

# 2007 National Collegiate Golf Championship



## Program Handbook

A detailed guide to the

*National Collegiate Golf Championship  
in partnership with the  
National Intramural-Recreational Sports Association.*

Presented by:

Collegiate Golf Alliance

*and*

National Intramural-Recreational Sports Association



-- [www.cgagolflinks.com](http://www.cgagolflinks.com) --



- 1 Overview..... 3**
- 2 Event Details ..... 4**
  - 2.1 Timing and Locations..... 4**
    - 2.1.1 *Local Qualifying* ..... 4
    - 2.1.2 *National Championship*..... 4
  - 2.2 Event Format..... 4**
  - 2.3 Enhanced Local Qualifying Events: Red Bull Final 5 contest and NCGC Super Sites ..... 5**
    - 2.3.1 *NCGC Super Sites*..... 5
    - 2.3.2 *Red Bull Final 5* ..... 5
  - 2.4 Advancing to the National Championship..... 6**
- 3 Hosting a Local Qualifying Event ..... 7**
  - 3.1 Application Process ..... 7**
  - 3.2 Online Registration Process ..... 7**
  - 3.3 Prize Packages..... 7**
    - 3.3.1 *Local Qualifying Prize Overview* ..... 7
    - 3.3.2 *National Championship Prize Overview*..... 8
    - 3.3.3 *Additional Prizes Available* ..... 8
    - 3.3.4 *Tournament Director Bonus Available* ..... 8
    - 3.3.5 *Optional Discounts Available* ..... 8
  - 3.4 Financial Details ..... 8**
    - 3.4.1 *NCGC Enrollment Fee (\$150)* ..... 9
    - 3.4.2 *Per Player Fee (\$10/player)*..... 9
    - 3.4.3 *National Championship Fee (\$750 per team) -- OPTIONAL*..... 9
    - 3.4.4 *Online Registration Fee (4%) -- OPTIONAL* ..... 9
  - 3.5 Tournament Director’s Requirements..... 10**
- 4 Ongoing CGA Support..... 11**
  - 4.1 Marketing Collateral..... 11**
  - 4.2 Online Marketing..... 11**
  - 4.3 CGA Staff..... 12**
- 5 Appendix ..... 13**
  - 5.1 Detailed Event Rules ..... 13**
  - 5.2 Details for Tournament Director Bonus..... 14**
  - 5.3 CGA Key Staff Contacts..... 15**

# 1 Overview

The Collegiate Golf Alliance (CGA) has formed a partnership with the National Intramural-Recreational Sports Association (NIRSA) to manage the 2007 National Collegiate Golf Championship. This amateur golf event is focused on University recreational golfers and will consist of up to 50 local qualifying tournaments held through the six NIRSA regions across the United States in the spring, summer and fall of 2007. Local qualifying winners will be invited to Las Vegas for the ultimate goal of competing in the 2007 National Collegiate Golf Championship.



The competition will consist of three distinct divisions; one mandatory and two optional. Each event must consist of a Student Division for all currently enrolled undergrad and graduate students. In addition, two optional divisions are available for Faculty & Staff and Alumni & Community. In each division teams of two players will battle in a 2-person scramble to see what team will be crowned the 2007 champion.

All division winners and the 2<sup>nd</sup> and 3<sup>rd</sup> place teams overall at each Local Qualifying Event will be invited to compete for the National Championship.

A portion of the proceeds from all local and national events will benefit the [NIRSA Foundation](#), a not-for-profit organization that provides opportunities for students through professional development, research, scholarships, and educational resources.

## **2 Event Details**

### **2.1 Timing and Locations**

#### **2.1.1 Local Qualifying**

Local Qualifying events will be held at sites across the country from April to October of 2007. They will be organized by a local Tournament Director and open to all colleges and universities nearby the host school. In order to increase participation in each event, it is highly encouraged for multiple schools to collaborate together on an event when it is geographically feasible. The CGA will provide prizes, sponsors, online registration (optional), and other organizational aids to the local Tournament Director to help make the event a success.

The exact timing and location of each event will be the responsibility of the Tournament Director and should take into account local factors such as academic calendars for participating schools, local weather, and other local events that could impact participation levels. The CGA requires that Local Qualifying events be held no later than October 31, 2007. Events held in October must confirm their National Championship attendance by October 15, 2007.

#### **2.1.2 National Championship**

All local event winners and other qualifying teams will be invited to play in the 2007 National Collegiate Golf Championship to be held on November 11, 2007 at The Badlands GC in Las Vegas, NV. This event will be hosted by the CGA and include prizes, on course contests, a pre-tournament pairings party, and more.

### **2.2 Event Format**

The 2007 Collegiate Golf Championship is a 2-person team event using the scramble format.

There will be three divisions of competition:

#### **Required**

The Student division is open to all amateur undergraduate and graduate students who are enrolled in classes for any academic session of 2007. Current members of the university golf team are not eligible.

### **Optional**

The Faculty & Staff division is open to all amateur college or university employees who are not full-time students.

Note: The CGA reserves the right to adjust divisions for the National Championship based on total participation. The Local Tournament Director will be notified by Oct 15<sup>th</sup> as to the status of this division in the championship.

### **Optional**

The Alumni & Community division is open to amateur alumni, or members of the community who would like to represent the school. Individuals who qualify for the Student division or Faculty & Staff division are not eligible for this division.

Note: The CGA reserves the right to adjust divisions for the National Championship based on total participation. The Local Tournament Director will be notified by Oct 15<sup>th</sup> as to the status of this division in the championship.

## **2.3 Enhanced Local Qualifying Events: Red Bull Final 5 contest and NCGC Super Sites**

### **2.3.1 NCGC Super Sites**

In summary, a NCGC Super Site includes and on campus golf expo in the weeks prior to the event, the AFP Skills Challenge, and the Red Bull Final 5 contest as part of the Local Qualifier.

As a way to gain maximum exposure for the NCGC program, both on a campus and nationally, schools have the option to operate a large Campus Golf Expo. This center of campus expo will promote the program, its sponsors and highlight auxiliary events associated with the National Collegiate Golf Championship. The schools that are selected will be the marquee universities that have demonstrated increased interest to program a more elaborate Local Qualifying Event.

Schools selected as Super Site hosts will receive an enhanced prize package, include one complete complementary Championship entry. Please see complete details at:

[http://www.cgagolfinks.com/ncgc\\_2007\\_supersite.asp](http://www.cgagolfinks.com/ncgc_2007_supersite.asp).

### **2.3.2 Red Bull Final 5**

The Red Bull Final 5 is an optional NCGC competition which rewards the team with the best score over the final five holes. Players drink a can of

Red Bull on the 12th or 13th hole to help themselves focus and perform on the crucial final five holes.

As state above the Red Bull Final 5 is a component of all Super Site events. However, it can also be run at non-Super Site events. Schools choosing to include the Red Bull Final 5 in their completion receive additional prizes including Red Bull product and Oakley sunglasses. Please see complete details at: [http://www.cgagolfinks.com/ncgc\\_2007\\_redbullfinal5.asp](http://www.cgagolfinks.com/ncgc_2007_redbullfinal5.asp).

## 2.4 Advancing to the National Championship

The overall winning team at each Local Qualifying event qualifies to play in the National Championship in Las Vegas. Depending on the event entry package the host school has chosen, some/all travel costs for the winning team may be provided by CGA. (See prize package chart in [section 3.3](#) for details.)

**Special Note:** If desired, the local tournament director has the option to award the championship package to the *top student team* rather than the top overall team.

In addition, teams placing in the top three in each division will receive an invitation to compete in the Championship. If desired, host schools may cover the travel and entry cost for these teams, or the costs can be paid by the team members directly.

## 3 Hosting a Local Qualifying Event

### 3.1 Application Process

2 minute online application

All NIRSA institutional member schools have first priority to host an NCGC event. Non NIRSA Institutional members will be considered on a space-available basis. An application to host a Local Qualifying event must be submitted to the CGA before May 26, 2007. Host schools do not need to have finalized all event plans in order to apply; they simply must be committed to hosting an event during the local qualifying period.

Applications should be [submitted online](#). All applicants will receive confirmation and approval from the CGA within 10 days of their application submission.

The application process is necessary to allow CGA to track local tournaments and determine which prize package each event will receive. In addition, the CGA needs to review all potential applicants to ensure the geographic balance of the event is maintained. NIRSA Institutional Members will be given first consideration to host an event.

### 3.2 Online Registration Process

All Local Qualifying events are given the option to use the CGA's online registration and event management tool at <http://www.cgagolflinks.com>. This web-based tool is designed to make it easier for Tournament Directors to manage their event and run a successful golf tournament. Participants will be able to get information, register, and pay their entry fee (optional) for the event online with a credit card. In addition to registration features, the CGA's online tool also includes helpful marketing materials and sponsorship information to enable Tournament Directors to increase awareness of their event.

### 3.3 Prize Packages

#### 3.3.1 Local Qualifying Prize Overview

The CGA will provide prize packages for every official Local Qualifying event participating in 2007 regardless of event size. The exact contents of the prize package will be determined based on the sponsorships attained for the 2007 program. As this package is developed, the latest details are available at [http://www.cgagolflinks.com/ncgc\\_2007\\_prizes.asp](http://www.cgagolflinks.com/ncgc_2007_prizes.asp).

### **3.3.2 National Championship Prize Overview**

#### **National Championship entry package includes:**

- 2 nights hotel stay (shared room)
- 1 tournament round at The Badlands Golf Club
- Discount on Saturday practice round
- Pre-tournament pairings party
- On course contests and prizes
- Championship golf shirt
- Transportation to/from hotel and golf course
- Hole in one prizes
- Deluxe player tee prize package

### **3.3.3 Additional Prizes Available**

In addition to the event prizes listed above, all events will be eligible to receive additional prizes.

- 2 free SWA roundtrip tickets for all events with more than 40 participants held at a CGA Partner course
- 1 free SWA roundtrip tickets for all events with 40 or more players
- 2 free SWA roundtrip tickets for all events with 80 or more players

### **3.3.4 Tournament Director Bonus Available**

The CGA will award a complete Championship entry package – including, golf, hotel, and a SWA roundtrip ticket -- to the 2 local tournament directors with the largest events that use CGA's online registration tool.

Please see appendix [5.2](#) for full details.

### **3.3.5 Optional Discounts Available**

All events will have the option to take advantage of CGA's pre-negotiated discounts.

- Hole-in-one contest insurance, signs, and banners from American Hole In One
- Premium apparel from Cutter & Buck
- Value-priced apparel and merchandise from Gorilla Marketing

## **3.4 Financial Details**

In order to participate in the National Collegiate Golf Championship each event must agree to the financial terms and conditions of the program. There are four potential fees incurred by a local event; two are required, two are optional.

- NCGC Enrollment Fee
- Per Player Fee



- Vegas Championship Fee (*optional*)
- Online Registration Fee (*optional*)

#### **3.4.1 NCGC Enrollment Fee (\$150)**

- \$150 program enrollment fee for *all events*
  - Required program fee paid by the host University(ies)
  - Fee is non-refundable, due 30 days after event is approved by CGA
  - Payment of this fee is credited towards the 1<sup>st</sup> National Championship Fee paid by the event

#### **3.4.2 Per Player Fee (\$10/player)**

- \$10 per player fee for all events
  - Includes \$6/player donation to the NIRSA Foundation
  - Includes \$4/player for CGA administrative costs

#### **3.4.3 National Championship Fee (\$750 per team) -- *OPTIONAL***

- \$750 per team for the complete Las Vegas Championship package
  - \$150 credit from NCGC Enrollment Fee
  - Includes complete prize package of golf, hotel, ground transportation, pairings party, and event prizes

#### **3.4.4 Online Registration Fee (4%) -- *OPTIONAL***

- For events choosing to utilize CGA's online registration, 4% of all transactions will be charged
  - Includes all Visa and MasterCard merchant banking fees
  - No charge for online registration without online payment

All of the above fees will be tracked by CGA and invoices will be sent to the Event Director. Payment terms are net 30 days.

Tournament Directors will be responsible for paying their golf course directly, including any required pre-event deposits. Directors will receive any funds collected online within one week of the closing of registration for their event. If funds are needed sooner in order to pay a course deposit, this may be arranged by contacting the CGA.

Local tournament Directors will have full control over how much to charge for the event that they are running. Depending on their situation, entry fees may be subsidized by the university, actual costs may be passed on to participants, or additional fees can be charged so that the tournament may be used as a fundraiser for the university or other cause.

### **3.5 Tournament Director's Requirements**

Essentially the Tournament Director is responsible for ensuring that the Local Qualifying event is a success. As described in this document the CGA is providing ample support to make it as easy as possible to run a successful event.

There are a few requirements that a Tournament Director must meet in the process of organizing and running their event:

#### Approximate Time Table for Fall'07 Events

- May 26<sup>th</sup>: Application due to CGA
- June 5<sup>th</sup>: CGA finalizes Local event list
- July 1<sup>st</sup>: Contract signed with host course
- July 15<sup>th</sup>: Information posted to CGA website, enable registration
- 3-6 weeks prior to event: Conduct on-campus golf expo event to promote event, flyers distributed on campus, e-mail invitations
- 7 days prior to event: Registration closed (online registration only)
- Within 3 days after event: Submit winners and tournament summary to CGA

#### Photos

Digital photos of the event and On Campus Expo should be e-mailed to the CGA in the week following the event. These will be posted on the CGA website with the tournament summary for each event

#### Sponsor Materials

The Tournament Director must ensure that all official sponsor banners are displayed properly and product samples are distributed to the participants.

## 4 Ongoing CGA Support

Colleges and universities that are accepted to host an official Local Qualifying Event will receive ongoing support from the CGA to ensure that the event is a success. This support starts from the moment your school first expresses interest in hosting an event until the last details are resolved. *All* ongoing support from the CGA is provided at no additional cost to the local event.

Getting the word out to potential participants is one of the most critical factors in the development of a successful golf event. In addition to word of mouth and your regular means of generating interest in your event, the CGA will help with a few extra proven marketing techniques.

In addition to the information provided below, the CGA has developed recommendations for a complete marketing strategy to help Tournament Director execute a successful event. Detailed information can be found at [http://www.cgagolfinks.com/ncgc\\_2007\\_td.asp](http://www.cgagolfinks.com/ncgc_2007_td.asp).

### 4.1 Marketing Collateral

The CGA will provide templates for your school to use as marketing collateral for your Local Qualifying event. These templates will only need to be modified with your specific event information (date, course, etc) and they'll be ready for use. The CGA has already done the work of creating effective content and format for all these pieces.

All templates will be available for download by Tournament Directors from the CGA's website at [http://www.cgagolfinks.com/ncgc\\_2007\\_marketing.asp](http://www.cgagolfinks.com/ncgc_2007_marketing.asp). Tournament Directors will have access to the following templates:

- 3 x 5 "Save the Date" postcard
- 8.5 x 11 color flyer
- ¼ page ad shell for local/school newspaper
- Press release to local media

### 4.2 Online Marketing

Each Local Qualifying event will have its own informational web page within the CGA's website to display all the information about each event. Events will be listed on the website based on the hosting school(s) and players will be able to search for events by school or name. You can direct interested players

to the site to learn all about the event and sign up to play in just a few convenient clicks of the mouse.

In addition to a free web page for each Local Qualifying Event, Tournament Director's will be able to participate in e-mail event marketing by sending out invitations to all registered players in the CGA's database who have requested information from your school. This is a great way to get in touch with prospective players during the registration process and can also be used to communicate with your group once the registration period has closed.

### **4.3 CGA Staff**

Every effort has been made to make the process of running an event as easy as possible with the CGA's online event management tool. However, in the event that further assistance is needed the CGA is just a call or e-mail away. Regional managers and the national staff at CGA are available to assist you and to provide guidance for your successful tournament. Give us a call at 413-332-6038 or e-mail us at [info@cgagolflinks.com](mailto:info@cgagolflinks.com) and we'll be happy to answer all your questions. In addition to support from our national staff, CGA Regional managers will also be available to assist local tournament directors.

For a complete listing of CGA staff, please see section [5.2](#) of the appendix.

## 5 Appendix

All events in the 2007 National Collegiate Golf Championship will be held using a 2-person scramble format.

### 5.1 Detailed Event Rules

#### Scramble

Participants will play a 2 person scramble format. Each player will hit his or her tee ball to begin each hole. The team will choose the best shot and from that spot each player will hit his or her second shot. This format will continue until completion of the hole and a single score is recorded. Upon completion of the round, the 18 hole total will be the team's overall score.

A minimum of 5 tee shots must be used by each player on the team

The holing of any shot constitutes the end of the hole for that team and the score at that point becomes final. This situation typically becomes an issue when a team having a particular putt has a player miss the putt and decided to putt out before the second player has an opportunity at the original putt.

#### Improving your lie in a scramble

Each participating team must mark the spot of each selected shot with either a golf tee or divot repair tool. At that time both members of the team may lift, clean and place their golf ball according to the stipulations listed below.

#### Fairway

The ball may be placed one club length from the spot of the selected ball no nearer the hole. When placed, the ball must remain in the fairway

#### Rough

The ball may be placed one club length from the spot of the selected ball no nearer the hole. The placement of the ball may improve the team's stance, swing and line of sight but must not be placed outside the one club length limit. When placed the ball must remain in the same cut of rough that the selected ball came to rest in.

#### Hazard

The ball may be placed one club length from the spot of the selected ball no

nearer the hole. The placement of the ball may improve the team's stance, swing and line of flight but must remain within the one club length limit and remain in the same hazard the selected ball came to rest in. In regards to sand traps, the trap may be raked before placement of the ball.

### Putting Green

The selected ball may be placed one putter-head length from the spot of the selected ball no nearer the hole.

### Scoring

At the completion of play all teams are to sign and attest their respective scorecards and turn them into the Tournament Director. Each scorecard must have the signature of the scorer as well as a signature from the participating team.

### Tie Breaking Policy

Ties will be settled by use of a sudden death play off. The Tournament Director for each event will announce the play off holes used to determine a winner. In the event a sudden death playoff is not able to be played, a "card-off" will determine the overall winner. The scores starting on the #1 through #18 handicapped ranked holes will be used to determine the winners.

### Team Member Replacement Policy

Teams that have advanced beyond the initial qualifying event may substitute one member of the team by filling out a substitute entry form. Prior to the initial qualifying event a team may adjust its participants as it wishes.

## **5.2 Details for Tournament Director Bonus**

The CGA will award 1 free SWA roundtrip ticket to Las Vegas and complete event entry package for the National Championship to the 2 local tournament directors with the largest events that use CGA's online registration tool.

In order to qualify for this prize, the tournament director must utilize CGA's online registration system throughout their event's registration period. Total event size will be based on the number of players registered through CGA's registration system. Accepting online credit card payments is not required to qualify for this bonus.

If one of the winning tournament directors chooses not to attend the Championship, the free ticket will be offered to the tournament director with the 3<sup>rd</sup> largest event, 4<sup>th</sup> largest, etc. until both packages have been awarded.

## 5.3 CGA Key Staff Contacts

### Staff

Marketing	Jennifer Swinton, <a href="mailto:swinton@cgagolflinks.com">swinton@cgagolflinks.com</a>
Athletic Liaison	Rich Kollen, <a href="mailto:richkollen@cgagolflinks.com">richkollen@cgagolflinks.com</a>
Program Administrator	An Marie Ekfeldt, LPGA <a href="mailto:anmarie@cgagolflinks.com">anmarie@cgagolflinks.com</a>
Website Support	GeniusLabs, <a href="mailto:website@cgagolflinks.com">website@cgagolflinks.com</a>
Event Management	Kim Hayashi, <a href="mailto:kimhayashi@cgagolflinks.com">kimhayashi@cgagolflinks.com</a>
Student Intern	Annie Schley, <a href="mailto:annieschley@cgagolflinks.com">annieschley@cgagolflinks.com</a>

### Regional Managers

The Regional Manager is a key contact with area colleges & universities and assists them with the education of CGA services and resources.

<b>Region</b>	<b>Manager</b>	<b>School</b>	<b>E-mail</b>
Northeast	Mike Croft	Springfield College	<a href="mailto:mcroft@spfldcol.edu">mcroft@spfldcol.edu</a>
Southeast	Peter Koutroumpis	University of Rhode Island	<a href="mailto:peterk@uri.edu">peterk@uri.edu</a>
Great Lakes	John Kratzer	Marquette University	<a href="mailto:john.kratzer@marquette.edu">john.kratzer@marquette.edu</a>
Midwest	Rick Pruch	University Of Nebraska Medical Center	<a href="mailto:rpruch@unmc.edu">rpruch@unmc.edu</a>
Southwest	Jill Mann	USC Alumni	<a href="mailto:Jill.Mann@luxurycollection.com">Jill.Mann@luxurycollection.com</a>
West	Cindy Otte	CSUSB	<a href="mailto:cotte@csusb.edu">cotte@csusb.edu</a>

### Management Team

#### **Mike Munson**

*President & CEO*

714.357.0611 – Mobile

413.332.6038 – Fax and Voicemail

[munson@cgagolflinks.com](mailto:munson@cgagolflinks.com)

#### **Greg Long**

*Director of Business Operations*

213.842.1332 – Mobile

413.332.6038 – Fax and Voicemail

[greglong@cgagolflinks.com](mailto:greglong@cgagolflinks.com)