



## Launching Doubles Golf Leagues

This Doubles Golf Playbook has been created to help provide a guideline for PGA/LPGA Professionals preparing to launch Doubles Golf in 2021. The short-form nature of Doubles Golf will not only make golf more fun and inclusive for beginner and novice players...but it's 9-hole format will allow for the creation of evening league play...generating direct revenue to PGA/LPGA Professionals.

### Step 1 - Course Registration

To register, Professionals will visit [www.doublesgolf.com](http://www.doublesgolf.com) and click [Course Registration](#). Registration is simple and will take less than a minute to complete. Once completed, the Professional will receive an email with instructions regarding:

1. Access to the Doubles Golf marketing material folders.
2. Information on how to access their Course Clubhouse page on the Doubles Golf Mobile Scoring System (available January 2021).

### Step 2 - Promoting Doubles Golf

Professionals can use the premade marketing material to begin creating awareness of upcoming Doubles Golf leagues or events at their course. Flyers, posters, how-to videos, and social media posts have been created. Professionals will have two different options to access this material:

- a. [Google Folder](#)
- b. [Dropbox](#)

### Step 3 - Getting Teams Registered On Doubles Golf Mobile Scoring System (App)

Teams will register on the Doubles Golf App (found at [DoublesGolf.com](http://DoublesGolf.com)) and can immediately begin posting their 9-hole scores to see where they rank at their course, in the state, and nationwide. If both players on a team have a USGA index, their team will be given a 'Temporary' Rating. All teams will receive their Conditional Rating after posting two 9-hole scores. These ratings are ranged from A1-C3 and are important to create parity in league and recreational play.

Teams go to [www.doublesgolf.com](http://www.doublesgolf.com) and will click on "[Team Registration](#)"

- a. If it is their first time registering, they will be prompted to create an account before creating their team(s).
- b. An annual United States Doubles Golf registration fee of \$30 will be applied (\$15/player), with a discount for a player's second and third team registered. Registrations are valid for one calendar year (4 quarterly rating periods).



#### **Step 4 - Creating Doubles Golf Leagues**

Doubles Golf Leagues are easy to create through the Clubhouse page that will be provided via email after Course Registration (see step 1). When creating a league, the Professional will be able to define: the name of the league, category, password protected (private vs public), max/min number of teams, total price, start date, scheduled matches, etc.. Professionals will be able to email their Clubhouse page to their golfers, who will select the league(s) they would like to join. Professionals can visit the [course registration page](#) to use the *revenue calculator (bottom of the page)* to view their potential revenue from Doubles Golf leagues. Men's, Women's, Senior, Mixed, and Parent-Junior are the most popular categories for leagues. As teams begin to post scores on the Doubles Golf App, they'll develop a Doubles Golf Rating, which can be used to flight teams in different leagues (A, B, C).

It is suggested (when possible) for Professionals to create intra-divisional leagues (A,B,C) to reduce stroke allocations. If this is not possible, Professionals can create "Open" divisions in Categories, allowing teams with any Doubles Golf Rating to register and play. In this situation, to create parity among matches, Professionals would use the Stroke Allocation Table found in the [Google Folder](#).

PGA Sections and/or Professionals will establish league fees (5-week league suggested fee of \$100), with 80% of each fee going to the Pro, and 20% to the Section. A portion of the Section revenue will be used to host Section Doubles Golf Championships, and for Pro-Pro Doubles Golf tournament purses.

#### **Step 5 - Promoting Doubles Golf Leagues**

After creating all leagues, Professionals can use marketing material to create custom flyers/announcements for their leagues, and should include their Clubhouse link in all communications. Adding Doubles Golf in email blast, newsletters, social media posts will help recruit Doubles Golf teams. Many courses have had an introductory Doubles Golf evening event to get teams together playing the format and begin their posting scores.

#### **Step 6 - League Management Made Simple**

Once all league teams have registered, the Professional can then go to the Clubhouse page and create schedules for their leagues. Best leagues would normally have a minimum of four teams registered (6-team leagues are perfect). Best practice shows that a round-robin league, with a team playing a match against each of the other teams in the league, over a 4-6 week schedule works best. Mock league schedules can be found in the [Google Folder](#). Teams will be able to access their schedules in the Clubhouse where they'll also find: who they are playing, which 9-holes they should play, which tees to play, and their tee-time/start-time. After their match, teams can post their scores and enter their match results, which will automatically update the league standings.



### **Step 7 - Crowning Champions**

Professionals are encouraged to provide their teams the opportunity to qualify for their Sectional Championship by creating leagues in each of the qualifying categories: Men's, Women's, Seniors, Mixed-Doubles, & Parent-Junior. League Champions in each of the categories will advance to their local PGA Section Championship. While "Club Champions" may be crowned in more than one 'league division', only one (1) team will qualify for advancement in each of the categories. When running leagues over multiple seasons, the "spring/summer league" will be classified as a course's "Club Championship League".

**\*Note:** The Section and U.S. Doubles Golf Am Championships are intended for A-Division teams as it is a gross stroke play competition. Professionals should contact their PGA Section to find out if they will have a Section Championship for 'B' and 'C' rated teams.

For Professionals creating "Open" Leagues (see step 4), they will crown two Champions:

- 1- The team with the best overall record will become the League Champion.
- 2- The team with the lowest average score from all the league matches, will become the Club Champion and will qualify to represent the facility at the Section Championship.

### **Step 8 - The United States Doubles Golf Am Championships**

The United States Doubles Golf Am Championships will consist of qualifying teams in each of the 5 competing categories from each Section Championship. These teams will be contacted by Doubles Golf HQ and provided all the information and details regarding advancement to the Championship.

If you have any questions, or need help with any of the above steps, feel free to contact your PGA Section or a member of the Doubles Golf team [Doublesgolf@leaguegolf.com](mailto:Doublesgolf@leaguegolf.com).