



The Military Long Drive Championship (MLDC) presented by 7UP is a one-day program to host a qualified Long Drivers of America (LDA) event. This year's contest is open to U.S. Active Duty service members and their Family Members 18 years and older with valid military ID cards, U.S. Reserve and National Guard, both active and inactive, and Retirees. For a complete list of the official rules regarding eligibility, contestants, and to access the registration form log on to www.mwrpromotions.org.

This document is a guide for U.S. Army Family and MWR golf managers and marketing directors to use in executing a successful event at your local course. If you have questions on the set-up of your event, promotional materials, official rules, or course layout contact FMWRC Marketing Events and Promotion Division. For details on the corporate partnership program or if you have questions about local sponsorship, contact FMWRC Corporate Partnerships Division.

A successful host event has:

- A minimum of 40 unique long drive competitors representing all branches of military service
- An increase in driving range sales prior to long drive event.
- An increase in Golf Pro Shop specialized club orders.
- An increase in 7UP brand sales.

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Introduction

The rules and guidelines for your local long drive event have been approved through the FMWRC legal office and the LDA. Contents of this guide book were adapted from the official LDA Site Director Information Guide for the sole purpose of creating a customized event at U.S. Army golf courses.

The MLDC local events will advance a winner, as described below, to a second stage regional event. Based on the results of the second stage events, the nine best military long drivers along with the previous year's champion will compete at the MLDC held in Mesquite, Nevada at the RE/MAX World Long Drive Championship (WLDC) powered by Dick's Sporting Goods. The winner at this final event will win \$10,000 and exemption into the open division of the 2011 RE/MAX WLDC.

This event brings with it very competitive players and all installation events will adhere to the following guidelines. Deviation to the guidelines provided could result in disqualification of your local winner from potentially winning a trip to Nevada and \$10,000 cash. Direct all questions to the FMWRC Events and Promotions Division point of contact or the Long Drivers of America (LDA).

Two new things for 2010 that Golf managers should look forward to with additional details provided in this guidebook:

- "Take Your Two-Some to Mesquite" Sweepstakes
- Golf Pro Shop Incentive Program

Overview of World Long Drive Championship

The WLDC has emerged as golf's most popular grass roots event attracting both amateur and professional golfers. The MLDC is a divisional championship that is part of a week-long event held by LDA. Find out more on the WLDC at www.longdrivers.com.

The WLDC is aired via tape-delay on ESPN and ESPN2 and is broadcast in many international markets. The MLDC is featured as part of the ESPN broadcast.

Military Long Drive Championship

The MLDC is a four-step process.

- Step one is knowledge and communication of the pre-event details to ensure you have a successful event.
- Step two is the execution of the event which will include forwarding your winner's information to FMWRC.
- Step three is the second stage event that determines who advances to the MLDC in Mesquite, Nevada.
- Step four is competing at the MLDC in Mesquite, Nevada and awarding the top military long drive hitter with the grand prize at the final round.

STEP 1 - Pre-event Details

Divisions and Eligibility

The MLDC local events will feature only one division and all competitors will compete in an open division. Women who enter the competition will be spotted 65 additional yards on their qualified drives.

This promotion is open to all U.S. Active Duty Service Members from any branch of service and their Family Members age 18 and older with valid military ID card , U.S. Reserve and National Guard, both active and inactive, and Retirees. Family Members must have an Active Duty sponsor. Please be sensitive if the question comes up regarding eligibility at your local event.

This contest celebrates men and women who are serving or have served in the U.S. Armed Forces. Contestants will be featured on ESPN during the RE/MAX WLDC.

Entry Fees

Competitors in the MLDC will pay \$10 per try (six balls). All entry fees are kept by the local installation. Contestants may compete more than once pending time availability. See the official rules for more details on consecutive attempts.

Local Installation Prizes

1st Place: Trophy & advancement to second stage event*

2nd Place: \$200 Golf Pro Shop Gift Certificate

3rd Place: \$100 Golf Pro Shop Gift Certificate

The title sponsor will fund each installations prize package for 1st – 3rd place finishes. FMWRC will cut a check in the amount of \$300 to each participating installation to reimburse the Golf Pro Shop for the gift certificate prizes. Golf managers should then award gift certificates in the amount of \$200 and \$100 to 2nd and 3rd places respectively. FMWRC will forward a trophy for your local winner and instructions on how they advance to the next event.

*Refer to Step 3 for variations in OCONUS and CONUS locations.

Grand Prize

The contestant (see eligibility above) who hits the longest qualified drive during the MLDC in Mesquite, Nevada will win \$10,000 cash and be featured in the ESPN coverage of the event. In addition, the winner will be granted exemption into the 2011 RE/MAX WLDC.

Acceptance of the cash prize will result in the amateur losing his/her status as an amateur. Refer to the USGA guidelines for re-instatement of amateur status (USGA Rule 9-4).

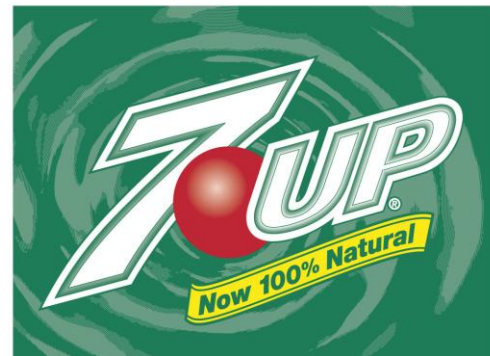
Local Sponsorship

Installation sponsorship offices may solicit for additional local sponsorship to support their event. No competing local sponsors in the real estate or soft drink market may be solicited for this event. All local sponsorship has to be approved through the FMWRC Corporate Partnerships Division point of contact prior to drafting an agreement.

Execution of Title Sponsor Benefits

The title sponsor, Dr Pepper Snapple Group, has provided funding and in-kind products for Army golf courses. Each golf course manager and/or local sponsorship coordinator should ensure that the following items are activated on behalf of the sponsor.

- Sponsor logo on all local promotional materials distributed announcing the event.
- Promotional materials provided by FMWRC are distributed to high traffic locations and must be posted at least 30 days prior to the event date.
- Golf car advertisement is in place a minimum of 30 days prior to the event date.
- Sponsor name recognition during local award presentation.
- Sponsor logo and link with participating installations that have an mwr.com website.



STEP 2 - Planning & Execution of Local Event

Planning

Golf managers should schedule the local installation event as far out as possible to provide adequate lead time to effectively promote and market the event. Schedule your one-day event between July 15, 2010 and August 22, 2010. Post the date of your event and local information on your golf course website or MWR homepage as soon as you announce the event. Link to the registration form and official rules web pages as soon as possible. Communicating with your staff on event information and sponsorship requirements will be a critical step in your success.

Remember this event is open to all service members. Cross promotions at other military installations within a 90 mile radius is both expected and encouraged. Installation marketing offices should contact the installations of other services and request materials be posted.

Make sure any advertisement to the general public is approved through your local public affairs prior to placement.

In addition to the local prize money, participating locations will be reimbursed up to \$1,000 in funds from FMWRC as part of the execution of the promotion. These funds will be reimbursed to installations that submit copies of receipts and invoices showing advertisement fees. FMWRC will transfer the funding to each participating location upon receipt of invoices. Request for reimbursement must be received prior to August 31, 2010. Send all requests to the attention of the FMWRC Marketing Events and Promotions Division point of contact and include the following information:

- Name of installation and point of contact
- Phone number and e-mail address
- Total expenses to be reimbursed (include program, department and location codes, and itemization of receipts and invoices to support advertising costs)
- Copies of receipts and invoices

Due to transition of FMWRC offices, please confirm the fax number with the FMWRC Marketing Events and Promotions Division point of contact prior to sending.

Staffing

According to the LDA, experience shows the most effective local qualifying events require a crew of roughly 6 to 10 volunteers. The LDA recommends a minimum of six. This accounts for the following positions:

- Site Director: Oversees all facets of the event.
- Official Scorer: Handles official scoring, maintains the leader board and monitors the time.
- Registrar: Registers competitors, collects entry fees.
- Ball Caller: Supervises teeing area, calls direction of each shot on walkie-talkie, monitors the time limit, and enforces teeing violations.
- Grid Workers (2): Handle each side of the competition grid, report results back to the scorer's table, measure longest drive and keep the grid clear.

Having a replacement pair of grid workers is recommended as well as having additional volunteers on hand to relieve some of the other positions.

Promotional Materials

As you know, advertising and promoting your local event is critical. Each site will receive materials to help promote your event. Additional marketing materials will be available for download at www.mwrbrandcentral.com. See Appendix A and B.

Execution

Execution of your event includes: grid preparation, food and beverage concessions, warm-up area and simultaneous hitting area. A brief overview a few days prior to the event with your volunteer staff on how the event will run will insure that everyone is familiar with the event set-up and will improve your chance for a smooth event! That's not to say that Mother Nature won't throw a wrench in your plan. Make weather contingency plans that include a back-up-date just in case.

Materials required for execution of your local event include:

- Walkie-talkies (minimum of three)
- Sprinkler flags/markers (See Appendix C)
- Tables and chairs for official scorer and registrar (tent set-up)
- Registration forms (provided with your promotional materials)
- Score sheets (download online at www.mwrpromotions.org)
- Event golf balls* (shipped directly to you from LDA)

* Golf balls used in the event carry the Slazenger brand name, the official golf ball for the Re/Max World Long Drive Championship. Slazenger balls are imprinted with the #1 or #2, which permits two hitters on the tee at the same time. This procedure speeds the process and allows Site Directors to increase the number of tries.

Grid Set-Up

The grid should start at 135 yards and continue to 400 yards, if available. The grid should be 40 to 50 yards wide. Yardage should be marked every ten yards with turf paint in a manner similar to a football field. Flags providing visual definition of the grid for competitors should mark all four corners of the grid. The grid should have no obstructions such as bunkers, trees, or water hazards. See Appendix C.

Food and Beverage

Make sure there are plenty of Family and MWR operated concessions open prior to and during the event. Spend a few minutes with the food and beverage staff in advance to make sure they have the right menu items planned. Items that are quick to prepare and can move people quickly through a line are best suited for this event. Sample menu items include grilled hot dogs or sausage with grilled peppers and onions, hamburgers, or prepared deli-style sandwiches. You will be receiving five cases of product from Dr Pepper Snapple Group to be used as free sampling during your event. The product featured is 7UP. A distributor in your local area for Dr Pepper Snapple Group will deliver your product. In the case that you are not an existing customer with the distributor, additional details such as physical address and delivery time must be coordinated in advance.

Warm-Up Area

To expedite the hitting process and reduce delays, warm-up areas should be located as close to the tee area as feasible. Players warming up should be told repeatedly to hit away from the competition grid. Signage throughout the event area that clearly informs competitors of the process will make your event much smoother.

Simultaneous Hitting

Through experience, the LDA strongly recommends that courses have two competitors on the tee at the same time. The first person called to the tee hits from the left side with balls marked #1. The second player hits from the right side with balls marked #2. Competitors alternate hitting their shots and have five minutes to complete their try. Hitters may switch sides of the tee after player #2 completes his third ball and before player #1 hits his fourth ball. If one hitter wants to switch, they must switch. Those courses that do not use the simultaneous hitting and have one competitor at the tee at a time will have a three minute time limit per person.

The Call

The ball caller notifies grid workers when a player is ready to hit. He informs the grid workers as follows: "Player 1, Ball 1; Player 2, Ball 1; Player 1, Ball 2; Player 2, Ball 2" and so on during the round until all six balls have been hit. With each swing the ball caller indicates the flight and direction of the drive and when the ball will land ("High and left . . . coming down . . . now"). This allows grid workers to call in approximate yardages quickly.

Note: Do not measure each shot, only report approximate yardages. This speeds up play and allows more competitors to enter.

Marking the Spot

Grid workers need only to mark the four longest shots of the day. As competitors hit during the day, move the flag representing the shortest distance to mark the new top score.

Additional Tries

Competitors are allowed to register for additional tries if time permits. Competitors are not allowed to register after the posted closing time. The Site Director should notify players if there will be a cutoff for sign-ups.

Weather Contingencies

Site Directors may, at their discretion suspend or call off play due to weather. Once the event starts, managers should make every attempt within the safety of all players and staff to continue the event to completion. If the event must be rescheduled due to weather after the start of the event all competitors should be given the option to re-hit on the new day.

Awarding the Winner

A check will be cut by FMWRC and mailed directly to your golf course to be rung through your register to set-up your gift certificates. The checks will be shipped via FedEx. Please notify FMWRC Marketing Events and Promotions Division point of contact if the check has not been received no later than 15 July 2010.

Facilities are encouraged to celebrate the winners' achievement with an awards ceremony. Make sure someone is available to take high resolution photos of no less than 300 dpi. If you want your local paper to cover the story, make sure to have action photos and not just "grip and grins" of your winner.

A total of \$1,225 in sponsorship is available through FMWRC. A maximum amount of \$1,000 will be transferred to GLAC 553 to be used for advertisement and promotional expense reimbursement. A \$300 check will be cut and mailed directly to the Golf Manager in July to be used for the prize gift certificates. You should award second place a \$200 gift certificate and third place a \$100 gift certificate. First place will receive a trophy and advance to the next stage event. FMWRC will ship the trophies to each location.

STEP 3 - Qualification for the second stage Military Long Drive Events

Events conducted in CONUS and Hawaii will be different for advancement purposes than OCONUS events. Please make sure you read the information below that refers to your geographic area.

CONUS and Hawaii

The local winner from each CONUS and Hawaii event will advance to a second stage regional event held on 11 September 2010 in Dallas, TX. This event will be conducted by the LDA in conjunction with their open division regional event. Winners at each of these sites will attend on a voluntary leave status. Each winner will receive up to \$500 to off-set their travel costs and hotel while attending the event. The event will be held on Saturday, 11 September 2010 at City Pointe Driving Range in Dallas, TX. Additional travel costs more than \$500 will be paid for the

Hawaii winner. In the case that the first place contestant cannot attend the second stage event, the next longest driver should be sent. The travel off-set money will transfer to the player attending the event.

A total of fourteen players will advance to the Dallas regional event. The top five longest drivers from this group will advance to the MLDC in Mesquite, NV.

OCONUS Events

The OCONUS events will be a modified one day format which will result in their winner advancing to Mesquite, NV. Each OCONUS site should post their local event start times and clearly define when the event local event will end based on the number of competitors at the start of the event. During the local event the entry fee and event play is consistent with the official rules. It is only at the conclusion of the local event that the OCONUS events differ.

OCONUS Shootout under 5 players.

Players hitting position is determined by their order of longest drive in the open qualification (1 – 5). To be fair, each competitor should hit two sets of six balls.

Shuffle the order from shortest to longest with the longest competitor going last. Longest ball of the final set will be the winner.

Example:

Round 1: Player 1, Player 2, Player 3, Player 4, Player 5

Each player hits 6 balls.

Shuffle based on yardage.

Longest goes last.

Round 2: Player 5, Player 4, Player 3, Player 2, Player 1

Longest wins. Finished position is determined here!

You should award the trophy provided by FMWRC for first place and gift certificates for second and third. Your first place winner advances to Mesquite. All travel costs and accommodations will be provided by the sponsor.

OCONUS Shoot-out 6 + players.

This format will be single elimination due to time. Your competitors should be divided into equal groups. Each Site Director should determine total number of balls to be hit based on number of players and amount of time to conduct this portion of the event. We suggest six balls. After each group has hit, one winner out of each group and two wild cards (next two longest from the total field of players) out of the total number of players will advance to the finals shootout. The goal is to fairly pair the field down to get a manageable number of competitors for the shootout.

Example:

1. Seven finalists advance from your open qualifier.
2. You group the finalists into one group of three and one group of four.
3. Longest ball out of each group advances.

4. Next two longest balls out of the group of seven.
5. You now have four finalists.
6. The four finalists advance to a straight shootout with winner advancing. Finished position is determined here.
7. You should award the trophy provided by FMWRC for first place and gift certificates for second and third. Your first place winner advances to Mesquite. All travel costs and accommodations will be provided by the sponsor.

Reporting your Local Winners Information

Each host facility will need to forward their local (1st place through 3rd place) winning drives on page two of the score sheet available online at www.mwrpromotions.org and also included in this guide. Site directors should report the appropriate information and have winner's sign off on information. It's important that FMWRC receives this information back, so that we can coordinate your competitor's next stage event and report it correctly online.

In addition to the score sheet, please fax a copy of the application of your first place winner that will advance to the next event. The information provided will be forwarded on to the travel office of Dr Pepper Snapple Group and to LDA. Failure to submit your local information to FMWRC will forfeit your winner's chance at the next stage event.

Step 4 – Qualification to the World Long Drive Championship in Mesquite, NV

The 10 best long drivers in the Military will be on stage at the MLDC in Mesquite, NV on Wednesday, November 3, 2010. The breakout of how winners advance is as follows:

- Five Top Hitters from Dallas Regional Event
- Four Top Hitters from OCONUS (one from each site)
- The 2009 Military Long Drive Champion

World Long Drive Championship Trip Details

- Winners will arrive in Mesquite, NV on 1 November 2010. Winners will be staying at the Casablanca Hotel and Casino. A poolside reception at the Casablanca Hotel is currently scheduled at 6:30 p.m. (check with coordinators on the ground once you arrive to confirm all dates and times).
- One golf outing will be scheduled for all players to attend. Winners will be expected to attend. Continental breakfast and a box lunch on the course will be provided. Date and time will be determined.
- A fireworks display will follow the final division championship.
- The winner of the contest will receive \$10,000 cash and exemption into the open division of the RE/MAX World Long Drive Championship Powered by Dick's Sporting Goods Open Division in 2011.
- Departure from Mesquite, NV will be scheduled for 6 November 2010.

After Action Report

An after action report on the entire event at your installation is due to FMWRC by 15 October 2010. A template of the form will be available for download on www.mwrpromotions.org by 1 August 2010. Please include photos of the following with a minimum resolution of 300 dpi in your report:

- Photo of golf car advertisement
- Photo of product sampling at installation
- Action photo of winner
- Photo of outdoor banners

Don't forget to include your reimbursement for advertisement as mentioned above. Send all reports to the FMWRC Marketing Events and Promotion Division point of contact.

"Take Your Two-Some to Mesquite" Sweepstakes

This in-store sweepstakes will run August 26 through September 8, 2010 at all CONUS Commissary stores. This sweepstakes is being conducted by Dr Pepper Snapple Group. Additional details will be provided by the sponsor. Golf Pro Shops will have the opportunity to offer an entry box at their golf shops.

Golf Managers Incentive Program

New for 2010, the Golf Managers Incentive Program will spark creativity and really motivate managers to get the word out. Dr. Pepper Snapple Group will reward military installations that go over and above in their event plan with two incentive prizes. Additional instruction will be provided regarding the incentive program via email in mid-July 2010.

1. Best Overall Event - \$500 First Place / \$250 Second Place
Military sites participating in this incentive category should forward a one-page summary of your event describing why your event should be considered the best overall event. Include photos, copy of signup sheet, total numbers of competitors and entries, and audience size. Include anecdotal comments from customers through onsite event surveys that gauge satisfaction. Criteria for this award will be based on the following components:
 - Number of Unique Contestants
 - Number of Entries (six balls each)
 - Ancillary sales the event brought to the pro-shop
2. Best Advertisement Plan – \$500 First Place / \$250 Second Place
Military sites participating in this incentive category should forward a one-page summary of your event that describes why your event should be considered the best advertisement plan. Include screen shots, advertisements, website analytics and social media posts. Criteria for this award will be based on the following components:
 - Use of social media
 - E-mail blasts
 - Website hits

- Outcome of advertisement, i.e. attendance increase, Golf Pro Shop sales, and anecdotal comments from competitors.

Appendix A: Press Release

For More Information Contact

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Release 1085

Tee times near for Military Long Drive Championship preliminaries

By Tim Hipps
FMWRC Public Affairs

ALEXANDRIA, Va. – It's time for military golf's big hitters to head to the driving range and prepare for local qualifiers in the 2010 Military Long Drive Championship presented by 7UP.

Long-driving ability with a touch of accuracy will be tested on or near 21 military installations during first-round competitions that will begin July 15 and run through Aug. 22. The full schedule of dates and times will be available soon at ArmyMWRGolf.com.

The Army Family and Morale, Welfare and Recreation-backed competition is open to active-duty U.S. military and Family members 18 and older, including National Guard, Reserve and retirees from all services.

Following a second round of competition, nine regional winners will advance to Mesquite, Nev., to challenge three-time Military Long Drive champion Ensign Ryan Hixson of the U.S. Coast Guard.

Hixson has won all three editions of the Military Long Drive Championship with blasts of 343, 389 and 367 yards in the final rounds.

The finals of the Military Long Drive Championship will be waged Nov. 3 on the same grid as the 2010 RE/MAX World Long Drive Championship powered by Dick's Sporting Goods – in a desert oasis resort town where the best in the business of tape-measure tee shots congregate annually to crown their champions.

The Military Long Drive champ will earn \$10,000 and an exemption into the 2011 RE/MAX World Long Drive Championship, which will result in another all-expenses-paid trip to Mesquite.

First-round competitions will be hosted by Aberdeen Proving Ground, Md.; Fort Lee and Fort Belvoir, Va.; Schofield Barracks, Hawaii; Fort Benning, Ga; Fort Bragg, N.C.; Fort Campbell, Ky.; Fort Jackson, S.C.; Fort Carson, Colo.; Fort Leonard Wood, Mo.; Fort Lewis, Wash.; Forts

Bliss and Hood in Texas; Fort Huachuca, Ariz.; Fort Sill, Okla.; Naval Air Station North Island, Calif.; Nellis Air Force Base, Nev.; Camp Zama, Japan; Wiesbaden, Germany; Yongsan, Korea; and a location to be determined in Iraq.

Competitors are welcome to travel to several qualifiers.

Appendix B: Promotional Materials Checklist

Promotional Material / Size	Qty.	Projected Ship/Post Date	Intended Use or Display Location	(√) when received
Posters (18" x 24")	15	Shipped by sponsor 21 June 2010. Also available at www.mwrbrandcentral.com .	High traffic area on the installation, surrounding military golf courses, fitness center, banks etc.	
Table Tents	150	Shipped by sponsor mid-July. Also available at www.mwrbrandcentral.com .	Displayed on tables throughout installation and as counter displays at the bank, post office, dining facility, etc.	
Banner (3' x 8')	2	Shipped by FMWRC 21 June 2010. Also available at www.mwrbrandcentral.com .	Main gates or high traffic road.	
Counter Card	Electronic	Online at www.mwrbrandcentral.com .	Golf course counter	
Registration / Rules Form	Tear Pads (2)	Shipped by FMWRC 21 June 2010. Also available at www.mwrbrandcentral.com .	Golf course counter	
Golf Cart Ad	Electronic	Online at www.mwrbrandcentral.com	Golf cart signage display	
Score Sheet	Electronic	Online at www.mwrpromotions.org	Use at event for scoring	
Winner Report	Electronic	Online at www.mwrbrandcentral.com	Event resource for communicating winner's information to second stage event.	
ARMP Digital Banner	Electronic	Online at www.mwrbrandcentral.com	ARMP digital screens	
Web Banner	Electronic	Online at www.mwrbrandcentral.com	Golf course and/or MWR website	
Print Advertisement	Electronic	Online at www.mwrbrandcentral.com	Local newspapers, newsletters, and other media	

Appendix C: Grid

