](#); we asked our golfers to support the Oasis Center by bringing the following items:

- Bottled water
- Deodorant
- White T-shirts (adult sizes)
- Facial tissue (travel packs)
- Lip balm
- Hand sanitizer
- Cash donations



**How many people/number of teams participated in Years 1 and 2?**

Our participation number was about the same for both years—12 teams and 70 people.

**Who were this year's winners?**

Best Overall Golfer—Bill Petrie  
Worst Overall Golfer—Karen Biggs  
Best Overall Team Score—Geiger's G! Team  
Worst Overall Team Score—Samco Sandtraps  
Best Team Uniform/Costume—Executive Advertising's Swinging Swashbucklers  
Best Team Name—American Ad Bag's Hillbilly Hula Hackers

**How could the event be improved? What will you do differently next time?**

We try to make this just like a regular golf tournament, except more fun and inclusive. We encourage team names and uniforms, offer mulligans and give trophies.

We need to do better with hole sponsors and hole-in-one prizes. Hole sponsors are only \$150 and include a team of four to six golfers, your logo on the hole you sponsor and event materials, an opportunity to offer a special challenge and prize on your hole and the opportunity to include an item in the swag bag given to each golfer.

—Info from PPAMS Executive Director Mark Farrar

