

Coaches vs. Cancer National Golf Classic

Pricing Justification Report (2026 & Beyond)



1. Executive Summary

For more than 15 years, participant pricing has remained at **\$5,000 per person**, even as inflation, operating costs, and venue standards have evolved dramatically. As the event expands to a **multi-year rotation across Top 100-ranked courses**, a refreshed pricing model is essential to sustain quality, maximize impact, and reflect the prestige of the venues.

- **2026:** Baltusrol Golf Club (NJ) & Plainfield Country Club (NJ)
- **2027:** Oakland Hills Country Club (MI)
- **Future Sites:** Top 100 U.S. courses recognized for championship history, exclusivity, and donor appeal

Tier	Price	% Increase vs. \$5,000	Key Notes
Early Commit	\$6,900	+30%	Reward loyal participants; incentivize early registration
Standard	\$7,500	+50%	Reflects inflation, venue costs, and peer event parity
Premium	\$9,000	+80%	Enhanced hospitality, VIP access, and brand experience

This framework ensures long-term financial sustainability, enabling the event to maintain its world-class experience while contributing roughly **70% of all revenue directly to lifesaving cancer research and patient programs** (i.e., 30% expense ratio).

2. Economic Context and Cost Drivers

2.1 Inflation and Margin Compression

- U.S. consumer prices have increased **~44% since 2011** (CPI-U).¹
- The \$5,000 rate now equates to only **~\$3,470 in 2011 dollars**, reducing purchasing power and margin.
- Costs of food, transportation, labor, and insurance — all integral to event delivery — have outpaced general inflation.

Simply restoring the event's purchasing power would require a price near **\$7,200**, even before accounting for premium venues.

2.2 Rising Golf Industry Costs

- **Peak green fees** at public courses have increased **16% since 2020**, driven by higher demand and increased input costs.²
- **Average 18-hole maintenance budget: \$999,585**, with elite courses exceeding **\$1.5 million**.³
- **Labor** comprises **57–60%** of maintenance budgets; water, fuel, fertilizer, and equipment have also risen significantly.³⁶
- **Venue surcharges** (closure fees, F&B minimums, event security, and insurance) have all increased post-COVID and have grown at similar or higher rates.

These cost pressures are magnified by hosting at two top-ranked, major-championship venues. The realities underscore the importance of higher participant pricing to preserve event quality and mission yield.

2.3 Venue Premium: Top 100 Course Standard

Club	Initiation Fee	Annual Dues	Notes
Oak Hill CC (2024)	\$78,000–\$100,000 ⁴	\$27,000+	Among the most storied clubs in the U.S.; multiple major-championship host venue ⁷
Baltusrol Golf Club (2026)	~\$150,000 ⁵	~\$18,500	Host of multiple major championships ⁸
Oakland Hills CC (2027)	\$125,000 ⁶	\$21,260	Top 20 U.S. Course

Hosting at elite venues carries **substantially higher direct expenses** (closure fees, F&B minimums, and operational surcharges), but also elevates the perceived and philanthropic value of participation.

3. Benchmarking: Comparable Premium Charity & Pro-Am Events

The proposed **\$7,500 standard rate** remains below comparable charity and pro-am events held at similarly prestigious venues:

Event	Venue	Price per Player	Key Notes
Nexus Cup	Liberty National (NJ)	\$15,000+	Invitational charity hosted by Tiger Woods; benefits youth golf programs ⁹
Tiger Woods Invitational	Pebble Beach (CA)	\$12,500–\$15,000	Celebrity pro-am benefitting the TGR Foundation ¹⁰
Zurich Classic Pro-Am	TPC Louisiana (LA)	\$7,000–\$10,000	Major PGA TOUR Pro-Am; corporate sponsor event ¹¹
RBC Heritage Pro-Am	Harbour Town Golf Links (SC)	~\$7,000	PGA TOUR charity event ¹²

Takeaway:

A \$7,500 price point is *positioned conservatively* relative to market peers, offering a premier experience at below-industry-average pricing and remaining competitive yet value-forward. It undercuts the Nexus and Tiger Invitational by 40–50%, offering a strong ROI for donors and sponsors.

4. Financial Modeling: 30% Expense Ratio (70% Mission Yield)

Adopting a **30% expense ceiling** formalizes fiscal discipline while scaling impact.

- $Expense (E) = 0.30P$ and $Net to Mission (N) = 0.70P$

Tier	Price	Expense (30%)	Net to Mission (70%)	Incremental Mission Impact vs. Old \$5,000
Early Commit	\$6,900	\$2,070	\$4,830	+\$1,330 per participant
Standard	\$7,500	\$2,250	\$5,250	+\$1,750 per participant
Premium	\$9,000	\$2,700	\$6,300	+\$2,850 per participant

A full foursome at the standard rate yields **\$21,000 to the mission**, compared to roughly \$11,000 under the prior pricing structure.

This 70% return standard will be maintained across all future sites.

5. References

1. U.S. Bureau of Labor Statistics (CPI-U, FRED Series CPIAUCNS): +44% inflation, 2011–2025.
2. National Golf Foundation (2024): “Green Fees and Rounds Played” (+16% since 2020).
3. GCSAA 2024 Maintenance Budget Survey; USGA “State of Course Management” report.
4. *Golf Monthly* (2023): “How Can I Play Oak Hill Country Club?”
5. *Club Benchmarking Report: Private Club Economics* (2023) – Baltusrol.
6. Crain’s Detroit Business (2025): “Oakland Hills hikes initiation fee 30% as clubhouse rebuild continues.”
7. *Robb Report* (2024): “Inside America’s Elite Golf Clubs.”
8. *New Jersey Monthly* (2023): “Top Private Clubs and Membership Costs.”
9. *Nexus Cup Official Site* (2024): Event details and participant pricing.
10. *TGR Foundation* (2024): “Tiger Woods Invitational” participant overview.
11. PGA TOUR (2024): Zurich Classic Pro-Am registration materials.
12. *Hilton Head Sun* (2023): “RBC Heritage Pro-Am Overview.”