



Watson Links 2025 Glossary

DAY(S) OF PLAY INITIATIVES

1. Complementary Day(s) of Play Watson Links helped drive impactful, natural opportunities for juniors to play 9-hole rounds with their coaches and other volunteers as mentors. These experiences offered free access to new and existing facilities to existing players in other youth programs.

First Tee – Greater Wichita

Impact: 19 juniors, 6 mentors, 80 rounds, 6 days

First Tee – South Puget Sound

Impact: 12 juniors, 15 mentors, 34 rounds, 2 days

First Tee - Syracuse

Drumlins Day of Play

Impact: 12 juniors, 8 mentors, 10 rounds, 1 days

First Tee – Indiana

Play with A Coach

Impact: 12 juniors, 12 mentors, 24 rounds, 2 days

First Tee – Indiana

Douglass Day of Play

Impact: 6 juniors, 4 mentors, 9 rounds, 1 day

Operation 36 – Keith Hills

Impact: 10 juniors, 5 mentors, 24 rounds, 3 days to date

2. Fairway Futures Before the high school season began, junior players had the opportunity to play with a golf mentor to experience a new course, make new connections and hone their skills for tryouts and competition! Members of golf organizations like LPGA-Amateurs serve as golf mentors.

Watson Links – KC HQ

LPGA - A Impact: 10 juniors, 10 mentors, 20 rounds, 1 day

High School Tuneup Impact: 10 juniors, 8 mentors, 27 rounds, 4 days

3. LPGA-USGA Girls Golf Day of Play Girls Golf participants were paired with golf mentors for a fun 9-hole round to end their season.

First Tee – Lake Erie

Impact: 15 juniors, 6 mentors, 21 rounds, 1 day

4. Day of Play with a College Team Juniors in Indiana paired up to play matchplay alongside Purdue collegiate golfers to learn Ryder Cup format.

First Tee – Indiana

Impact: 30 juniors, 15 mentors, 45 rounds, 1 day

DAY(S) OF PLAY INITIATIVES

5. Networking Day(s) of Play This engaging session included a boxed lunch, 7-hole shotgun, fun prompts around the course for mentors/juniors and even an ice cream truck! Junior golfers had the invaluable opportunity to talk to adult mentors from various professions and discuss their off-course interests.

First Tee – Philadelphia

Impact: 14 juniors, 14 mentors, 28 rounds, 1+ day

6. The Legends Summer Days of Play 4 days of play hosted by a private club for local middle and high school players. Hosted by a club pro, each experience started with a 30-min “lesson” for all, followed by 1.5 hours of play on the par 3 course and an ice cream social.

The Legends Golf Club

Impact: 10 juniors, 5 mentors, 60 rounds, 4 days

7. Monthly Watson Links Days of Play Juniors and mentors play once a month for social, educational rounds at various facilities. Continuing play opportunities paved the way for continuity in mentor/mentee relationships.

First Tee – Upstate South Carolina

Impact: 8 juniors, 6 mentors, 48 rounds, 8 days to date

First Tee – Tallahassee

Impact: 26 (beginner) juniors, 12 mentors, 75 rounds, 10 days

8. (Simulator) Social Day(s) of Play Golf mentors and juniors paired up to play indoors on simulator bays for 9-hole rounds that drive on-course connections in a new and modern way!

First Tee – Indiana Pre-season Social & EPSON TOUR Player Social

Impact: 23 juniors, 11 mentors, 34 rounds, 2 days

9. (Simulator) Mentor/Junior Ryder Cup Day of Play What happens when you take over 4 simulator bays, assign mentors/mentees to teams and introduce match play? That mentor magic! One of our most popular and engaging initiatives to date.

Watson Links – KC HQ

Impact: 16 juniors, 16 mentors, 32 rounds, 1 day

10. Shortcourse Showdown A high school, board-driven day of play experience on the chapter’s par 3 course. Channeling “Friday Night Lights” fun and friendly competition.

First Tee – Tampa Bay

Impact: 25 juniors, 15 mentors, 40 rounds, 1 day to date

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11. Competition-based Day(s) of Play Several initiatives leaned into the competitive spirit with fun formats, followed by social/dining experiences that drove connection, conversation and beyond!

Watson Links – KC HQ End of Season Par-Tee 2-person Scramble

Impact: 18 juniors, 18 mentors, 36 rounds, 1 day

First Tee – Syracuse First Tee Mentor/Junior Tournament

Impact: 8 juniors, 2 mentors, 10 rounds, 1 day

12. Access-oriented Day(s) of Play Watson Links is passionate about driving access for all levels and types of junior golfers. Partnering with community charities sometimes give more beginner players the chance to experience the game. Incorporating equipment and instructional elements is essential.

First Tee – Omaha BoysTown Days of Play

Impact: 63 juniors, 4 mentors, 80 rounds, 6 days

First Tee – Minnesota Days of Play

Impact: 14 juniors, 9 mentors, 72 rounds, 8 days

13. Newish to Golf Helps bridge the gap between the range and a full course by using modified and par-3 courses. Mentors help the juniors tee it up in the fairway and pick up the ball when needed - keeping the focus on fun!

Watson Links – KC HQ

Impact: 14 juniors, 16 mentors, 51 rounds, 13 days

14. Scorecard Scramble Two mentors and two juniors teed it up together at various courses. They played a scramble as a team. Each junior golfer worked on keeping score, comparing results with their teammate at the end of the round.

Watson Links – KC HQ

Impact: 8 juniors, 6 mentors, 23 rounds, 7 days

MENTOR MONTH INITIATIVES



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15. Mentor Month via Tee Times Having a set day/times for a month for mentor-led rounds creates fun, consistent opportunities for learning and connection. Using the Watson Links app, mentors and parents were able to sign up for Saturday or Sunday tee times based on their availability. Juniors have the chance to play, grow their golf/interpersonal skills alongside vetted volunteers, coaches and chapter board members.

First Tee – Sacramento

Impact: 32 juniors, 19 mentors, 80 rounds, 8 days * Estimate

16. Mentor Month via Pairings Pairing the same junior player and mentor for a month helps strengthen connection and deepen trust. These initiatives did just that, starting with a “pairing party” experience to introduce duos and lay out expectations for the experience.

Watson Links – KC HQ

Ironhorse Mentor Month

Impact: 10 juniors, 8 mentors, 31 rounds, 5 days

First Tee – Savannah

Spring Mentor Month

Impact: 11 juniors, 11 mentors, 75 rounds, 31 days

First Tee – Savannah

Fall Mentor Month / Mentor Cup

Impact: 10 juniors, 11 mentors, 40 rounds, 20 days * Estimate

17. The Tallahassee Urban Cup This neat version of a mentor month positioned juniors/mentors as teammates on teams named after the courses they’d play. Duos would play “home” and “away” matches on designated dates culminating in point totals for the team. Multiple Sponsors, two competing courses, lots of on-course competition and fun.

First Tee – Sacramento

Fall Mentor Month / Mentor Cup

Impact: 12 juniors, 12 mentors, 96 rounds, 4 days

SWING SERIES INITIATIVES

18. Watson Links Swing Series, presented by 15 and the Mahomies A dynamic offering that paired mentors and juniors through 120+ free tee times across the city. More than 15 facilities—regulation, par-3, and modified—participated. Five weeks of tee times were funded and promoted through a partnership with a local charity.

Watson Links – KC HQ

Impact: 84 juniors, 66 mentors, 420 rounds, 28 days

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SWING SERIES INITIATIVES

19. Access-oriented Swing Series Watson Links is passionate about driving access for all levels and types of junior golfers. Partnering with the local Big Brother Big Sisters chapter, Watson Links was able to help Big/Little matches gain access to local courses. With each duo already paired and screened, this initiative was an easy way to give bigs a fun, active, and outdoor opportunity to hone their little's golf skills and drive interest for these players beyond this initiative.

Watson Links – KC HQ *Big Brothers, Big Sister KC “Match Play”*
Impact: 20 juniors, 20 mentors, 82 rounds, 35 days

20. Teen Summer Swing Series Focused on creating mentor-led play opportunities for high schoolers, this target effort paired teen players with golf mentors for a 6-week period when they were out of school for life and golf lessons on the course.

First Tee – Lake Erie
Impact: 26 juniors, 11 mentors, 192 rounds, 6 days

21. Corporate Swing Series (with American Century Investments) Watson Links partnered with a corporation that had offices around the country to create mentor-driven free golf opportunities in their communities. Watson Links, public facilities and First Tee chapters helped source juniors to play with golf mentors (ACI employees) who reinforced golf etiquette, promoted fun and provided career tips! Markets included: Kansas City (MO/KS), Colts Neck (NJ), Dallas (TX), New Canaan (CT), and Santa Clara (CA).

Watson Links – KC HQ *American Century Swing Series*
Total Initiative Impact: 44 juniors, 36 mentors, 133 rounds, 38 days, 6 markets

Market highlight: First Tee – Jersey Shore
Impact: 7 juniors, 4 mentors, 23 rounds, 6 days
Market highlight: First Tee – Greater Dallas
Impact: 3 juniors, 2 mentors, 11 rounds, 3 days

22. (Supplemental) Swing Series Offer varied weekly play dates from a 3-8 week period for area juniors to experience on-course play alongside a mentor. Marketed to encourage repeat play at one or more facilities.

First Tee – Syracuse *Syracuse Summer Jam*
Impact: 14 juniors, 5 mentors, 114 rounds, 6 days
First Tee – Minnesota *Fall Swing Series*
Impact: 15 juniors, 7 mentors, 37 rounds, 4 days
First Tee –Piney Woods *Fall Swing Series*
Impact: 3 juniors, 2 mentors, 8 rounds, 4 days

See our list of primary locations and managers: [here](#)