



CASE STUDY · GUIDE4GOOD WISCONSIN

The Brown County Amateur 2026

What happens when a 150-player amateur golf tournament gets the media treatment it deserves.

7,968

UNIQUE VISITORS

25,961

PAGEVIEWS

108+

PLAYER PROFILES

150

GOLFERS

7

FLIGHTS

WHAT WE BUILT

A real event website, not a flyer:

- Live leaderboard updated from the course
- Sortable, filterable tee times for every entrant
- Photo + video gallery with likes and comments
- Event timeline for scores, aces, and behind-the-scenes moments
- Sponsor pages woven into high-traffic routes

Player profiles — the breakout feature:

- Every entrant got a Q&A; card: photo, years played, favorite hole, best memory
- Swipeable, shareable links players posted themselves
- Became the single biggest driver of traffic and buzz

THE RESULT

Players shared their own profiles. Families bookmarked tee times. Sponsors got reportable reach inside the pages people refreshed all weekend.

Evergreen keepsakes & coverage:

- Round Reflection cards players could make and share
- Branded graphics for low rounds, aces, and the champion
- On-site interviews, soundbites, and short-form video

For the first time, the tournament had a digital home that lived before, during, and after the event — and people came back to it.

We can do this for your tournament.

Guide4Good Wisconsin builds event websites, player profiles, and on-site coverage that turns a local tournament into a media event.

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