

DRIVE, CHIP & PUTT INSTRUCTION PLAYBOOK



DRIVE CHIP & PUTT
CHAMPIONSHIP

USGA  PGA

OVERVIEW

The Drive, Chip and Putt Instruction Playbook was created to help PGA Professionals leverage the successful Drive, Chip and Putt Championship to create and retain new golfers at their facility. With the increase in exposure and marketing of Drive, Chip and Putt, especially the National Finals which are annually televised by Golf Channel the week of the Masters Tournament, PGA Professionals have the ability to capitalize on the Drive, Chip and Putt brand. Specifically, PGA Professionals can be uniquely positioned as coaches to the thousands of youth golfers participating in local qualifiers across all 41 PGA Sections and 50 states.

This Playbook will aid you in the creation and implementation of youth clinics with a Drive, Chip and Putt twist. The following ideas and concepts can be modified to fit your golf facility with the ultimate goals of increasing youth activity at your facility, creating revenue for your instruction business and driving awareness of the Drive, Chip and Putt Championship.

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LEVERAGING DRIVE, CHIP AND PUTT TO CREATE REVENUE

Drive, Chip and Putt clinics create the opportunity for increased instructional revenue for PGA Professionals. By offering either a series of group clinics or individual clinic options, Drive, Chip and Putt programming can both grow facility participation and add to your bottom-line.

For example, you may charge \$100 for a 4-session training program that includes a series of driving, chipping, putting and competition clinics. Alternatively, you might charge an individual price (say \$35) per clinic. It's important to remember that this pricing is entirely flexible for your specific facility and programming.

Example of Revenue Derived from Drive, Chip and Putt Clinics

PARTICIPANTS	CLINIC	PRICE	TOTAL
50	Coaching Series	\$100	\$5,000
10	Driving Clinic	\$35	\$350
5	Chipping Clinic	\$35	\$175
5	Putting Clinic	\$35	\$175
10	Competition Simulation	\$15	\$175
			\$5,850

CREATING A SCHEDULE AND MAXIMIZING PARTICIPATION

Schedule Alternating Clinics

You can alternate clinics to build both variety and maximize participation. By rotating clinic topics on a daily and weekly basis, not only will your players improve over the course of the individual clinics, but your coaching students will continue to stay engaged. Below is an example of a month-long rotating schedule.

		MON	TUES	WED	THUR
WEEK 1	1	Drive	Chip	Putt	Sim
	2	Chip	Putt	Sim	Drive
	3	Putt	Sim	Drive	Chip
	4	Sim	Drive	Chip	Putt

Sample Month-Long Rotating Clinic Schedule

DAY	TYPE	PRICE	TOTAL	FEE
Monday	Drive	April 4	4:00-5:00 p.m.	\$35
Tuesday	Chip	April 5	4:00-5:00 p.m.	\$35
Wednesday	Putt	April 6	4:00-5:00 p.m.	\$35
Thursday	Simulation	April 7	4:00-7:30 p.m.	\$15
Monday	Chip	April 11	4:00-5:00 p.m.	\$35
Tuesday	Putt	April 12	4:00-5:00 p.m.	\$35
Wednesday	Simulation	April 13	4:00-7:30 p.m.	\$15
Thursday	Drive	April 14	4:00-5:00 p.m.	\$35
Monday	Putt	April 18	4:00-5:00 p.m.	\$35
Tuesday	Simulation	April 19	4:00-7:30 p.m.	\$15
Wednesday	Drive	April 20	4:00-5:00 p.m.	\$35
Thursday	Chip	April 21	4:00-5:00 p.m.	\$35
Monday	Simulation	April 25	4:00-7:30 p.m.	\$15
Tuesday	Drive	April 26	4:00-5:00 p.m.	\$35
Wednesday	Chip	April 27	4:00-5:00 p.m.	\$35
Thursday	Putt	April 28	4:00-5:00 p.m.	\$35

CREATING A SCHEDULE AND MAXIMIZING PARTICIPATION (CONT.)

Marketing Resources

Support your Drive, Chip and Putt clinics by utilizing the following resources:

- **Promote Your Events Online:** Use the PGA's Program Manager to feature your programs on PGA.com and PlayGolfAmerica.com. PGA members can use this free resource to schedule events, collect online student registrations, manage class rosters and send follow-up communication to students.
- **Visit the Marketing Resource Center:** Print or download brochures, posters, flyers, email templates, and more. Once you've finished customizing, let OfficeMax print and ship them directly to your facility—at special PGA member pricing.

Marketing Check List

It is important to leverage all forms of marketing to ensure the success of your clinic, including facility signage, digital promotion (email marketing, social media, web promotion) and word-of-mouth. You can use the following checklist to kick-start your marketing:

- Post and promote your event online using **Program Manager**.
- Share your Program Manager registration link via social media, your website and email newsletter.
- Display marketing collateral around your facility using your Program Manager link and materials found on the **Marketing Resource Center**.
- Provide information to existing youth program participants, PGA Junior League Golf team members and camp participants.
- Educate and motivate your staff about the Drive, Chip and Putt clinics and incent them for referrals.

CREATING A SCHEDULE AND MAXIMIZING PARTICIPATION (CONT.)

Marketing Check List (cont.):

- Activate in your community, by reaching out to local organizations, schools and posting marketing collateral in community gathering spaces (ie: coffee shops, grocery stores, community boards, farmer's markets and health fairs).
- Reach out to local media utilizing template emails and press releases on the [Marketing Resource Center](#). Invite local media to participate and share their experience with their audience.

EXAMPLE CLINICS

Drive Clinic

A one-hour clinic focusing on the fundamental skill of driving, with the objective of optimizing performance during the driving portion of the Drive, Chip and Putt competition.

1. Set Up - 20 minutes
2. Welcome, Rules and Scoring
Review - 5 minutes
 - All shots must finish within the fairway (40 yards wide) to score points.
 - A ball coming to rest on any of the boundary lines is considered in bounds.
 - A ball coming to rest on any of the scoring lines will be scored in the longer of the two scoring grids.
 - In the event of a tie, the contestant's third drive (last) will serve as the tie breaker (followed by the second and then first, if necessary). If a tie still exists, co-champions of the skill will be declared.
3. Driving Demonstration - 2 minutes
4. Driving Instruction - 10 minutes
 - a. Topics to be covered are at the discretion of the PGA Professional, could include:
 - Teeing the ball
 - Ball position
 - Posture
 - Alignment
 - Tips for distance
 - Tips for accuracy
5. Individual Practice of Skill - 25 minutes
6. Competition Simulation - 18 minutes

DRIVE SCORING	
Distance (yards)	Points
< 25	1
25 - 50	2
50 - 75	3
75 - 100	4
100 - 110	5
110 - 120	6
120 - 130	7
130 - 140	8
140 - 150	9
150 - 160	10
160 - 170	11
170 - 180	12
180 - 190	13
190 - 200	14
200 - 210	15
210 - 220	16
220 - 230	17
230 - 240	18
240 - 250	19
250 - 260	20
260 - 270	21
270 - 280	22
280 - 290	23
290 - 300	24
300+	25

EXAMPLE CLINICS

Chip Clinic

A one-hour clinic focusing on the fundamental skill of chipping, with the objective of optimizing performance during the chipping portion of the Drive, Chip and Putt competition.

1. Set Up - 20 minutes
2. Welcome, Rules and Scoring
Review - 5 minutes
 - Each participant will attempt three 10 to 15 yard shots at the scoring hole.
 - All shots will be measured from the center of the hole with a string clearly marking the scoring rings.
 - A ball coming to rest of any of the scoring lines will be scored in the higher of the two point rings.
 - In the event of a tie, the contestant's third chip (last) will serve as the tie breaker (followed by the second and then first, if necessary). If a tie still exists, co-champions of the skill will be declared.
3. Chipping Demonstration - 2 minutes
4. Chipping Instruction - 10 minutes
 - a. Topics to be covered are at the discretion of the PGA Professional, could include:
 - Ball position
 - Technique
 - Club Selection
5. Individual Practice of Skill - 25 minutes
6. Competition Simulation - 18 minutes

CHIP SCORING	
Distance (yards)	Points
4' - 5'	1
3' - 4'	5
2' - 3'	10
1' - 2'	15
0' - 1'	20
Make	25

EXAMPLE CLINICS

Putt Clinic

A one-hour clinic focusing on the fundamental skill of putting, with the objective of optimizing performance during the putting portion of the Drive, Chip and Putt competition.

1. Set Up - 20 minutes
2. Welcome, Rules and Scoring
Review - 5 minutes
 - Each participant will attempt one putt from each distance: 6, 15 and 30 feet.
 - Putts will be measured from the center of the hole with a string clearly marking the scoring rings.
 - A ball coming to rest of any of the scoring lines will be scored in the higher of the two point rings.
 - In the event of a tie, the contestant's third putt (last) will serve as the tie breaker (followed by the second and then first, if necessary). If a tie still exists, co-champions of the skill will be declared.
3. Putting Demonstration - 2 minutes
4. Putting Instruction - 10 minutes
 - a. Topics to be covered are at the discretion of the PGA Professional, could include:
 - Ball position
 - Technique
 - Pace
 - Alignment
5. Individual Practice of Skill - 25 minutes
6. Competition Simulation - 18 minutes

PUTT SCORING	
Distance (yards)	Points
10' +	1
8' - 10'	2
6' - 8'	5
4' - 6'	10
2' - 4'	15
0' - 2'	20
Make	25

COMPETITION SIMULATION

A one-hour clinic focusing on the fundamental skill of putting, with the objective of optimizing performance during the putting portion of the Drive, Chip and Putt competition.

Drive Station

- Players hit three drives into a 40 yard-wide grid, ideally lined with flags.
- 10 total flags are recommended, with 5 per side placed at the scoring lines.
- Use a relatively flat area that is at least 300 yards long and 40 yards wide.
- You may use either the driving range or a fairway.
- When setting the grid lines and flags, use a range-finder to measure the distance both back to the teeing ground and across the grid.
- During competition the distance flags also serve as out-of-bounds stakes to determine if a ball is in play or not.

Chip Station

- Players will hit three chips from one location, approximately 10 to 15 yards off the green. Identify the starting location with tee markers or a ball marker.
- Ideally, the shot should encourage imagination by the player and be receptive to both a 7-iron or wedge.
- To mark the scoring holes, you will need chalk or baby powder, a tape to measure and string. Use the tape measure 10 feet from the center of the hole. Place a tee at the 2, 4, 6, 8 and 10 foot distances. Utilizing these reference points, use the string and chalk/baby powder, to create your scoring circles.
- Use either a practice green or a golf course green.
- With safety in mind, ensure that the chipping station is not setup aimed at a location where other contestants or spectators will be present.

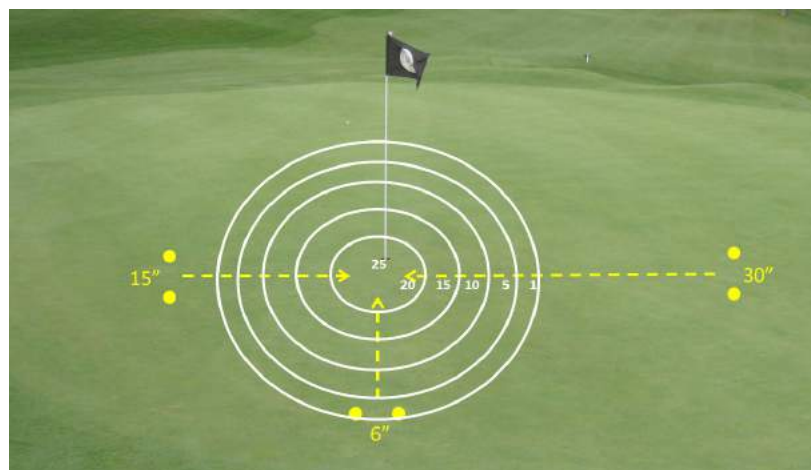
COMPETITION SIMULATION

Chip Station:



Putting Station

- Players will hit three putts, with one each from 6, 15 and 30 feet.
- To mark the scoring holes, you will need chalk or baby powder, a tape to measure and string. Use the tape measure 5 feet from the center of the hole. Place a tee at the 5, 4, 3, 2 and 1 foot distances. Utilizing these reference points, use the string and chalk/baby powder, to create your scoring circles.
- Use either a practice green or a golf course green.
- While it is recommended to use three separate cups for the individual putts to aid pace of play and event flow, you can utilize one cup and set of scoring rings by placing your three tee markers (6, 15 and 30 feet) on opposite sides of the same hole.



STATION SETUP

Drive Setup

Utilize a cup cutter or other similar device to secure pins and flags at regular intervals (preferably the scoring distances) to create a driving range that is at least 300 yards long and 40 yards wide. The grid should be lined with flags (10 total, five per side) and placed on a relatively flat area (either the golf course or driving range). When setting the grid lines and flags, use a range-finder to measure the distance both back to the teeing ground and across the grid.



Chip Setup

To mark the scoring holes, you will need chalk or baby powder, a tape to measure and string. Use the tape measure 10 feet from the center of the hole. Place a tee at the 2, 4, 6, 8 and 10 foot distances. Utilizing these reference points, use the string (with no slack) and chalk, to create your scoring circles. Place your tee markers off the green, in the fringe, approximately 10-15 yards from the hole.



STATION SETUP (CONT.)

Putt Setup

To mark the scoring holes, you will need chalk or baby powder, a tape measure and string. Use the tape to measure 5 feet from the center of the hole. Place a tee at the 5, 4, 3, 2 and 1 foot distances. Utilizing these reference points, use the string and chalk/baby powder, to create your scoring circles. While it is recommended to use three separate cups for the individual putts to aid pace of play and event flow, you can utilize one cup and set of scoring rings by placing your three tee markers (6, 15 and 30 feet) on opposite sides of the same hole.

Supplies Checklist

To ensure a smooth and successful Drive, Chip and Putt clinic series, use the below checklist to ensure you, your staff and facility are prepared:

- Two (2) Water Coolers
- One (1) 10' x 10' tent
- Two (2) Tables
- Four (4) Chairs
- One (1) Scoreboard
- Adequate Supply of Range Balls
- Two (2) Radios for Scoring Communication (Driving)
- Speakers
- Rental Clubs
- Chalk, Baby Powder or Flour for the scoring lines
- String
- Tape Measure
- Range Yardage Signs
- Putting Green Flags
- Facility and In-Shop Signage
- Clip Boards
- Score sheets
- Scorecards
- Scoreboards
- Markers

STATION SETUP (CONT.)

Volunteers

To successfully run a Drive, Chip and Putt competition simulation it is recommended that you utilize at least 7 staff or volunteers (ie: parents, rangers, starters, non-competing youth etc.) situated at various points of the competition.

PUTT SCORING		
Station	Number	Location
Drive	1	On Tee - Scoring
Drive	2	On Grid - Measuring
Chip	1	On Green - Scoring
Putt	1	On Green - Scoring
Registration	1	Check-In
Scoring	1	Scoreboard

CONCLUSION

As with all player development events, the goal is to have every participant enjoy the game and want to play more frequently. For those just coming into the game or recreationally participating, Drive, Chip and Putt clinics can be your next-step program offering. PGA Junior League Golf can be both a great feeder to Drive, Chip and Putt in addition to the next-step for new Drive, Chip and Putt participants. Further, many Drive, Chip and Putt participants either enroll in individualized instruction and/or begin playing in local, sectional and regional junior events (ie: junior tours, high-school golf and the PGA Junior Series).

At the conclusion of your Drive, Chip and Putt clinic series be sure to offer all participants their correct next-step!

ADDITIONAL RESOURCES

- Direct your participants to sign-up for their nearest qualifier at DriveChipandPutt.com
- [View the 2016 Drive, Chip and Putt Championship Qualifier Schedule](#)
- Access the [Marketing Resource Center](#) to create custom promotional collateral for your facility and Drive, Chip and Putt Clinics
- Schedule and promote your clinic series on PGA.com and PlayGolfAmerica.com by utilizing the PGA's [Program Manager](#)
- Contact Bob Baldassari, PGA —Director of Youth Golf at the PGA of America via email at bbladassari@pgahq.com or by phone at (561) 630-7618
- Contact Kara Schuster —Player Development Consumer Events Coordinator at the PGA of America via email at kschuster@pgahq.com or by phone at (561) 624-7618