



Up Swing
BY ALBERTA GOLF



We are the recreational brand of Alberta Golf, anchored with a digital platform designed and built to support the golf industry and accommodate recreational players looking to diversify their playing options. The UpSwing brand supports the largest segment of Alberta's golf market (675,000 golfers) by showcasing courses, events and playing opportunities.

The UpSwing digital platform can be viewed at upswinggolf.ca

Course operators and event planners are provided complimentary access to the platform, where they can showcase and promote their events and engage the UpSwing community of golfers.

Find your fun.



Three ways to find your fun.



1

Hosted Events

Exclusive to Course Operators

UpSwing organizes events each year attracting a total of 500+ players. These are not tournaments, but rather opportunities for players to enjoy playing courses they may not typically experience. Our host venues have included Banff Springs, Stewart Creek, Silvertip, Crowsnest Pass, Canmore and Sundre. Each event includes golf, carts, food & beverage, and prizing. If you would like Upswing to host an exclusive event at your course, please contact us by **March 31, 2024**.

[APPLY HERE](#)

Activations

Event Planners

UpSwing runs a series of activations that offer players an opportunity to test their skills, including your choice of, a Putting Contest, a Closest to the Pin Contest, or a Fairway Challenge. Activations are designed as a fun way for players to test their skills, while providing Alberta Golf with an opportunity to share information on industry initiatives. UpSwing provide the staff and bring prizing and giveaways for participants. There is no cost to the course for hosting one of these activations. If you would like UpSwing to attend one of your events please complete the enclosed application and submit it prior to **June 1, 2024**.

[APPLY HERE](#)

2



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Grant Program

\$20,000 in grants available – Event Planners

UpSwing is initiating a provincial program to promote diversity, equity, and inclusion (DEI) in golf. We are looking to support events that align with these initiatives. If you or your course host a golf event meeting our DEI criteria, UpSwing will be providing \$20,000 in grants, to a maximum of \$1,000 in pro shop credit per event. Apply today, grants will be awarded following the application deadline of **June 1st, 2024**.

DEI recognized groups: Persons with a disability, Indigenous peoples, Women and Girls, Economically Disadvantaged, Newcomers to Canada, Persons of Colour, LGBTQI2S+, Older Adult Masters Athletes.

[APPLY HERE](#)



1 Up Swing BY ALBERTA GOLF

Hosted Events

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Application deadline **March 31, 2024.**

Host Courses



Hosted Event Application

Yes, our course is interested in hosting an UpSwing Event

Course Name / Venue _____

Date(s) Requested _____

Contact Information _____

For full details or to submit your application, please email:
John Burns, Director – UpSwing by Alberta Golf: john@upswinggolf.ca

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Activation Request

UpSwing by Alberta Golf continues to support the golf industry and recreational golfers, the largest demographic of players in our province by bringing the resources to your course to offer a skills challenge activation. UpSwing interacts with players as ambassadors of the game, while providing one of the following challenges: KP challenge, Putting Challenge, or Fairway Challenge.

Application deadline **June 1, 2024.**

On Course Activation Application

Course Name / Venue _____

Date(s) requested _____

Activation type requested (choose one):



An illustration of a golf green with a hole and a pink flag. A dashed line shows a golf ball's path towards the hole. The background is a solid orange color.

KP Challenge

All players shoot for closest to the pin to win prizes. A Hole in One wins \$1000.

Find your fun.



An illustration of a cartoon beaver wearing a blue and yellow striped shirt and a purple visor, holding a golf club and a ball. A sign above the beaver reads "SO YOU THINK YOU CAN PUTT?". The background is a solid purple color.

Putting Challenge

All players attempt to make a putt through the target. Make the putt, win a prize.

Find your fun.



An illustration of a green, spiky cartoon character wearing a purple visor and white shoes, holding a golf club. The character is standing on a yellow oval. The background is a solid blue color.

Fairway Challenge

All players tee off. If your ball lands in the target zone your name is entered to win a prize.

Find your fun.

Successful activation applicants will be notified by **June 5, 2024.** For full details or to submit your application, please email: **John Burns, Director – UpSwing by Alberta Golf:** john@upswinggolf.ca



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UpSwing
BY ALBERTA GOLF

Grant Request

UpSwing by Alberta Golf is breaking down barriers to the game and creating a welcoming environment for all players. Our diversity, equity, and inclusion (DEI) initiatives support events that share our focus. We are providing \$20,000 in grants (to a maximum of \$1,000 in pro shop credit per event) to any golf related event or tournament that meets our DEI criteria.

Application deadline **June 1, 2024.**

Grant Application

Event Name _____ Number of players _____

Host Course / Venue _____

Contact Name _____ Email _____

Please answer the following questions:

1. Which equity deserving group will this grant support?

Persons with a disability, Indigenous peoples, Women and Girls, Economically Disadvantaged, Newcomers to Canada, Persons of Colour, LGBTQI2S+, Older Adult Masters Athletes.

2. Briefly explain the event's history or why this initiative is being started.

3. What impact will this event have on the group being supported?

By accepting a grant from UpSwing, at the completion of your event you will be required to submit a summary report that can be used by Alberta Golf to monitor and track future requests. These reports will be used as a resource that allows us to continue to develop and support DEI initiatives.

Successful grant applicants will be notified by **June 5, 2024.** For full details or to submit your application, please email: **John Burns, Director – UpSwing by Alberta Golf: john@upswinggolf.ca**