



Flags Fore Freedom

Dear KPGA Member,

I am excited to announce a new partnership with USA Cares. This Memorial Day weekend we will be promoting the inaugural **Flags Fore Freedom**. **Flags Fore Freedom** is an event your facility can host to pay tribute to past and present military service members while raising funds for our Kentucky PGA REACH Military initiatives to include our Military Charitable Impact Partner USA Cares.

The event concept is very simple; designate a day between May 22-25. On the day of your choice, either place the provided promotional materials at the Golf Shop counter or first tee. **The ask of your members/customers is for them to make a small donation. Your members/customers will be provided an American Flag for them to write the name of a current or past military service member on the flag.** Each flag will be placed on the facilities scoreboard to pay tribute to all those who have served our great nation.

If you would like to participate, we ask you register your facility **by May 4** at www.surveymonkey.com/r/flags4freedom. After the registration deadline, each participating facility will be sent promotional materials and reporting form.

For the event, we have three key defined goals:

- Raise \$20,000
- Develop awareness for Kentucky PGA REACH Military initiatives
- Leverage player development opportunities

To accomplish the first goal - we need at least 20 participating facilities each raising \$1,000. In accomplishing this goal, we estimate 1,000 golfers will gain knowledge of Kentucky PGA REACH Military initiatives. Our third goal will be accomplished by your facilities activation of your products and services.

There are many creative ways for activation; here are a few ideas... for those who donate \$50 or more provide:

- Complimentary 10-minute lesson
- Exclusive Patriot Discount on product for a limited time
- Exclusive Patriot Discount on a lesson package
- Green fee special on return visit

As the experts in the business of golf, we are confident you can take advantage of this activation opportunity and increase rounds and revenue. If you have an idea of your own, please let us know, our goal is to raise awareness and funds, the above ideas are simply suggestions.

We believe Flags Fore Freedom will be a huge success and we trust you will want to be a part of it!

Best Regards

Steve McMillen, PGA
Executive Director, Kentucky PGA

Cindy Good
Senior Corporate Operations Officer, USA Cares

USA Cares is a national organization that provides emergency financial assistance to those who currently serve in the Armed Forces, veterans and their families. We do so in the form of grants not loans and we respond to requests within 48 hrs. USA Cares is often the last call for these military families and is the only thing between them and eviction, foreclosure, having their electricity turned off, food on the table or their car repossessed.

Help us; help those who fought for our Freedom, transition to civilian life successfully.