



Business & Marketing Support Suggestions

Little Golf TRAIN Marketing

What will be the most helpful ways to help get the word out regarding your Little Golf TRAIN programming? Where will your ROI be best spent? Each coaching or facility situation differs based on geographic region, clientele demographics, staffing ability, staffing interest, sponsorship and funding, as well as other variables.

The following ideas are suggestions that might be helpful in your endeavors and may or may not be possible at listed venues. Little Golf TRAIN support is available to help brainstorm new ideas that might be of further assistance and will update ideas with shared success stories from our growing community.

Private or Semi-Private Club

- Monthly or Quarterly Member Magazine / Newsletter
- Club Eblasts (daily, weekly, monthly, etc.)
- Youth / Family Member Eblast
- Use of Certified Conductor logo on digital signatures and print material
- Listing on Little Golf TRAIN Certified Conductors webpage
- Golf / Youth Golf Roster Member Eblast
- Member Text Push Notifications
- Fliers in Golf Shops and at other Youth Golf Events
- Television Monitors throughout Club
- Phone Tree to Parents
- Club's Social Media
- Club's website banner
- Exit signs located before members leave facility, if applicable
- Personal Invitation to young families with target-age children (in-person or call)

Public Course or Semi-Private Club

- Please see items listed on Private list above that might apply for customer base
- Article or mention in local paper
- Use of Certified Conductor logo on digital signatures and print material
- Listing on Little Golf TRAIN Certified Conductors webpage
- Information to local schools, churches and organizations that are accepting of shared information
- Offer as a side program for the 'sideline siblings' participating in other older popular youth programs
- Youth & Family Spring or Summer Kick-Off
- Family Golf Fair
- Social Media Ads and Social Media
- Local Business and Youth Organizations accepting of shared information
- Guest spot on a local television station. Contact the Sports Department or network to find a contact. Stop by the station and introduce yourself and your program to the Sports Department.
- Get to know local sporting-good store staff and if a mutual business relationship might be possible with information share

Little Golf TRAIN Business

As a business investment, what can Little Golf TRAIN do for you and / or your facility's business?

Potential Incremental Revenue stemming from hosting Little Golf TRAIN Programs

- Private Lessons
Individual, semi-private small groups, parent-child, grandparent-grandchild, family
- Food & Beverage Sales
Food and beverages for participants, families waiting during the event, scheduled Birthday Parties, Series-Ending Wrap up Party, families staying for breakfast-lunch-dinner after an event
- Equipment & Merchandise Sales
Clubs, attire, books, DVD's, hats, fun head covers, fun golf balls, training tools
- Future Event Participation
Other golf programming, feeder system into older youth programming, future tournament and leagues
- Real Estate Sales
If young families are looking for value in Club memberships with houses onsite and offering family Activities
- Green Fees
If a short family course is in place, such as US Kids / PGA Family Tees or even shorter for ages 2-5

Potential Business ROI from hosting Little Golf TRAIN Programs

Each coaching or facility situation differs based on geographic region, clientele demographics, staffing ability, staffing interest, available space and other variables. Whether this type of programming is offered more as a service/amenity with less emphasis on income or as an income-generating program to regain ROI and produce extra income will depend on the variable listed above. The Little Golf TRAIN will work with Certified Conductors to help create ideas unique to their situations. Success of a Little Golf TRAIN program is important on many platforms and we want to see you successful in bringing this program into your vision.

How to Begin

Starting with a few programs at first and marketing it as a pilot program might be a good way to begin for coaches and facilities who haven't worked with ages 2-3 or even ages 4-5. Some coaches and facilities may want to begin slowly with ages 4-5 at first and then add programming for children ages 2-3. Review the Program Manual ideas that are accessible and available only to Certified Conductors aboard the Little Golf TRAIN.

- Create ideas that incorporate the 1-3-5 or 12 day programming or create spin-offs based on your needs (i.e. half hour programming for ages 2-3 instead of an hour or 30-45 minute programming for ages 2-3 instead of an hour).
- Adjust timeframes based on weather temperatures. An hour Holiday or One-Time event might be different than a summer camp series in hot weather and might be better as a half-hour session. Better to start with less time than more. Leave them asking for more! Remember that at this age, children do better with short bursts of time and activities, so less time is better.

Begin with one or two single events, such as a Little Golf TRAIN hour session for 4-5's and create a clever name that will work for your program. Use program ideas from the One-Day Manual. Program name ideas might be "The TRAIN Station", "Little Golf TRAIN Fair", "Get Onboard Golf Day", etc. Observe and listen to what the children enjoy and what the parents enjoyed seeing and hearing. Build on that into more single event days or a series of event based on the 3-5-12 day manuals.

Incorporate a single session as part of a larger venue if you have staffing to support a side program for a 2-3 or 4-5 year old group while an older youth program is going on or a family event.

Estimated ROI

Outside of the overall goal of providing youngsters ages 2-5 with an amazing outlet to learn and grow as well-rounded human beings, the figures below outline a general idea of possible income scenarios.

Year One Example*

**Based on hour program/s and rough estimates on low-high price ranges*

**Based on an average of 5 students per program (kits/program stations are based on 8)*

**Based on estimated \$10 for low cost/hour and \$35 for high cost/hour*

Ages Group	# Days in Event	# Sessions throughout Year	Cost/Hour Per Participant	Cost/Program Per Participant	# Participants	Total Low – High Range
4-5	1 Day	4-8	\$10-35 +	\$10-35 +	5	\$200-1,400 +
4-5	3 Day	3-6	\$10-35 +	\$30-105 +	5	\$450-3,150 +
4-5	5-Day	1-2	\$10-35 +	\$50-175 +	5	\$250-1,850 +
4-5	12 Day	1-2	\$10-35 +	\$120-\$420 +	5	\$600-4,200 +
4-5 Total						\$1,500-10,600 +
2-3	1 Day	2-4	\$10-35 +	\$10-35 +	5	\$100-700 +
2-3	3 Day	1-3	\$10-35 +	\$30-105 +	5	\$150-1,575 +
2-3	5 Day	1-2	\$10-35 +	\$50-175 +	5	\$250-\$1,750 +
2-3	12 Day	1-2	\$10-35 +	\$120-\$420 +	5	\$600-4,200 +
2-3 Total						\$1,100-\$8,225 +

Year Two Example*

**Based on hour program/s and rough estimates on low-high price ranges*

**Based on an average of 5 students per program (kits/program stations are based on 8)*

**Based on estimated \$10 for low cost/hour and \$35 for high cost/hour*

Ages Group	# Days in Event	# Sessions throughout Year	Cost/Hour Per Participant	Cost/Program Per Participant	# Participants	Total Low – High Range
4-5	1 Day	4-10	\$10-35 +	\$10-35 +	5	\$200-1,750 +
4-5	3 Day	4-8	\$10-35 +	\$30-105 +	5	\$600-4,200 +
4-5	5 Day	2-3	\$10-35 +	\$50-175 +	5	\$500-2,625+
4-5	12 Day	2-3	\$10-35 +	\$120-\$420 +	5	\$1,200-6,300 +
4-5 Total					5	\$2,500-14,875 +
2-3	1 Day	3-6	\$10-35 +	\$10-35 +	5	\$150-1,050 +
2-3	3 Day	2-4	\$10-35 +	\$30-105 +	5	\$300-2,100+
2-3	5 Day	2-3	\$10-35 +	\$50-175 +	5	\$500-2,625 +
2-3	12 Day	2-3	\$10-35 +	\$120-\$420 +	5	\$1,200-6,300 +
2-3 Total						\$2,150-\$12,075+

Year Three Example***Based on hour program/s and rough estimates on low-high price ranges***Based on an average of 5 students per program (kits/program stations are based on 8)***Based on @10% increase in pricing in 3rd year*

Ages Group	# Days in Event	# Sessions throughout Year	Cost/Hour Per Participant	Cost/Program Per Participant	# Participants	Total Low – High Range
4-5	1 Day	4-10	\$11-39 +	\$11-39 +	5	\$220-1,950 +
4-5	3 Day	4-8	\$11-39 +	\$33-117 +	5	\$660-4,680 +
4-5	5 Day	3-4	\$11-39 +	\$55-195 +	5	\$825-3,900 +
4-5	12 Day	2-3	\$11-39 +	\$132-\$468 +	5	\$1,320-7,020 +
4-5 Total					5	\$3,025-17,550+
2-3	1 Day	3-6	\$11-39 +	\$11-39 +	5	\$165-2,370 +
2-3	3 Day	2-4	\$11-39 +	\$33-117 +	5	\$330-2,340+
2-3	5 Day	3-4	\$11-39 +	\$55-195 +	5	\$825-3,900 +
2-3	12 Day	2-3	\$11-39 +	\$132-\$468 +	5	\$1,320-7,020 +
2-3 Total						\$2,640-\$15,630 +