

CONTESTS - PROMOTIONS - LEAGUES



 **GOLDEN TEE
LIVE**

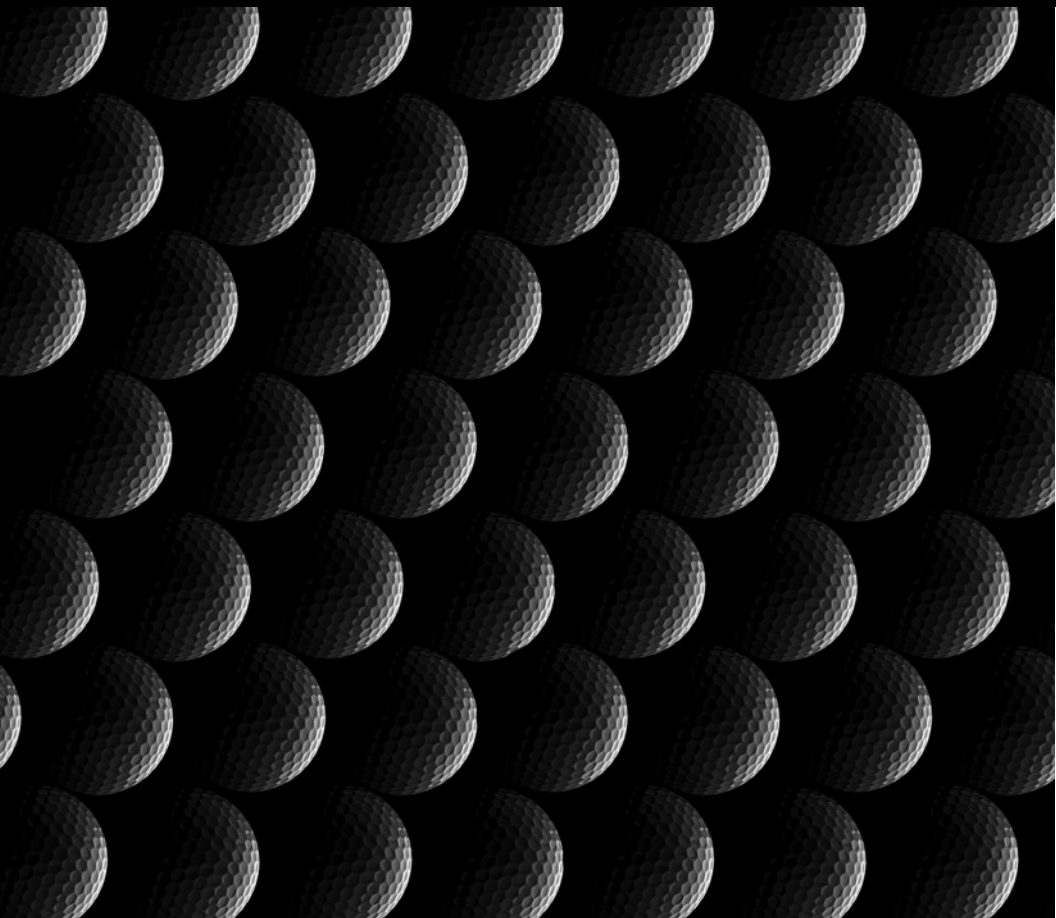
EFFECTIVE BEST PRACTICES
THAT WILL MAXIMIZE EARNINGS



Since the release of Golden Tee Fore! in 2000, operators have been conducting contests and promotions on their Golden Tee games. In response to numerous requests, we've taken the most successful promotions and condensed them into one easy-to-follow manual.

Take a moment to skim through the various chapters to get an understanding of what's here. Then meet with your team and strategize which ideas would work best for your company.

It's time to maximize your Golden Tee earnings. Here's how to do it.



The Golden Tee LIVE Guide to Contests, Promotions and Leagues

Effective Best Practices That Will Maximize Earnings

This handbook was created to show you how to conduct contests, promotions and leagues on your Golden Tee games. It's a step-by-step guide to success.

You'll learn **what** the promotion is designed to accomplish and **why** a particular promotion works. You'll learn **when** and **how** to run a certain promotion, and **who** the promotion appeals to.

There are six sections in this book – each identifies and addresses an important subject.

SECTION 1: FACTS LIVE AND ADWIZ LIVE

What they are and why they're important

SECTION 2: ONLINE GOLDEN TEE CONTESTS

Different formats that address specific challenges in various locations

SECTION 3: LIVE GOLDEN TEE CONTESTS

Learn what works in locations with one or multiple machines

SECTION 4: COMBINATION ONLINE / LIVE CONTESTS

Increase game play as players qualify for the live finals

SECTION 5: GOLDEN TEE LEAGUES

Lock players in to structured league play and reap the benefits

SECTION 6: GOLDEN TEE LOYALTY PROGRAMS

What they are and why they're growing in popularity and importance

There's nothing in this booklet that hasn't already worked for someone else. Consider it your roadmap to success.

Let's get started!

SECTION ONE: FACTS LIVE AND ADWIZ LIVE

Here's the first thing you need to do to get started:

Download the FACTS LIVE Program from Operators Services



Why is this important?

FACTS stands for **Free Automated Contest and Tournament Software**. FACTS is the backbone of your Golden Tee promotional strategy. We created it so you can track all the game play on your machines.

Here's how simple it is to download and get started with FACTS LIVE:

1. From your office PC login to Operator Services at www.itsgames.com
2. From the main menu select DOWNLOAD FACTS LIVE SOFTWARE
3. Click on DOWNLOAD APPLICATION
4. The FACTS LIVE set up wizard will guide you through the process

Why is it necessary to track game play?

The tournaments and contests you conduct are based on certain criteria that you select from a long list of choices. Look at FACTS LIVE the same way you would if you hired someone to stand by your Golden Tee game and record every hole played by every player. Who shot the lowest score for the week? FACTS will tell you. Who has the most birdies in a week? FACTS will tell you. Who has the most eagles? Again, FACTS has all the answers. It's accurate. It's fast. And it's free.

Because FACTS LIVE is so powerful you can use it in many different ways to create new and different contests to keep things fresh and exciting for you players. There are almost no limits to what game play information you can track with FACTS.

Note: Select up to 6 different criteria that will determine the outcome of your contest. You can adjust the priority of your criteria by highlighting an entry and using the up and down buttons in the list.

DATES	CRITERIA	GAMES	COURSES	GAME TYPES	SORT ORDER	RUN / SAVE
	Basic					
	<input type="checkbox"/> Average Longest Drive			<input type="checkbox"/> Greens Hit		
	<input type="checkbox"/> Average Player Handicap			<input type="checkbox"/> Holes in One		
	<input type="checkbox"/> Average Score			<input type="checkbox"/> Holes Played		
	<input type="checkbox"/> Average Score w/ Handicap			<input type="checkbox"/> Longest Drive		
	<input type="checkbox"/> Best Score			<input type="checkbox"/> Longest Putt		
	<input type="checkbox"/> Best Score w/ Handicap			<input type="checkbox"/> Pars		
	<input type="checkbox"/> Birdies			<input type="checkbox"/> Penalty Strokes		
	<input checked="" type="checkbox"/> Birdies and Better			<input type="checkbox"/> Players Defeated		
	<input type="checkbox"/> Boggles			<input type="checkbox"/> Putts		
	<input type="checkbox"/> Double Boggles			<input type="checkbox"/> Rounds Played		
	<input type="checkbox"/> Double Eagles			<input type="checkbox"/> Sand Saves		
	<input type="checkbox"/> Eagles			<input type="checkbox"/> Strokes		

Selected Criteria:
Birdies and Better
Total Golden Tee Points

UP
DN

Make Selection, then use the UP or DN BUTTONS to move Criteria.

Example of a FACTS LIVE criteria selection screen

What else can FACTS LIVE do to help me conduct tournaments and contests?

Besides tracking game play, FACTS LIVE also allows you to create a text message announcing the event. This message will appear on the game screen before each game is played. It will also run in the attract mode and be visible to everyone in the location when the game is not being played.



Example of a FACTS LIVE text message

Although the message is up for less than 10 seconds, there's no more effective way to communicate with your players than putting a message directly on the game screen.

In addition to the announcement message, FACTS LIVE will automatically create a leaderboard that will appear on the game screen before each game is played throughout the course of the contest. Leaderboards are essential in keeping players updated as to their ranking in the contest. Nothing is more effective at spurring additional game play than a leaderboard showing exactly how far ahead – or behind – a player is.

There are no restrictions on the number of machines you can have in your FACTS contest. Want to run a tournament in multiple locations? No problem. Simply denote which games are included when you create your contest.

After downloading FACTS LIVE it's time to move on to step two.

Access ADWIZ LIVE from Operator Services

Why is this important?



ADWIZ LIVE allows you to create customized, full-color ad screens and send them to your games. These ads can be placed on the screen before each game is played, in the attract mode only, or in a combination of both game screen and attract mode.

SECTION ONE: FACTS LIVE AND ADWIZ LIVE

With ADWIZ LIVE you control what is seen on your games. You pick the images. You pick the text. And ADWIZ LIVE allows you to send those ads directly to your games via ITNet. It's no longer necessary to install them on site. With ADWIZ LIVE you can promote Golden Tee tournaments and contests, and location food and drink specials. You can even sell ads to local businesses!

Like FACTS LIVE, ADWIZ LIVE is easily accessible through Operator Services.

1. From your office PC login to Operator Services
2. From the main menu select CREATE ADS WITH AD WIZ
3. Follow the prompts to create your ad
4. Send the ad to your game or games.



Example of a ADWIZ LIVE ad

ADWIZ LIVE allows you to customize your message with logos, images, photos and more. It's a powerful and effective tool for your Golden Tee promotional strategy. Combined with FACTS LIVE or used on its own, ADWIZ LIVE will position your message front and center with your players.

Let's recap: FACTS LIVE and ADWIZ LIVE allow you to:

- Track game play data on one or more games
- Communicate with your players with text messages on screen and in the attract mode
- Create leaderboards keeping players up to date on where they stand in the contest
- Create custom, full-color ad screens
- Install these ad screens from the convenience of your office via ITNet

SECTION TWO: ONLINE GOLDEN TEE CONTESTS

Now that you understand the importance of FACTS LIVE and ADWIZ LIVE, we're going to explain how to utilize both of these tools to help you conduct online and live Golden Tee contests.

What is an online contest?

Online Golden Tee contests are competitions that do not require players to be on site at any specific time to compete. Online competitions require that all competitors identify themselves with either a Golden Tee player card, a personal credit card, or a Golden Tee ambassador card.

Online contests are conducted over a specific time period that allows players to compete when it's convenient for them. If you want to run a weekly online contest, then your players can play at any time during that week. A month-long competition allows for even more flexibility. For players convenience and flexibility are the most attractive features of online events.

For operators online contests are the easiest form of competition to run. Utilizing FACTS and ADWIZ, you can conduct the entire contest from the convenience of your office computer.

Which online contests are the most effective?

In order to determine the format for your online contest, you will first need to set goals that you want to accomplish. Of course the number-one goal for every operator is to increase play on his games. Other obvious benefits are attracting new players, increasing food and beverage sales in the location, and strengthening existing relationships with locations and players. But there are other reasons to run online Golden Tee contests:

- Introducing Golden Tee to a location – you want to draw attention to the new game
- Rewarding a location's regular players – you want to thank your players for their loyal support
- Adding machines to an established location – you're increasing the number of machines and you want to ramp up the excitement
- Re-establishing Golden Tee to a once-popular location – play has dropped off and you want to re-ignite the excitement

Before we discuss which formats to use, what formats, if any, should be avoided?

Because Golden Tee Golf is a game of skill, using the best score to determine a winner or winners is not always the preferred format to use. Highly skilled players will almost always shoot better scores than lesser-skilled players. It's important that you not discourage players of lesser talent by having them compete in a format

that's designed to work against them. The most successful contests and tournaments are those that give all competitors a chance to win.

Another online tournament format to avoid is the handicap tournament. Because the method of determining Golden Tee handicaps can be manipulated somewhat easily, players will "sandbag" if the prizes are attractive. Sandbagging in Golden Tee tournaments usually encompasses shooting poor scores in order to inflate one's handicap, or having players of greater skill clandestinely shooting scores for players of lesser skill. It's possible to run a live handicap tournament if you know your players and their skill levels, but it's not recommended to conduct an online handicap tournament.

Now that we've identified two formats to avoid, let's look at some proven winners.

What formats have proven to be the most successful?

If your goal is any of those stated previously, then the most successful format is the **Birdies or Better (BOB)** tournament. Simply stated, BOB assigns one point to any of the following scores: Birdie, Eagle, Double Eagle, Hole-in-One

The players with the most points at the end of the contest are the winners. It's usually a good idea to pay down enough places to give everyone the feeling that they have a chance to cash. Contests of 4-6 week duration in locations with one machine should consider paying 10 spots.

Why is BOB a successful format?

The reason why BOB has proven so successful is that it gives players of all skill levels an opportunity to win. Your more accomplished players will get more BOBs per 18 holes, but your average players can play more games to accumulate more BOBs.

For example:

Joe usually shoots -15 for 18 holes. That equates to 15 BOBs for 18 holes. Bill usually shoots -7 for 18 holes. That equates to 7 BOBs for 18 holes. Bill simply needs to play one extra game to match Joe's BOB total. This encourages Bill to play more, while recognizing Joe's more skillful play. It's also an incentive for Joe to keep playing since he knows anyone can win this contest if they play enough games.

BIRDIES OR BETTER			
WEEKLY LEADERS			
as of 6/8/2011			
Player Name	Birdies/Btr	Total GTPs	Total GSPs
BABYGAP *, ARLINGTON HEIGHTS, IL	2908	740176	2302943
MOONDOG !, ARLINGTON HEIGHTS, IL	1700	415147	955825
BAG L, ARLINGTON HEIGHTS, IL	1242	317881	920892
KEITH C., ARLINGTON HEIGHTS, IL	1108	371646	282297
PICKFORD!! ARLINGTON HEIGHTS, IL	1072	275256	539357
JIM E., ARLINGTON HEIGHTS, IL	949	244177	410919
MASTER KIM !,	691	170717	523683
MONEY IN: \$2665.00 PRIZES <input type="checkbox"/>			\$4.00 18 HOLES

Birdies or Better Leaderboard

Here's a step-by-step process for setting up a typical BOB online contest:

1. Determine locations in which to run the contest. One location only or multiple locations on your route?
2. Determine how long you want the contest to run. It needs to be long enough to be meaningful but short enough so players don't lose interest. A good rule of thumb is 4 – 6 weeks.
3. Create a FACTS LIVE text message announcing the contest. Send this to your games two weeks before the contest starts.
4. Create an ADWIZ LIVE ad showing the prizes available and expanding on the details. Also send this to your games two weeks in advance.
5. Create flyers announcing the contest by using the art assets and templates available in Operator Services. Print and display the flyers throughout the location.
6. Create your first leaderboard on the Monday after the contest starts. Subsequently update the leaderboard every Monday morning and Thursday morning for the duration of the contest.
7. When the contest is over send a new FACTS text message to your game congratulating the winners. Announce to everyone that the next big contest is coming soon.
8. Leave the leaderboard up for an additional two weeks so all the players know the contest is over and they can see where they finished.

Another successful format that appeals to players of all skill levels is the **Best Average Score (BAS)** contest. BAS allows players to shoot as many games as they'd like to attain the best average they can.

Why is BAS a successful format?

The main reason why BAS is so successful is that it allows players of lesser skill to compete against players of greater skill in a score-based contest. Although the format favors highly skilled players, the average player can still compete if he plays enough games to overcome the difference in skill levels.

BAS contests are preferred by operators because the format requires players to play a minimum number of games in order to qualify to win prizes. This commitment by the player to play a minimum of 25 or even 50 games in a 4-6 week period is very valuable to the operator. It not only locks the player in, the operator knows how much cash flow he's generating on each contestant.

Here's an example of a BAS contest with a minimum of 25 games:

To qualify for the contest, Joe must play 25 games during the course of 6 weeks. He reaches the 25-game minimum on the last day of the contest. His average score for the 25 games is -14.65.

Bill plays 25 games in the first three weeks of the contest. At that point his average score is -12.56. Bill still has three weeks to go to better his average. Since the contest is based on the best average score of 25 games, Bill is incentivized to continue playing since a bad game doesn't hurt his average. Again the equalizer is the fact that the lesser-skilled player can make up the difference in talent by playing more games.

BEST AVERAGE SCORE		
AS OF JULY 7		
Player Name	as of 7/7/2011	
	Avg Score	Total GTPs
BABYGAP *, ARLINGTON HEIGHTS, IL	-26.50	50034
BAG L., ARLINGTON HEIGHTS, IL	-23.30	43279
MOONDOG !, ARLINGTON HEIGHTS, IL	-21.60	40681
MASTER KIM !, ARLINGTON HEIGHTS, IL	-16.30	34888
JIM E., ARLINGTON HEIGHTS, IL	-14.30	31101
PICKFORD!! ARLINGTON HEIGHTS, IL	-14.00	30496
BILL D.,	-10.40	26968

MONEY IN: \$2005.00 **LIVE** ● \$4.00 18 HOLES

Best Average Score Leaderboard

SECTION TWO: ONLINE GOLDEN TEE CONTESTS

Because of the similarities in running FACTS LIVE-based online contests, the step-by-step process for setting up a typical BAS online contest is exactly the same as a BOB contest.

These two formats have proven to be the most successful for dozens of operators since the advent of FACTS.

Let's recap:

Successful online contests are competitive Golden Tee events designed to:

- Increase game play and strengthen relationships with locations and players
- Provide players with added incentives to increase play
- Address specific situations and concerns in your locations regarding Golden Tee

Also:

- Online Contests are easily conducted using FACTS LIVE and ADWIZ LIVE
- Birdies or Better and Best Average Score are the most popular formats

SECTION THREE: LIVE GOLDEN TEE CONTESTS

Players love live Golden Tee contests and tournaments. Besides the opportunity to win cash and prizes, players enjoy associating with others who have a similar affinity for the game. The Golden Tee player community sprang up for just this reason, and after 10 years, it is still an energetic and enthusiastic group.

The most popular promotions in bars and pubs are **Golden Tee Nights (GTN)**. Golden Tee Nights are informal weekly or monthly events that offer players a competitive environment without the structure of a formal league. They can be regular events – for example, every Tuesday night at 7:00 p.m. – or they can be scheduled whenever it's convenient for the location, operator and players.

GTNs are very popular with locations since they generate additional food and beverage sales as well as increased game play, and they're popular with operators because they strengthen the relationship operators have with locations and players.

What is a Golden Tee Night?

A Golden Tee Night is a live competitive event conducted in 3-4 hours on one or more Golden Tee machines. Generally speaking, the number of players, the number of machines and the amount of time allotted to the promotion will determine the format.

Why have Golden Tee Nights become so popular?

A few factors have led to the growth of GTNs. The first is the social-competitive nature of Golden Tee. According to a recent survey of over 1,700 players, 96% of Golden Tee players are men. Guys like to compete. That's why the majority of play on Golden Tee LIVE games are prize play or glory contests. GTNs give guys another way to have fun, show off their skills and win some cash.

The second reason is the conversion of old upright cabinets to IT's new Showpiece cabinet. The Showpiece cabinet with its 42" to 50" HDTV allows players and the audience the opportunity to see and experience all the action. In the past, unless a game was connected to an external monitor, no one could see what was happening and the experience was more isolated.

IMPORTANT: In contrast to online Golden Tee tournaments, it's highly recommended that you utilize a handicap system for GTNs. Simply put, to have a successful GTN you will need to attract the casual player, and casual players are not interested in competing against established pros and veterans based solely on score – unless they are given extra strokes.

SECTION THREE: LIVE GOLDEN TEE CONTESTS

There are two commonly used handicap systems. Both are simple and easy to use.

1. 80% of the Golden Tee handicap that appears on the screen after a player swipes his card to start a game.
2. 80% of the difference in scoring average based on a player's last 5 or 10 games.

For instance, in the first system above if a player has a Golden Tee handicap of 18, then his handicap during a GTN would be $18 \times 80\% = 14.4$ or 14.

In the second system if a player averaged -12.2 for his past 10 games played, his handicap would be $12.2 \times 80\% = 9.76$ or 10.

As mentioned earlier, it is not difficult to manipulate the handicaps or scoring averages if players are determined to cheat, so it's necessary to determine if someone has purposely played badly in order to inflate his handicap or lower his scoring average. This can be done in three ways:

1. Using FACTS, check your machine to see if the scores of any of the players registered for your upcoming GTN have noticeably changed for the worse.
2. A player's last 10 scores are displayed on the game screen at the start of the second hole of every game played. Check these scores to see if there is a pattern of lower scores developing.
3. Ask the participants if anyone has any problem with the posted handicaps. Generally players will police each other. If someone is obviously cheating, it'll come out.

Which GTN format is the most successful?

The format you select will be dependent on the number of players, the number of machines, and the amount of time you have to conduct the event. Most GTNs are 3-4 hours long. 7:00 p.m. to 10:00 or 11:00 p.m. is optimum.

Rules of Thumb:

1. It will take 2 players 30-45 minutes to play 18 holes
2. It will take 3 players 45-60 minutes to play 18 holes
3. It will take 4 players 60-75 minutes to play 18 holes

Here is an example of a successful format for a location with 1 machine, 8 players and 3 hours:

- Each player throws \$10 into the pot (\$80)
- The location adds \$20
- The operator adds \$20
- Total purse is \$120
- Use a blind draw to create 2 foursomes
- Foursome 1 plays 18 holes (1 hour)
- The top 2 shooters move to the finals
- Foursome 2 plays 18 holes (1 hour)
- The top 2 shooters move to the finals
- The 4 finalists play 18 holes (1 hour)
- If a tie-breaker is necessary use Great Shot Points first and Golden Tee Points second
- Winner gets \$50, 2nd place gets \$30, 3rd place gets \$25 and 4th place gets \$15

Here's a format for 2 machines, 12 players and 3 hours:

- Each player throws \$10 into the pot (\$120)
- The location adds \$25
- The operator adds \$25
- Total pot is \$170
- Blind draw determines 4 threesomes
- Threesomes 1 and 2 play 18 holes on the two machines (45-60 minutes)
- The top player from each threesome moves on to the finals
- Threesomes 3 and 4 play 18 holes on the two machines (45-60 minutes)
- The top player from each threesome moves on to the finals
- The 4 finalists play 18 holes (1 hour)
- If a tie-breaker is necessary use Great Shot Points first and Golden Tee Points second
- Winner gets \$75, 2nd place gets \$50, 3rd place gets \$30 and 4th place gets \$15

If your players would prefer head-to-head matches, then use a traditional 8-team bracket.

Here's a format for 8 players, 1 machine and 3 ½ hours.

- Each player throws \$10 into the pot (\$80)
- Location adds \$20 to pot
- Operator adds \$20 to pot
- Total pot is \$120
- Blind draw to determine matches
- Player 1 vs. 2 (30 minutes)

SECTION THREE: LIVE GOLDEN TEE CONTESTS

- Player 3 vs. 4 (30 minutes)
- Player 5 vs. 6 (30 minutes)
- Player 7 vs. 8 (30 minutes)
- Winners of 1 / 2 and 3 / 4 play (30 minutes)
- Winners of 5 / 6 and 7 / 8 play (30 minutes)
- Winners play (30 minutes)
- Winner gets \$50, 2nd place gets \$30, 3rd and 4th place each get \$20

**It's important for the operator and location to contribute to the prize pot.
It's an effective way to say thank you to the players for their loyalty.**

It's always a good idea to have small prizes like Golden Tee t-shirts to give away as door prizes and as rewards for hitting a hole-in-one or double eagle. Login to Operator Services and visit the Golden Tee Pro Shop. There you will find special operators-only discount pricing on clothing and glassware. You'll also find special tournament and contest prize packages, and it's inexpensive and easy to co-brand these items with your company or location logo.



Operator-run Closest-to-the-Pin Nights (CTP)

What is a Closest-to-the-Pin Night?

There are times when a location has the opportunity to host a Golden Tee Night sponsored by a beer company or other marketing agency. These types of events are great for the location, but present a unique challenge to the operator: How do you get a large number of people to participate in a meaningful competitive event in a short period of time with only one or two machines?

IT created a mode of play especially for this situation – Operator Closest-to-the-Pin.

IMPORTANT: Do not confuse Operator CTP with Closest-to-the-Pin LIVE. CTP LIVE is a mode of play that players can select from the Golden Tee LIVE prize play menu. Operator CTP is a special mode enabled only by the operator through the game's Settings and Audits menu. CTP will take the machine out of coin play and put it in free play. It is solely used as a promotional mode of play.

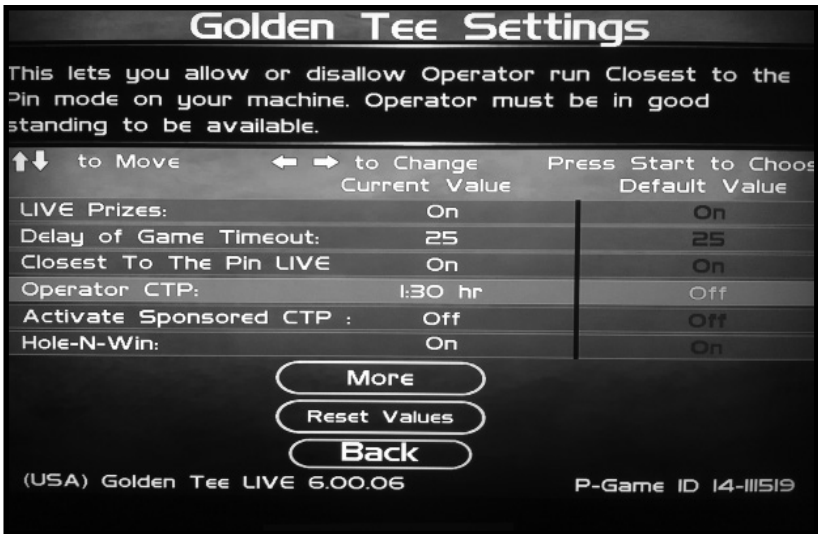
CTP is designed to appeal to all types of players from the most casual newbie to the seasoned veteran. That's why it's become the mode of choice for large-scale events with many casual and first-time players. CTP levels the playing field because anyone can win – after all a lucky bounce can always go in the hole or come close.

The goal in CTP is simple: shoot a hole-in-one. If no one shoots a hole-in-one then the person whose shot ended up closest-to-the-pin is the winner.

CTP was also designed to be fast and exciting. A typical match takes only a few minutes and as many as 100 people can compete in as little as three hours.

How To Select Operator CTP Mode:

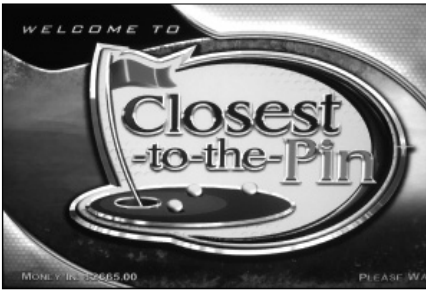
1. Push the Set Up button inside the coin door to access the system menu.
2. Using the trackball, select "Agree" then hit the red Start button.
3. Using the trackball, scroll up and select Golden Tee Settings & Audits, then press the red Start button.
4. Scroll up and select Golden Tee Settings, then press the red Start button.
5. Scroll up and highlight Operator CTP and set the length of time that you want CTP to be activated by rolling the trackball left and right. Time can be selected in 5-minute increments. It may be easier to simply select 24 hours (one turn left).
6. Once time is set, scroll down to Back and press the red Start button. Continue pressing the red Start button until you have completely exited the menu screens.
7. The machine will now be in Closest-to-the-Pin mode. You will be able to tell it worked correctly if it shows a Closest-to-the-Pin Free Play logo on the main screen and at the top of the subsequent screens.



This image shows operator CTP enabled for 1 hour and 30 minutes

How Operator CTP Works

1. Press red Start button.
2. Using the trackball, choose any course then hit the red Start button.
3. Select 18 holes.
4. All the holes in CTP are par 3s. The first hole you choose will show the closest shot so far as NONE (this shows you that you're starting fresh).
5. Have the contestant shoot at the green to get a hole-in-one.
6. If the ball does not land on the green, a screen will pop up that says: BALL NOT ON GREEN.
7. The ball will appear back on the same tee ready for the next shot with the exact same conditions (length of hole, pin placement and wind).
8. If the ball lands on the green, a screen will pop up that says: NEW LEADER! YOU'RE XX FEET AWAY FROM THE HOLE! The distance is measured by hundredths of a foot, so it is next to impossible to have a tie.
9. The ball again appears on the tee ready for the next shot. If this next shot is further away than the closest shot so far, the screen will simply show the distance from the hole that shot was, as well as the distance the closest shot is. This way the shooter knows how close he was to taking the lead.
10. If the player shoots a hole-in-one, the screen explodes and bells and whistles go off. The round does not end and the closest shot is still shown on the screen. This allows for hole-in-one "instant" winners as well as "closest" shooters.



To Skip a Hole:

During a competition you will probably want to spice up things up by starting a new hole every so often or when starting a new qualifying round. You may even want to change courses. Here’s how to do it:

1. Press yellow Options button.
2. Scroll up to Skip Hole then hit the red Start button. You can continue to skip holes until you find the desired set up (easy or difficult).

To Change Courses:

1. Press yellow Options button.
2. Choose Change Course. A screen will ask if you are sure you want to change courses. Select YES.
3. Game will return to select course screen
4. Choose new course.
5. Press Start again.

IMPORTANT: The game will return to coin play when the allotted time is up. You can also press the yellow Options button and follow the prompts to return to coin play, or you can simply turn the game off/on to return to coin play.

What CTP format has proven the most popular?

There are two CTP formats that have proven very successful. The first is bracketed head-to-head play. The second format uses qualifying rounds to create the field for the finals.

1. Bracketed head-to-head play is an easy way to get patrons in the bar to participate in the promotion. Just print out a 32 or 64-man bracket and have the beer company’s marketing team (or the location’s personnel) sign players

up and write their names on the bracket sheet. Once the sheet is full, then start the matches.

2. A multi-round format is used in those instances when you need to keep the promotion fresh as new patrons come into the bar. In multi-round the goal is to be the winner of a round in order to reach the finals. Players don't play head-to-head until the finals.

In multi-round you would divide the amount of time into 4 or 8 periods. For instance, if the promotion is three hours long, divide play into 20-minute rounds (there are nine 20-minute rounds in three hours – the last is used for the finals). Everyone is invited to play. A patron walks up to the machine and shoots three shots with his closest shot counting. Write his name and distance from the hole on a white board. Then keep going until the 20 minutes are up. At that point the player who was closest is the winner of that round and moves on to the finals. Then start a new 20-minute round. Let those who played and lost in the first round try again as well as any new patrons. Continue until the eight rounds are finished. At that point the 8 finalists compete in a blind-draw bracket in head-to-head matches for the championship. CTP is a ton of fun and very exciting – since the goal is to get a hole-in-one, players and patrons will be hooting and hollering on each shot. To promote the excitement, it's recommended to connect your game to the location's in-house TV network so the entire bar can view all the action easily from their seats.

Operator CTP Head-to-Head Rules

The following rules have been used many times in bracket play and ensure an exciting and competitive event.

1. Each player to get 3 shots.
2. The even-numbered player shoots first in every round.
3. Player who hits the green first waits to see the result of his opponent before hitting again.
4. Please note: a "ball on the green" is denoted by the distance remaining to the hole. A ball "not on the green" is denoted by the words, "Ball Not on the Green."
5. Example: Joe goes first and with his first shot hits the green. His opponent, Bill, then has 3 shots to beat Joe's distance. If he does it with his first shot, then Joe has 2 shots to beat Bill. If he doesn't with his second, then he immediately takes his last shot.
6. In other words, whoever is furthest from the hole continues to shoot until he uses up his 3 shots.
7. Another example: Tom goes first and misses the green. He will immediately hit

his second shot. If he misses again he immediately hits his third shot. If he misses all 3, then his opponent, Matt, has 3 shots to hit the green. At this point any shot on the green will win it for Matt. If both players fail to hit the green in their 3 shots, then sudden death will decide.

8. A player who hits a hole-in-one can only be tied. If both players shoot holes-in-one, then sudden death occurs.
9. In sudden death a coin flip will determine the order. A new hole will be selected and play starts over with each player getting 3 shots.
10. Play continues until a winner is decided.

How do I promote a Golden Tee Night?

The best way to promote your GTN program is to use the FACTS program to create an on-screen message that appears before every game played in the location where the event will take place. Here's an example:



Besides the FACTS screen, you'll want to add this info to the location's website, Facebook page and Twitter feed. Print flyers and hang them up in the location. If you need Golden Tee images login to Operator Services and click on Downloads. An ADWIZ screen can also be created and installed. Remember, you're the organizer. Get to know your players. Buy them a beer and thank them for their support. It's this type of interaction that creates loyalty and dedication.

Let's recap:

Golden Tee Nights are competitive, fun-filled and exciting. There are many different formats from which to choose – all designed to increase interest in the game. GTNs should be a major part of your Golden Tee marketing strategy, as they will ultimately increase play and strengthen relationships with locations and players.

Combination online/live contests and tournaments (combo) are the most ambitious of all events, but the rewards can also be the greatest. Many of the most successful Golden Tee events ever held have been combo contests. The goal of a combo event is to attract a large field, and therefore they require the largest investment in time and money.

IMPORTANT: Successful combo tournaments must draw from a route's entire player base, so it's essential that an operator's route have enough Golden Tee locations to attract the number of players necessary to make the tournament economically feasible. The minimum number of Golden Tee locations on a route necessary to support a combo tournament is 8-10. You will also need to have access to additional machines for the live finals. That may require that you move them from established locations to the live tournament location for a weekend. To make this happen, your relationships with your locations must be strong and you must assure them that it will be worth it for them in the long run.

What is a combination online/live contest?

As the name implies, combo competitions consist of an online contest combined with a live in-bar tournament. The online portion of the tournament is usually referred to as the preliminary or qualifying segment of the contest. Once the player has qualified during the online portion of the event he is then allowed to compete in the live portion. The live portion is generally referred to as the finals.

IMPORTANT: Generally there is no entry fee in combo tournaments. The entry fee is the minimum number of qualifying games that a player is required to play to compete.

How do I create a combo tournament?

Here's a step-by-step process to promoting and conducting a combo event. It's highly recommended that you follow each step as closely as possible.

Planning and Preparing

1. The live portion is the most critical since it requires a significant commitment from you and the location in space and personnel. Seek out a location on your route with enough room for the number of machines necessary to conduct a large, live event. Many sports bars have banquet rooms that can become a tournament room. Rule of thumb: a Golden Tee Showpiece cabinet with stand and a 42" HDTV needs a 5' x 10' footprint for a typical competing foursome.
2. Sit down with the owner/manager of the establishment and discuss the benefits and costs associated with the tournament. The practical goals of increasing game play and boosting food and beverage sales are obvious, but more

importantly hosting a major combo tournament can put the location on the “Golden Tee map.” An event like this will attract players from all across the region. It’s a long-term investment.

3. A firm commitment from the location is essential to the success of the tournament. To ensure a commitment, it’s recommended that the location agree to contribute at least \$1,000 to the prize fund. They will also be required to provide various door prizes and giveaways. Often these items can be acquired from their beer and liquor distributors. When a location has an investment in the event, it’s easier to count on them to live up to their part of the deal.
4. Agree to a date for the live finals. Generally this will be a Saturday and the event will go all day – usually noon to 6:00 and even later. Make sure the location is firmly committed to the event by having enough servers on hand for the players as well as food and drink specials.
5. Determine the number of players you want in your live finals. The number of players will dictate the number of games and the amount of time you have to play. Generally you will want a minimum of 16 players in the live finals to make the tournament worthwhile. 32 players is optimum as it allows you to use a standard 32-man bracket. A 32-man field (and their friends and family who come to watch) will also generate significant coin drop and food and beverage sales.
6. When determining the number of machines that will be needed for the tournament, use this rule of thumb: the optimum number is 1 for every 4 players, while the minimum is 1 for every 6 players.

Online Qualifying

1. Once you have secured the location and a commitment from management you need to create the criteria for the online and live portions of the event. It’s recommended that the online qualifying run 6 weeks. This is long enough for any player interested in the tournament to play his minimum number of games, but not too long for players to lose interest. The criteria you choose to rank players to qualify them for the live finals must be attainable by casual as well as experienced players. Remember, you’ll need to draw players from your entire route to fill your live finals 32-man field, and the easiest way to accomplish this is to offer great prizes and easy to achieve game-play goals. Similarly to straight online contests, it’s recommended that you consider Birdies or Better (BOB) or Best Average Score (BAS) to rank your players.
2. After determining the criteria (in this example BOB) you need to establish a prize fund and the distribution of cash and prizes. It’s recommended that you allocate approximately \$100 per player for each player in your live finals. In this example the prize fund would be approximately \$3,200 + the \$1,000 from the location for a total of \$4,200. The easiest and most equitable distribution of the prize fund

should follow single-elimination bracketing results. Here's an example with a top prize of \$500:

1 st	\$500
2 nd	\$300
3 rd	\$250
4 th	\$200
5 th - 8 th	\$125 x 4
9 th - 16 th	\$100 x 8
17 th - 32 nd	\$75 x 16
Total:	\$3,750

By following this method everyone who makes it to the live finals will cash. This is a major selling point in your marketing of the event.

- Simply awarding entry into the live finals by being in the top 32 in a BOB format does not guarantee the additional game play you're trying to generate. To ensure that you get additional play, add a minimum games played requirement to your rules. Since you're awarding nearly \$5,000 in cash and prizes, a minimum of 50 games to qualify for the live finals is prudent. Let's do the math: assuming a 50/50 split with your location, 32 players x 50 games = 1,600 games. 1,600 games at \$4.00 = \$6,400. After fees and location split your portion is \$2,920, which is a few hundred dollars short of your \$100 per player prize allocation. The key therefore is to keep your players playing beyond the 50-game minimum. The incentive to keep playing is to be in the top 10 in the overall standings and win additional prizes. Since every additional game played adds BOB points to a player's total, there is no reason to stop. It's recommended that you award \$100 to every player in the top ten overall rankings (\$1,000 which you should have received from your location).
- The next step is to create a tournament website (or a web page on your company's site). This is very important because all of your promotional materials will be designed to direct players to your website for more information. Remember: you'll be qualifying players from all the locations on your route. You will want to create a FACTS screen, ADWIZ screen and posters announcing the tournament. Due to sensitive competitive issues, you may not be able to mention the location of the live finals on these materials in those locations where the finals are not being held. On your tournament website you'll have all the important data: where and when the event is being held, how easy it is to qualify, what they can win and all the rules.

5. Create your FACTS message screen and send it to all your locations. Have it appear before each game is played and in the attract mode.
6. Create your ADWIZ screen and send it to your machines.
7. Create your posters and flyers and distribute them to all your locations. If you need Golden Tee images login to Operator Services and click on Downloads.
8. Use your company's website, Facebook and Twitter accounts to promote the event. Make sure the location is also using their website and social media accounts too.

IMPORTANT: Contact Incredible Technologies with all the details. IT will run a story on Goldentee.com promoting the tournament and will link to it from our message boards and social media accounts. We are here to help you be successful!

9. Once the online qualifying has started use FACTS to create leaderboards after the first weekend. Update the leaderboards every Thursday and Monday until the end of the online qualifying.

Before we get into the live finals portion of combo events, let's recap the online portion:

- Find the right location with enough space
- Get a commitment from that location consisting of cash, promotion and personnel
- If necessary, make sure your other locations will allow you to use their machines for the live finals weekend
- Create the prize fund
- Determine an online qualifying format – including a minimum games number
- Start promoting the event in your locations, on the Internet and on your social media sites
- Use FACTS to track all game play and to create leaderboards

Live Finals

The live final event is all about the player.

Everything should be focused on providing your players a well-run, exciting, competitive and fun event. Each step in this process is designed to assure the player that he's a part of a professionally-run tournament. Many tournament organizers fail to consider all these steps and often end up with unhappy players, or players who feel that they did not receive their money's worth. Remember that players will be making a huge commitment to you and your locations in the number of games

played during the qualifying round and they will be spending their entire day with you for the live finals.

If they have a good time they will let everyone know.

If they have a lousy time they will let everyone know.

Let's get started!

1. The first thing to do is to prepare the room for the tournament. Deliver the games to the tournament location the day before the event. Set them up, space them out, plug them in and make sure they're all working properly. Check all button's and card readers. It's recommended that you install new trackballs for all the games.

IMPORTANT: Do not use old upright cabinets for your tournament. Players today demand the Showpiece cabinet. Make sure all your games have the same-size HDTVs and that they are set at the same height.

2. Set up your registration area. This should include your laptop, flat panel TV, player registration forms, swag bags, etc.
3. Make sure your players are entered into your laptop and the tournament software is working properly. The tournament software is basically a spreadsheet that will allow you to add in all the scores that each player shoots throughout the day.
4. All 32 players will play a 3-game qualifier and the total scores will determine their seed in the head-to-head bracket matches. Great Shot Points will be the tiebreaker.
5. Set the games on normal coin-play, but disable Prize Play. The reason for this is you will be using special Locked Conditions Cards supplied by IT. These cards will enable you to provide the same conditions for each player on each course thereby making the competition fair and equitable.
6. Segregate your 32 players into squads. With 6 machines you'll have 2 squads of 16 players. 4 threesomes and 2 twosomes
7. Allot 1 hour for each squad to play 18 holes. It may not take that long, but it will give you a little wiggle room if necessary.
8. The squads rotate play until each has played 3 rounds. Select the 3 courses ahead of time. If starting at noon, it should now be 5 or 6 p.m. NOTE: at \$4.00 per play there is an additional \$384 in the cash box to use toward your prize fund.
9. Now the players are seeded in a 32-man bracket and head-to-head single-elim-

ination play starts. Based on ½ hour for each match, the tournament should end around 9:00 or 10:00.

10. Pay everyone as they are eliminated. Make a big promotional check and take a photo of the winner holding it. Post the photos of the players on your website and your social media accounts. Send a recap and photos to IT for posting on Goldentee.com. Announce to everyone that you're already preparing for the next tournament!

Earlier in this section we did the math and a quick look showed us that it will be difficult to turn a profit with a combo promotion.

Why bother to put in all the time, effort and dollars for what appears to be a break-even proposition?

The major benefit for hosting a Golden Tee combo promotion is positioning your company as a serious player in the Golden Tee community in your area. When players think "Golden Tee" you want them to think of you and your locations. A combo tournament will attract players from the entire region to your locations to qualify and to compete in the live finals. If they have a positive, enjoyable experience they will return. Of course substantial profits can be made if your qualifying rounds generate more play than anticipated or you secure sponsors who will help offset costs.

Bottom line, the more you utilize Golden Tee to strengthen your relationships with your locations and players, the more those locations and players will reward you with their loyalty and dollars.

SECTION FIVE: GOLDEN TEE LEAGUES

The fastest-growing area of competitive Golden Tee play is in-house Golden Tee leagues.

What are Golden Tee Leagues?

Similarly to pool and dart leagues, **Golden Tee Leagues (GTL)** are conducted in the same location, on the same day and at the same time each week. Some GTLs are traveling leagues that move from location to location within an operator's route each week, but the vast majority of GTLs are run in a single-location. Golden Tee Leagues have a beginning and an end to their season. Players pay a league fee each week that goes toward the league prize money that's distributed back to the teams at the end of the season.

Why are Golden Tee Leagues growing in popularity?

GTLs provide many benefits to operators, locations and players, with the most obvious being the dependable, steady play they generate and the solid food and beverage sales locations can count on from their league players. Players love GTLs because they provide another level of social competitiveness that's both fun and exciting.

2011 GOLDEN TEE LIVE
WEEKLY LEAGUE
EVERY TUESDAY 7:00 PM
STARTING JULY 20

SIGN UP HERE

DEADLINE FOR SIGNUPS: JULY 13

Each week are 7 players with up to 2 subs.
Players will play 10 digital matches and 1 live match. Match & doubles format for round and 1 game per 15-minute slot.
All games are 18 holes of 9/19 hole play.
Prize money \$1000 for the format to be 10/11 and 11/11. Match play for 10 minutes.
Prize money can be used to buy 100 balls.
Prize money \$10 per week per player.
League duration: 100

How do I conduct a Golden Tee League?

In the past it was very difficult for operators and locations to conduct GTLs. There were so many different formats and rules to consider that it was difficult for operators and players to decide on an arrangement that would be easy to implement and would please everyone. It was not uncommon for many leagues to start fast but then fade away after a season or two.

As much as we at Incredible Technologies enjoy touting Golden Tee as being the next best thing to real golf, the reality is that Golden Tee comes with its own set of nuances and quirks that prevent operators and locations from simply utilizing a real golf-league program to conduct GTLs. No real golf-league program is flexible enough to accommodate all the subtleties that Golden Tee brings to the table.

A true league management software program designed specifically for Golden Tee was the answer, but who would make the investment in time and money needed to create such a program? It would have to come from a company that understood the needs of both operators and players.

Live Technologies, a Waukesha Wisconsin amusement operating company with close ties to the Golden Tee player community, started conducting Golden Tee leagues in their locations in 2007. As the leagues started to grow – along with the workload associated with them – Dan Miser, Live Technologies' co-owner, and a computer programmer, knew that he needed a league management program to assist him. Since there wasn't anything suitable to buy off the shelf – he created one himself.

GOLDEN TEE league manager

Golden Tee League Manager

Scheduling, substitutes, handicaps, leaderboards, league standings, etc. – all the things necessary to conduct a real league – are included in Golden Tee League Manager. But the most valuable aspect of the program is that it's created exclusively to conduct Golden Tee leagues. The software runs on any major browser and is also optimized for smart phones, giving operators a convenient and easy way to run the league, while also providing players easy access to all league information.

While Golden Tee League Manager is not produced or supported by Incredible Technologies, we consider it an extremely helpful and useful software package for operators and players interested in conducting league play. Please feel free to review the program at www.routexcel.com/gtlim.php. Contact them directly at sales@routexcel.com or 414.367.7688.

SECTION SIX: LOYALTY PROGRAMS

Airlines. Banks. Retailers. Restaurants. Casinos. Gas stations. You name it – all have created loyalty programs designed to attract new customers while retaining and rewarding their current clientele. There are over 2 billion loyalty program memberships in the U.S. alone with the average household engaging in 14 different memberships. Consumers today welcome loyalty programs – especially for those products and services that they will buy or use anyway.

Why should I consider a Golden Tee loyalty program?

1. Golden Tee players are no different than any other consumer. Reward them for their play and they will play more.
2. Certain Golden Tee markets are very competitive and it may be necessary to institute a loyalty program to retain players who are being courted by competitors.

What are the goals of a Golden Tee loyalty program?

The goals of a Golden Tee loyalty program are the same as they are for any other merchant or service provider:

1. Attract new customers.
2. Reward and retain existing customers.
3. Increase play on your machines.

Fortunately for operators, Incredible Technologies has created tools that enable them to create their own custom loyalty programs at very little expense.

How does a Golden Tee loyalty program work?

Assuming you have your machines set at factory default pricing of \$4.00 for Stats and Glory play and \$5.00 for Prize play, Golden Tee loyalty programs reward players with free Golden Tee when they play a minimum number of games each month.

The most popular loyalty program format is one where players earn Golden Tee gift cards if they reach certain game-play thresholds each month.

Here's a typical loyalty program graduated scale:

- Play 25 games and receive a gift card for 5 free games = \$20
- Play 50 games and receive a gift card for 12 free games = \$50
- Play 100 games and receive a gift card for 25 free games = \$100

SECTION SIX: LOYALTY PROGRAMS

In this scenario it appears that the operator is awarding a \$100 rebate to the player for reaching the 100-game milestone. But a \$100 gift card – that can only be used on his machines – costs him nothing.

There may be a situation where you have a player or players who currently play or plan to play more than 100 games each month. In those instances sit down with the players and discuss what works best for them, you and your location. It may be necessary to include the location in these discussions, as splits will need to be modified when the gift cards are redeemed.

IMPORTANT: A loyalty program rewards those players who deserve it. By not lowering the price of play in your establishment, you don't discount play to casual players.

Use FACTS to determine who has qualified for the gift cards and distribute them by the 10th of the following month.

How do I promote my loyalty program?

The most effective way to reach players on your route is through FACTS messages and ADWIZ screens. Make sure your locations include this information on their websites and Facebook and Twitter accounts. Some suggested headlines:

The More You Play the Less You Pay!

Be Rewarded for Playing Your Favorite Game!

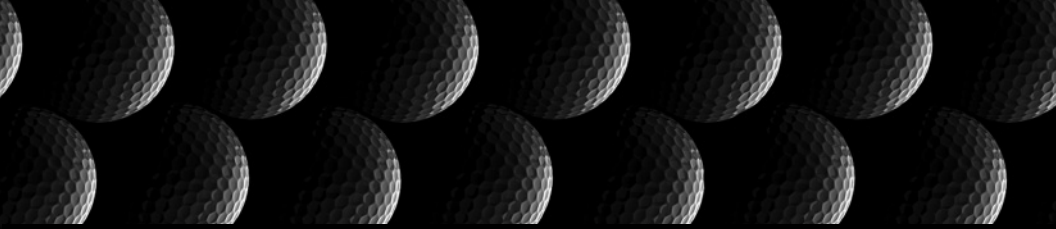
Now There's No Reason to Not Play All Your Golden Tee Here at _____

We Appreciate Your Golden Tee Business –

And We're Backing It Up with FREE PLAY!

It's recommended that you have a supply of Golden Tee Ambassador cards on hand to give to those players who haven't already acquired a player card. Ambassador cards are generic Golden Tee cards that become a permanent player card when activated. You can purchase Ambassador cards by logging in to Operator Services.



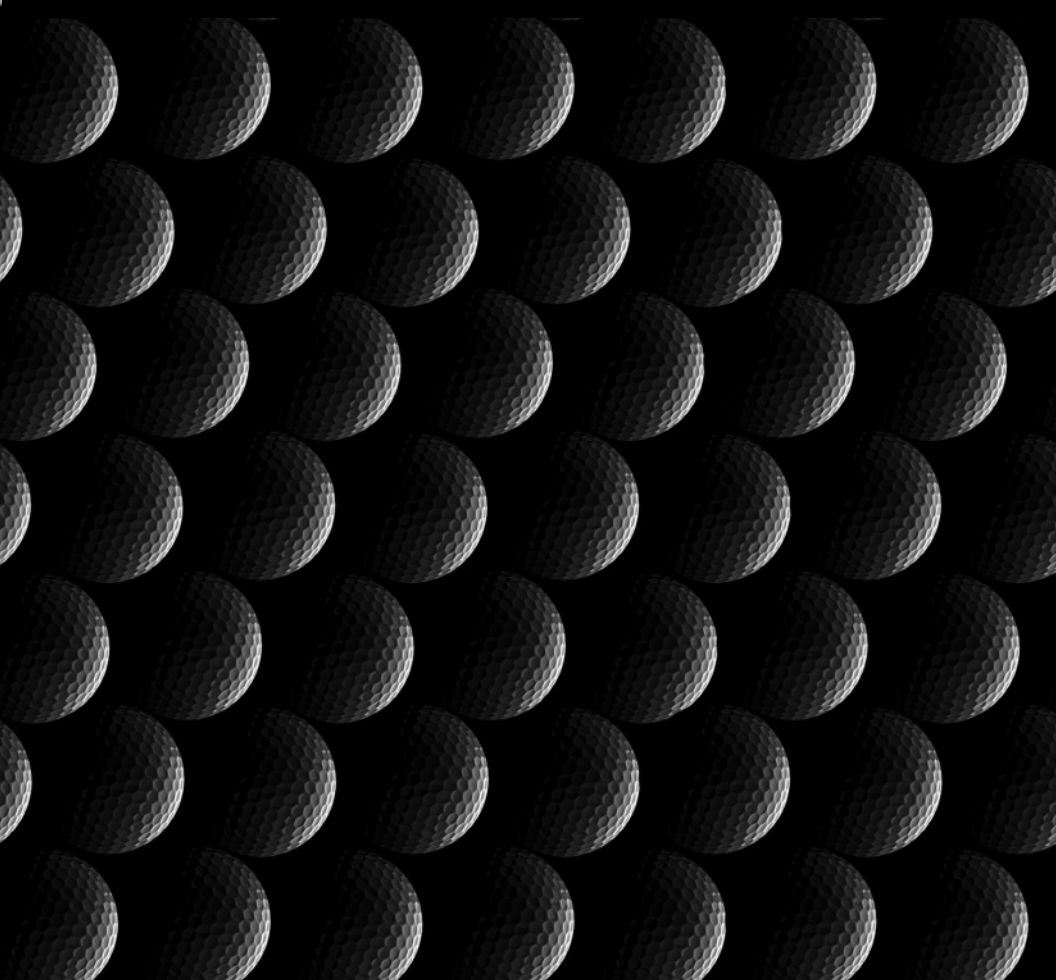


Golden Tee LIVE Guide to Contests, Promotions and Leagues – Effective Best Practices That Will Maximize Earnings is a work in progress.

Your feedback is greatly appreciated. Please direct any questions, comments or suggestions to: feedback@itsgames.com.

Thanks!

The Golden Tee Marketing Team





ITSGAMES.COM



GOLDENTEE.COM