



MASS GOLF & YOUTH ON COURSE



BECOME A MASS GOLF PARTICIPATING COURSE



WHAT IS YOUTH ON COURSE

Youth on Course (YOC) is designed to provide juniors with access to affordable golf throughout the Commonwealth, while creating an opportunity for additional revenue and exposure for our participating Mass Golf Member Clubs.

The \$20 annual membership fee gives youth golfers ages 6-18 access to play at any participating course throughout the Bay State and across the country for only \$5 per round.

A key aspect of Youth on Course is how your course is subsidized for YOC rounds; maximizing your revenue potential and only during days and times that work for your course.



HOW DOES YOC WORK

AVAILABILITY: You decide when YOC members can play at the agreed reduced rate. Members always play for \$5 and Mass Golf subsidizes each round played.

PROMOTION: We'll provide marketing materials and highlight your course.

LOGISTICS: Your staff checks in YOC members via an online system to track rounds and subsidies.

PAYMENT: You'll receive monthly reimbursement checks from Mass Golf for each round played.



THE BENEFITS FOR YOUR COURSE

- Your course fills unused tee times.
- Drive revenue to your facility, including adult/family rounds, food and beverage, merchandise, and more. (42% of rounds are played with an accompanying adult!)
- YOC is growing nationwide. Your course receives national exposure on both the Mass Golf website and YOC national website and map, driving members from around your region (and the country) to your course.
- Receive a monthly subsidy check for each round played by YOC members.
- Grow the game for future generations and establish a loyal customer base of young players.
- Promote instructional programs to a new audience of juniors and families.



REVENUE POTENTIAL

Here are some quick statistics based on our 2023 YOC participating courses that gives a better insight into the revenue opportunity available to your course.

Average subsidy amount paid out to courses:

\$6,064.70

Average number of rounds per course: 758

Highest subsidy received by a participating course:

\$32,792.50

**5 of our 31 participating courses have received
subsidies of **\$10,000+!****



WHAT OUR PARTICIPATING COURSES ARE SAYING



No matter what rack rate your course is, there is no reason for any course not to participate in some way with Youth on Course and Mass Golf. We are not only growing the game but we are building new and future loyal golfers of our courses... it's a win-win!

It is not only advantageous for the golf course owner / operator, but also an unwritten purpose and promise as an industry professional to introduce all generations to the greatest game ever created.



Jay Miller

Director of Operations, Sterling Golf Management, Inc.



CHECK OUT OUR PARTICIPATING COURSES

Allendale CC

Apex Enter. Center

Berlin CC

Bradford CC

Chatham Seaside Links

Chelmsford CC

Cranberry Valley GC

Crystal Lake GC

Dudley Hill GC

Highland Golf Links

Indian Meadows GC

Kings Way GC

Little Harbor GC

Maynard GC

Newton Commonwealth

North Hill CC

Norwood CC

Rockland GC

Sassamon Trace GC

South Shore CC

Stoneham Oaks GC

The Bay Pointe Club

Touisset CC

The Back Nine Club

The Links at Mass Golf

Unicorn GC

Village Golf Links

Waubeeka Golf Links

Wenham CC

West Bridgewater CC

Wyckoff CC

[Click here](#) to view more on these participating courses



FAQ'S

I don't want YOC play taking up my tee sheet during busy times.

- No problem. When we set up your course YOU set the times that kids can play. Additionally, we also ask that kids call ahead to courses to make tee time just to double check availability.

What are some examples of “restricted times”?

- “Twilight only” “Weekdays only” “Anytime after 12 pm” etc.

How does my course keep track of kids playing here so we can get the right reimbursement?

- We have an easy-to-use online check-in system. You can set your custom login credentials and begin checking in YOC members in just a few clicks.

How will I know if kids are members when they check in?

- YOC members should show their digital membership cards (accessible within the YOC app) when they check in. If a member doesn't have access to their digital membership card, you will still be able to verify their membership by looking them up by name within your course portal.



NEXT STEPS

Ready to become a participating Youth on Course Member Club?

Please reach out to the Member Services Department at jwalkiewicz@massgolf.org to schedule an informational call and get your club set up!

We look forward to working together to grow the game and develop the next generation of golfers. Together with Youth on Course and our participating Mass Golf Member Clubs, we will ensure that our local youth can play golf affordably for generations to come.