

2017 CALENDAR

NEW ERA GOLF

- Based on 2016 Calendar
 - I will continue to update as I get in course event info and schedule emails.
 - Includes:
 - Annual Tournaments
 - Member Events
 - All member events begin registration & promotion the following Monday after the last tournament ends
 - Spring & Fall Leagues, Spring & Fall Clinics, Junior Camps
 - Annual MAJOR Social Events & Holidays
 - Brunch Events: Easter, Mother's Day, Father's Day, Santa Brunch
 - Burger & Drink Wknd: Memorial Day, Father's Day, Labor Day, 4th of July
 - Excludes:
 - Minor or Weekly Social Events
 - Please send ANY info and calendars to Amy ASAP!
 - Charity Tournaments / Outings from 2016
- Tournaments: *recommend* registrations be available and promotion begin 2-3 months in advance
 - Pending info from the course
- Busy season: when course has tournaments 1x or 2x / month, recommend:
 - Have as many advance registration options available in online store as possible
 - Promote the next current upcoming tournament as main email/promotion, but include other upcoming tournaments in email "sidebar" with registrations open
 - Start email promotions for next tournament the Monday after the last one ends
- Monthly "DISCUSS" bubbles
 - Start the month with contact, discuss events and items on the agenda (finalize plans, prices, event details)
- Weekly bubbles
 - Blue Bubbles: Recommended items for promotion (emails & corresponding social media)
 - Yellow Bubbles: Scheduled email promotions
 - I'll start each week the same as I have been:
 - Reach out to ask what emails you need / share scheduled or recommended info from the calendar
 - This contact gives you the opportunity to change, add or cancel info
 - I'll send email proofs before each is sent
 - I will not create emails for the week unless it's discussed & approved.
- Monthly Contests: Grow following to social media pages! "Like us on FB to enter to win a FREE foursome!" Start first day of each month.
- I realize a lot of this info will change, but I'll keep this calendar updated and the latest version available at <http://golfclubofdublin.com/marketing/>

DISCUSS:

recommended

scheduled

New Albany Links, Glenross Golf Club, Royal American Links, Golf Club of Dublin, Bent Tree Golf Club, Members Only
 NEG Events, Holidays & Promotions

DISCUSS:

- EASTER BRUNCH
- FIRST MEMBER EVENT
- MAY EVENTS
- DAYLIGHT SAVING PROMO?
- GCD RENOVATION
- FISH FRY INFO

March 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			IRISH OPEN. RAL Ash Wednesday FISH FRY. NAL	IRISH OPEN. NAL 2 Pub Special LENT FRIDAYS,	LEAGUES, BT 3 Fish Fry Friday Fish Fry Friday	4
CONTINUE APRIL EVENTS, ST. PATS 5	BEAUTY BEAST, RAL 6	ST PATS, NAL 7	EASTER, GCD RACES, NAL	8 BIG HOLE SCRAM. BT Pub Special LONE RANGER & LEAGUES, NAL	9 SPRING TRAINING/FF, GCD Fish Fry Friday WING, RAL	11
Daylight Saving 12	IRISH OPEN. NAL	NAL SOCIAL 14 SPRING CLINICS, GCD GCD PUB OPEN SOON	15 MARCH MAD. GR	16 Pub Special LEAGUES, BT	LENT EASTER, GCD 17 St. Pats Pelotonia St. Patrick's Day Fish Fry Friday Fish Fry Friday	18 WING, RAL Irish Open Irish Open
MEMBER RENEW 19	MEMBERSHIP 20 BT RESCHEDULE	LONE RANGER, NAL 21 B&B, RAL	GR EASTER ADD 22 BIG HOLE SCRAM. BT	No!LENT EASTER, GCD 23 Pub Special	CINCO, GR 24 Fish Fry Friday Fish Fry Friday	GOLF ROOM, GCD 25
EASTER BRUNCH, APRIL & MAY EVENTS 26	EASTER, BT	GR EASTER ADD 28 WING, RAL	EASTER/LENT GCD 29 Ladies League Luncheon BIG HOLE SCRAM. BT	NAL SOCIAL 30 Pub Special LONE RANGER NAL	NAL EASTER 31 Fish Fry Friday Fish Fry Friday CINCO, GR	SPRING CLINICS, GCD

Start Promoting:

Easter Sunday Brunch GCD, BT, NAL
 Members: Update GHIN Opening Day April 22

May Golf Events
 Daylight Saving Email

Continue Promoting:
 St. Pats Day Events

April Golf Events
 Irish Open, BT

April Golf Events:

- Spring Training Scramble, GCD
- Clinics/Leagues, GCD NAL
- Member Opening Day
- April Big Hole Scramble, BT
- April Wing Ding Scramble, RAL
- Monday Men's Leagues, NAL
- Ladies & Junior Clinics, GCD

May Golf Events:

- May Cinco de May Scramble, GR
- Leagues/Clinics NAL, GCD
- Member Opening Day Shamble
- Mixed Memorial, BT
- May Mayhem, RAL
- Twilight Golf, GCD

This Month:

Tournaments

Irish Open, BT
 Irish Open, RAL

Social

Fish Fry Fridays, GCD & NAL
 Pub Special, NAL
 St. Pats for Pelotonia, NAL

New Albany Links, Glenross Golf Club, Royal American Links, Golf Club of Dublin, Bent Tree Golf Club, Members Only
 NEG Events, Holidays & Promotions

DISCUSS:

- JUNE EVENTS
- MOTHER'S DAY BRUNCH
- MEMBER EVENT
- JUNIOR SUMMER CAMPS

April 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Contest ASAP					1 April Fools Day Spring Training Scramble Wine & Canvas (Social)
2 MAY EVENTS, CONTINUE EASTER, APRIL EVENTS, MEMBER EVENT	3 TUESDAY LEAGUE, NAL	4 WING, RAL	5 EASTER, BT FISH FRY FRIDAY, NAL	6 B&B, RAL NAL SOCIAL EASTER/LENT GCD	7 NAL SOCIAL Fish Fry Friday Fish Fry Friday	8 GOLF ROOM, GCD
9 EASTER, EVENTS	10 MDB, RAL LADIES CLINICS, BT	11 CINCO, GR RANGE PASS, GCD	12 LONE RANGER LAST, NAL WING, RAL	13 TUESDAY LEAGUE, NAL LENT/FLAPJACK, GCD	14 BIG HOLE SCRAM, BT Fish Fry Friday Fish Fry Friday Adult Easter Egg Hunt	15 CATERING, RAL Registration DL for Member Opening Day Lone Ranger
16 Easter Sunday GCD BT NAL	17 NAL SOCIAL Monday Men's Leagues Start - 16 weeks	18 CINCO, GCD CINCO, BT Ladies Clinic S1: 4 wks Tuesday Men's Leagues Start - 16 weeks Men Lg	19 CINCO, GR CATERING, RAL Ladies Clinic S2: 4 wks	20 MDB, RAL	21 Wing Ding Spring Scwiram GOLF ROOM, GCD	22 MDB, GCD Big Hole Scramble Opening Mtg & Match P MAY MAYHEM, RAL
23 MOTHER'S DAY, MAY EVENTS	24 CINCO, GR Ladies League	25 JUNIOR CLINICS, BT RANGE PASS, GCD	26 CATERING, RAL Junior Clinic S1: 4 wks	27 MDB, GCD Ladies Clinic S3: 4 wks	28 MDB, BT	29

Start Promoting:

- May Golf Event:**
- April 2: May Couple's Twilight, GCD
 - April 17: Mother's Day Brunch
 - April 23: May Mixed Memorial, BT
 - April 23: Opening Day Members
 - April 28: May Mayhem, RAL

- Continue Promoting:**
- Cinco de Mayo Scramble, GR
 - Ladies & Junior Clinics, GCD
 - NAL Men's Leagues
 - Member Opening Day Event
 - Easter Sunday Brunch

April Golf Events:

- April Spring Training Scramble, GCD
- April Big Hole Scramble, BT
- April Lone Ranger, NAL
- April Wing Ding Scramble, RAL
- Monday Men's Leagues, NAL
- Ladies & Junior Clinics, GCD

May Golf Events:

- May Cinco de Mayo Scramble, GR
- Leagues/Clinics NAL, GCD
- Member Opening Day Shamble
- Mixed Memorial, BT
- May Mahem, RAL

Members Only

- Update GHIN before OGA Central
- Ohio Golf Season begins on April 23
- Opening Day Member Event & Match
- Play Club Championship

Social

- Music on the Patio, GCD
- Wine Pairing Party, GR
- Fish Fry Fridays, GCD & NAL
- Wine & Canvas, NAL
- Adult Easter Hunt, NAL

Tournaments

- Spring Training Scramble, GCD
- Big Hole Scramble, BT
- Wing Ding Scramble, RAL

Leagues

- Monday Men's, NAL

This Month:

Clinics

- Ladies & Juniors, GCD
- Ladies League Lunch, GCD

New Albany Links, Glenross Golf Club, Royal American Links, Golf Club of Dublin, Bent Tree Golf Club, Members Only
NEG Events, Holidays & Promotions

DISCUSS:

- JULY EVENTS
- MEMBER EVENT
- JUNE JUNIOR GOLF
- JUNE GOLF SPECIAL
- FATHER'S DAY BRUNCH & PROMOTIONS

May 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	MAY MAYHEM, RAL 1	MDB, RAL 2	MDB, GCD 3	MDB, BT 4	5	6
CONTINUE MOTHER'S DAY, MAY EVENTS	CINCO, GR		Weds Ladies League x4 JUNIOR, NAL	TWILIGHT, GR	Cinco de Mayo	Junior Clinic S2: 4 wks Cinco Scramble Sat Ladies League x4
Modified 2-Ball Scramble Registration Deadline	MDB, GCD 8	MDB, RAL 9	MDB, BT 10		TWILIGHT, GR 11	GOLF ROOM, GCD 13 Modified 2-Ball Scramble
	JUNIOR CLINICS, BT	TWILIGHT, GCD		JUNIOR, NAL	MAY MAYHEM, RAL	
Mother's Day GCD BT GR RAL	DEMO, GCD 15		JUNIOR CLINICS, BT 17		JUNIOR, NAL 19	TWILIGHT, GR 20
	CATERING, RAL		TWILIGHT, GCD	MAY MAYHEM, RAL	Junior Clinic S3: 4 wks Twilight Golf	
Mixed Memorial Scramble	DEMO, GCD 22	TWILIGHT, GR 23		MEMORIAL DAY WKND BURGER & DRINK PROMO 24	MEMORIAL DAY WKND 26	MEMORIAL DAY WKND 27
MEMORIAL DAY WKND Memorial Day Wknd Pool Party!	MEMORIAL DAY WKND Memorial Day Wknd	Ladies Clinic S4: 4 wks	SOCIAL, NAL	BEER, GR MEMORIAL, BT	May Mayhem Twilight FATHER, RAL	---Memorial Day Wknd--- -Burger & Drink Special- Pool Opens!
		FATHER'S DAY GIFT CARD PROMOTIONS START	JUNIOR, NAL 31	SUMMER, RAL		

Start Promoting:

- May 15: Father's Day Gift Cards/Events(?)
- May 21: Member Invitational
- May 21: Memorial Day Wknd Special
- May 28: Father/Son and Par3 for RAL
- June Golf Events**
- June Junior Golf Camps, NAL, GCD, BT
- June Golf Special for the Month

- Continue Promoting:
- May Golf Events**
 - Memorial Day Wknd
 - May Mayhem, RAL
 - Twilight, GCD,
 - Mixed Memorial, BT
 - Junior Golf Camps

May Golf Events:

- Cinco de May Scramble, GR
- Monday Men's Leagues, NAL
- Ladies & Junior Clinics, GCD
- Opening Day Shamble, MEM
- Mixed Memoria, BT
- May Mayhem, RAL
- NAL Adult Golf Clinics

June Golf Events:

- Junior Golf Camps
- Member Men's Invitational
- Father/Son, RAL
- Par 3, RAL

This Month:

Members Only	Tournaments	Holiday
Opening Day Shamble	Cinco de May Scramble, GR Mixed Mem Scramble, BT Couple's Twilight, GCD May Mayhem, RAL	Mother's Day Brunch GCD, BT, GR, RAL
Social	Clinics	Memorial Day Weekend
Mother's Day Brunch Party on the Patio, BT Music on the Patio, GCD Pool Opens. NAL	Ladies & Juniors, GCD Adult Clinics. NAL	NEG Burger & Drink Special Free B&G for all paid rounds before 2pm (GCD 18 hole RR)

New Albany Links, Glenross Golf Club, Royal American Links,
 Golf Club of Dublin, Bent Tree Golf Club, Members Only
 NEG Events, Holidays & Promotions

DISCUSS:
 -4TH OF JULY
 PROMOTION
 -AUGUST EVENTS
 -MEMBER EVENT

June 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				JUNIOR, BT TWILIGHT, GCD	TWILIGHT, GR	WEDDING, RAL
Member / Guest Deadline	FATHER, NEG FATHER, RAL BEER, GR	TWILIGHT, GCD Junior Golf Junior Golf	SALE, BT Junior Golf	GOLF ROOM, GCD	SUMMER, RAL FATHER, NEG	JUNIOR, BT Member / Guest
JUNE SPECIAL, JUNE & JULY EVENTS, FATHERS DAY EVENTS/GIFT CARDS		SUMMER, RAL Junior Golf Junior Golf SALE, BT	LADIES, GR Junior Golf FATHER, NEG	CAMP, NAL	TWILIGHT, GR Father/Son Scramble	CATER, RAL
Father's Day		Junior Camp S1 Junior Golf Junior Golf	LADIES, GR Junior Golf	PARTY, BT BASH, RAL	TWILIGHT, GR	CAMP, NAL Summer Bash
JULY & AUGUST EVENTS	4 TH OF JULY WKND BURGER & DRINK PROMO BFAST, NAL	TWILIGHT, GR Junior Golf Junior Golf	LADIES, GR Junior Golf	WEDS, RAL PARTY, BT	GOLF ROOM, GCD Twilight Ladies Night CAMP, NAL	4 TH OF JULY WKND

Start Promoting:

- June 1: Start a SUMMER PROMO (site coupon codes)
- June 11: Start promoting Member-Member
- June 15: Start promoting Father's Day wknd special
- June 25: Start promoting Summer Bash Shamble, RAL
- June 29: Start promoting 4th of July wknd promo
- Tryout Prep Camps, NAL
- July Couple's Twilight, GCD
- August Tailgate Kickoff, NAL

July Golf Events

- Continue Promoting:
- Father's Day gift cards & events
 - Father/Son and Par 3, RAL
 - Junior Camps

June Golf Events:

- Junior Golf Camps
- Member Men's Invitational
- Father/Son, RAL
- Summer Bash, RAL

July Golf Events:

- Junior Golf Camps
- Tryout Prep, NAL
- Member-Member
- GCD Twilight
- Summer Bash Shamble, RAL

Members Only

- Men's Invitational
- Social**
- Picnic on the Patio, GR
- Music on the Patio, GCD
- Father's Day Dinner, GCD, GR
- Hawaiian Luau, BT

Tournaments

- Father/Son, Father/Daughter Scramble, RAL
- Par 3 Shootout, RAL

Junior Golf Camps

Bent Tree, New Albany, Dublin

This Month:

- Holiday**
- June Golf Special
 - Father's Day Wknd
 - Father's Day Wknd
 - NEG Burger & Drink Sat & Sun
 - Gift Card Promotion for FD start beginning of May

New Albany Links, Glenross Golf Club, Royal American Links,
 Golf Club of Dublin, Bent Tree Golf Club, Members Only
 NEG Events, Holidays & Promotions

DISCUSS:
 -FALL GOLF LEAGUES
 -MEMBER EVENT
 -SEPTEMBER EVENTS

July 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						4 TH OF JULY WKND 1 ---4 th of July Wknd Special: Burger & Drink before 2 (Sat, Sun, Mon)
4 TH OF JULY WKND 2	4 TH OF JULY WKND 3	LADY CLINICS, GCD 4 Independence Day Junior Golf	WED, RAL 5 MEXICO, GR	CAMP, NAL 6 PARTY, BT	BASH, RAL 7	TWILIGHT, GCD 8
JULY & AUGUST EVENTS						
JULY & AUGUST EVENTS 9	CAMPS, GCD 10 MEXICO, GR	11 Junior Golf Junior Golf Lady Summer Clinics	TWILIGHT, GCD 12 Junior Golf	TAIL, NAL 13	BASH, RAL 14 Tryout Prep Twilight	GOLF ROOM, GCD 15
Member-Member DL 16	JULY & AUGUST EVENTS 17	LADY CLINICS, GCD 18 Junior Camp S2 Junior Golf Lady Summer Clinics	19 Junior Golf	CAMP, NAL 20	PARTY, BT 21 Tryout Prep	CAMPS, GCD 22 Member-Member BASH, RAL
JULY & AUGUST 23	LADY CLINICS, GCD 24 Nal social	TAIL, NAL 25 Junior Golf Lady Summer Clinics FALL, GR	BROWN, RAL 26 Junior Golf Nal social	27 Lady Summer Clinics Fall Leagues, NAL	JR CLINICS, GCD 28 Tryout Prep Nal social	WED, RAL 29
Summer Bash Shamble 30	Nal social 31					

Start Promoting:

August Golf Events

Fall Golf Leagues, GR & NAL
 Ladies & Junior Fall Clinics, GCD
 July 23: Start promoting Member Club Championship
 July 23: Start promoting August Twilight, GCD
 Pigout Scramble, GR

Continue Promoting:
 Summer Bash Shamble, RAL
 Junior Camp, GCD
 Tailgate Kickoff, NAL

July Golf Events:

- Junior Golf Camps
- Tryout Prep, NAL
- Member-Member
- GCD Twilight
- Summer Bash, RAL

August Golf Events:

- Junior Golf Camps
- Clinics, GCD
- Club Champ, MEM
- Fall Golf Leagues, GR, NAL
- Tailgate Kickoff, NAL

This Month:

Members Only

Member-Member Summer Bash Shamble, RAL
 Couple's Twilight, GCD

Social

Music on the Patio, GCD
 Father's Day Dinner, GCD, GR
 Hawaiian Luau, BT

Tournaments

Junior Golf Camps
 BT, NAL, GCD
 Tryout Prep Camp, NAL

Holiday

4th of July Wknd
 NEG Burger & Drink Special

New Albany Links, Glenross Golf Club, Royal American Links, Golf Club of Dublin, Bent Tree Golf Club, Members Only
 NEG Events, Holidays & Promotions

DISCUSS:

-LABOR DAY WEEKEND SPECIAL
 -OCTOBER EVENTS

August 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Nal social	TWILIGHT, GR Junior Camp S3 Junior Golf Lady Summer Clinics	LAST CAMP, NAL Junior Golf	HOLIDAY, BT TGR, GCD Lady Summer Clinics	PIGOURT, GR -----S3	TWILIGHT, GCD BROWN, RAL
TAIL, NAL AUGUST, SEPTEMBER, OCTOBER EVENTS	FALL, GR MUSIC, GCD SOCIAL, NAL	FALL, NAL Junior Golf	BUFFET, GR Junior Golf LADY CLINICS, GCD	PARTY, BT Lady Summer Clinics	TWILIGHT, GR WEDS, RAL	WINE, NAL
PIGOUT, GR Club Championship DL AUGUST, SEPTEMBER, OCTOBER EVENTS	TWILIGHT, GCD BUFFET, GR	TAIL, NAL Lady Summer Clinics	BROWN, RAL	LEAGUE, NAL Lady Summer Clinics FALL, GR	HOLIDAY, BT Twilight	WINE, NAL Club Championship
AUG/SEP/OCT EVENTS	TWILIGHT, GR	TWI RATES, BT Lady Summer Clinics	PIGOUT, GR	TGR, GCD	TWILIGHT LC, GR Junior Fall Clinic S1 – 4wks TWILIGHT	WEDS, RAL Browns
Tailgate Kickoff	FALL, GR Mon League Start 5wk SOCIAL, NAL	LABOR DAY WKND NEG Tues League Start 5wk Lady Summer Clinics Tuesday Fall Golf	WINE, NAL Weds League Start 5wk LABOR DAY WKND NEG	PARTY, BT Thurs League Start 5wk TWILIGHT, GCD SOCIAL, NAL	LABOR DAY WKND NEG SOCIAL, NAL HOLIDAY, RAL	LABOR DAY WKND NEG SOCIAL, NAL

Start Promoting:

September & October Golf Events

- August 21: Start promoting New Era Cup
- August 27: Start promoting Labor Day Wknd
- August 27: Start promoting Sep Twilight, GCD
- October Pig Roast Scramble, GCD
- October End of Season Shabang, RAL
- October Big Hole Blowout, BT

Continue Promoting:

August Golf Events

- Tailgate Kickoff, NAL
- Fall Golf Leagues, GR, NAL
- Pigout Scramble, GR

August Golf Events:

- Junior Golf Camps
- Clinics, GCD
- Club Champ, MEM
- Fall Golf Leagues, GR, NAL
- Tailgate Kickoff, NAL

September Golf Events:

- Pigout Scramble, GR
- New Era Cup, MEM
- Clinics, Fall Golf Leagues
- Links Open Champ, NAL

October Golf Events:

- Par 3 Shootout, NAL
- Pig Roast, GCD
- Oktoerfest, GR
- Shabang, RAL
- Big Hole, BT
- Greens Keepers, NAL
- Nine & Dine, GCD

This Month:

- Fall Golf Leagues GR, NAL
- Members Only Club Championship
- Junior Golf Camps GCD
- Tournaments: Couple's Twilight, GCD; Tailgate Kickoff, NAL
- Social: Bourbon & Cigars, GCD; DBI After-Party, GCD
- Ladies & Junior Clinics GCD

New Albany Links, Glenross Golf Club, Royal American Links, Golf Club of Dublin, Bent Tree Golf Club, Members Only
 NEG Events, Holidays & Promotions

DISCUSS:

- NOVEMBER EVENTS
- MEMBER EVENT
- OCT 1 NEW MEMBER SPECIAL
- 12 WKS OF CHRISTMAS

September 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 LABOR DAY WKND ---Labor Day Wknd Special: Burger & Drink before 2 (Sat, Sun, Mon)
2 CONTINUE SEP/OCT EVENTS FALL GOLF LEAGUES	3 LABOR DAY WKND NEG LD Wknd	4 PIGOUT, GR TGR, GCD Lady Summer Clinics NAL SOCIAL	5 NAL HOLIDAY NAL SOCIAL	6 TWILIGHT, GCD	7 RAL PRIVATE NAL SOCIAL	8 HOLIDAY, BT
9 New Era Cup DL 4 th Annual Pigout Scram	10 OKTOBERFEST, GR	11 RAL SHABANG	12 WINE, NAL	13 RAL CATERING PUB, GCD	14 TWILIGHT, BT	15 Links Open Champ New Era Cup
16 Links Open Champ	17 Monday Fall Golf Leagues Start	18 RAL HOLIDAY FALL, GCD	19 HOLIDAY, GR NAL GOLF?	20 HOLIDAY, BT OKTOBERFEST, GR	21 WINE, NAL	22 RAL SHABANG Wine Social GCD PIG
23 CONTINUE SEPTEMBER & OCTOBER EVENTS	24 NAL HOLIDAY	25 TWILIGHT, BT FALL, GCD	26 GCD PIG OKTOBERFEST, GR	27 RAL WEDDING	28 NAL GREENS TGR, GCD	29 HALLOWEEN, NAL
						30

Start Promoting:

September 11: Start promoting Oktoberfest, GR
 September 18: Start promoting Par 3 Shootout

Continue Promoting:

October Pig Roast Scramble, GCD
 October End of Season Shabang, RAL
 October Big Hole Blowout, BT
 October 3rd Annual Oktoberfest, GR

September & October Golf Events

September Golf Events:

- Pigout Scramble, GR
- New Era Cup, MEM
- Clinics, Fall Golf Leagues
- Links Open Champ, NAL
- Twilight, GCD

October Golf Events:

- Par 3 Shootout, NAL
- Pig Roast, GCD
- Oktoerfest, GR
- Shabang, RAL
- Big Hole, BT
- Greens Keepers, NAL
- Nine & Dine, GCD

This Month:

Members Only	Tournaments	Holiday
New Era Cup	Links Open Championship, NAL 4 th Annual Pigout Scramble, GR Couples Twilight, GCD	Labor Day Wknd Burger & Drink Special
Social	Ladies Clinics	Fall Golf Leagues
Fall Festival, GCD Music on the Patio, GCD	GCD	NAL, GR

October 2017

DISCUSS:

- HOLIDAY VENUE SPECIALS
- NOVEMBER / DECEMBER EVENTS
- MEMBER EVENT
- THANKSGIVING & BLACK FRIDAY EVENTS & SALES

New Albany Links, Glenross Golf Club, Royal American Links, Golf Club of Dublin, Bent Tree Golf Club, Members Only
NEG Events, Holidays & Promotions

OCTOBER 1 – DECEMBER:
NEW MEMBER SPECIAL &
RENEWAL DRIVE

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
MEMBERSHIP 1	RAL SHABANG 2	HOLIDAY, BT 3	RAL FALL FEST 4	OKTOBER, GR 5	GCD PIG 6	HOLIDAY, GR 7
12wks Xmax Par 3 Shoot			NAL GREENS		NAL CHILI	
MEMBERSHIP 8	RAL SHA BANG 9	OKTOBER, GR 10	PIG ROAST GCD 11	RAL FALL FEST 12	HOLIDAY, GR 13	RAL HOLIDAY 14
CONTINUE OCT EVENTS / START NOV	Columbus Day NAL HALLOWEEN	TWILIGHT, BT		NAL GREENS		SHA BANG, BT
15	RAL SHABANG 16	NAL CHILI 17	SHA BANG, BT 18	NAL HALLOWEEN 19	HOLIDAY, BT 20	MEMBERSHIP 21
3 rd Annual Oktoberfest 3 rd Annual Pig Roast Scramble	CHILI, GR	GCD PUB	RAL FALL FEST	HOLIDAY, GR		End of Season Shabang!
22	NAL HALLOWEEN 23	RPP CARD GCD 24	CHILI, GR 25	TGR GCD 26	NAL CHILI 27	RAL WEDDINGS 28
MJ Memorial Outing			SHOP SALE GCD	SHA BANG, BT	Nine & Dine Twilight Adult Halloween HAPPY HOUR GCD	
29	SHA BANG, BT 30	HOLIDAY, GR 31		NAL FRIENDSGIVE	HOLIDAY, BT	NAL CHILI
FALL FEST Greens Keepers Revenge		Halloween			CHILI, GR	RAL SANTA
			MEMBERSHIP		? GCD	NEG DAYLIGHT SAVING

Start Promoting:

November Golf Events

Fall Golf Special for New Members 2018
Fall Renewal Incentive for Current Members
Oct 23: Start promo Chili Open, NAL
Oct 16: Start promo Chili Open, GR
GCD Twilight
Holiday Specials on booking venue
(through Nov 1 or Dec)

Continue Promoting:

October Golf Events

October Pig Roast Scramble, GCD
October End of Season Shabang, RAL
October Big Hole Blowout, BT
October 3rd Annual Oktoberfest, GR

October Golf Events:

- Par 3 Shootout, NAL
- Pig Roast, GCD
- Oktoerfest, GR
- Shabang, RAL
- Big Hole, BT
- Greens Keepers, NAL
- Nine & Dine, GCD

November Golf Events:

- Turkey Chili Open, NAL
- Chili Open, GR

This Month:

Members Only
Start Member Renewal Push
and New Member Special for 2018

Social
Music on the Patio, GCD
12 weeks of Christmas Special, GR
Holiday Venue Specials, ALL

Tournaments
Par 3 Shootout, NAL
3rd Annual Pig Roast Scramble, GCD
End of Season Shabang, RAL
Big Hole Blowout, BT
Greens Keepers Revenge, NAL
Twilight Nine & Dine, GCD
3rd Annual Oktoberfest, GR

Holiday
Columbus Day
Start Holiday GC Push
Start Holiday Venue
Specials
Fall Golf Leagues
NAL, GR

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 NEG Events, Holidays & Promotions

DISCUSS:

- WINTER RATES
- THANKSGIVING
- BLACK FRI / CYBER MON
- DECEMBER EVENTS

November 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
			RAL Thanksgiving Dinner Orders. Place by November 14	NOV 1 START RAL DINNER PROMO		4 NAL CHILI
5	6 NAL PELOTONIA	7 RAL HOLIDAY	8 NAL CHILI?	9	10 NAL HOLIDAY	11 HOLIDAY GIFT CARDS
Daylight Saving				Kids Cookie & Canvas	10 RAL SANTA	Veteran's Day
					11 MEMBERSHIP	
12	13 NAL CHILI	14 WINTER RATES PROMOTION, SANTA BRUNCH	15	16	17	18 HOLIDAY GIFT CARDS
Wild Turkey Chili Open	WINTER RATES BEGIN			Wine & Canvas		
19	20 MEMBERSHIP	21	22	23	24	25
11 th Annual Chili Open Friendsgiving				Thanksgiving	Black Friday Sales! Gift Card BONUS through Christmas	
	26	27	28	29	30	
	BLACK FRIDAY & CYBER MONDAY			MEMBERSHIP		
	Cyber Monday					

Start Promoting:

- Nov 3: Daylight Saving Reminder
- RAL Thanksgiving Catering
- Winter Rates
- Nov 20: Start promoting Black Friday Sales
- Nov 27: Online incentives / add XMAS BONUS to gift cards
- Nov: Start promoting ALL Santa Brunch

Continue Promoting:

November Golf Events

- Chili Open, GR & NAL
- NEG Membership Promotions

This Month:

Members Only

Member Renewal Push and New Member Special for 2018

Social

Thanksgiving Dinner Catering, RAL OSU Watch Party, GCD 12 Weeks of Christmas Special GR

Tournaments

Wild Turkey Chili Open, NAL 12th Annual Chili Open. GR

Holiday

Thanksgiving
 Black Friday Sales,
 Gift Card Bonus
 Cyber Monday
 Winter Rates Begin

November Golf Events:

- Turkey Chili Open, NAL
- Chili Open, GR

New Albany Links, **Glenross Golf**
Golf Club of Dublin, **Bent Tree Golf Club**, Members Only
 NEG Events, Holidays & Promotions

December 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
DEC SHOP SALES, GIFT CARDS SANTA BRUNCH					HOLIDAY GIFT CARDS 1 Winter Rates Pro Shop Sales	2
DEC SHOP SALES, GIFT CARDS SANTA BRUNCH	4	5	HOLIDAY GIFT CARDS	7	8	9
Lunch with Santa Brunch with Santa	DEC SHOP SALES, GIFT CARDS, SANTA	HOLIDAY GIFT CARDS	13	14	15	16
Santa Brunch Santa Brunch	LAST CHANCE GIFT CARDS	19	20	21	HOLIDAY CLOSURE CALENDARS	23
HAPPY HOLIDAYS! 24 Christmas Eve	25 Christmas Day	26 Wedding Special through March 1 Wedding Special	27 WEDDING & VENUE SPECIALS FOR NEW YEAR	28	29	30
31	2018 REOPEN DATES, TIMES, RATES					

Start Promoting:

Pro Shop Clearance Sales
 Wedding Specials after Christmas

Continue Promoting:

Santa Brunch, ALL
 Gift Card Sales after holiday
 NEG Membership Promotions
 Holiday Venue Specials for booking

This Month:

Members Only
 Member Renewal Push
 and New Member Special for 2018

Social
 Santa Brunch, BT, GR, GCD, NAL
 Wedding Venue Specials, GCD & GR

Holiday
 Christmas Eve
 Christmas
Send Holiday Closures

Start Promoting
 2018 Leagues & Outings

Off-Season Clearance Sales, ALL
"Crazy Christmas Clearance," BT