

SOUTHERN GOLF ASSOCIATION

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TO: 120th Southern Amateur Championship Participants
FROM: Jeremy Gardner, Southern Golf Association
DATE: **Updated: March 4, 2026**
TOPIC: Southern Amateur Championship Player Information

The Southern Golf Association looks forward to the 120th playing of the Southern Amateur Championship at Atlanta Athletic Club in Johns Creek, GA from July 15-18, 2026. We are the fifth of seven events that comprise the Elite Amateur Golf Series this summer.

Please carefully review the following championship information. Remember that we are guests of the club, need to conduct ourselves in a proper manner, adhere to all host club policies and the SGA Code of Conduct. Also, make sure to be at your assigned tee ready to play at least five minutes before your starting time. Contact us at the SGA office (205-979-4653) or email: Jeremy Gardner (jeremy@southerngolf.org) if you have any questions. We hope you have a great championship experience competing against one of the strongest fields in amateur golf!

Championship Website Portal

Championship History

This year marks the 120th playing of the Southern Amateur Championship and the second time that Atlanta Athletic Club has hosted the Southern Amateur Championship. John Daly II of Dardanelle, AR won the title in 2025 at Blessings Golf Club in Johnson, AR with a score of 278 (-10).

The Championship was first played in 1902 at Nashville Golf & Country Club in Nashville, TN. A.F. Schwartz of New Orleans, LA defeated Percy Whiting 4 and 2 to win the inaugural event. The Championship was not played in 1918 due to World War I and 1942-1945 due to World War II. The format was changed from match play to stroke play in 1964. [Southern Amateur Past Champions](#)

Championship Registration

There will be formal registration for all competitors in the ballroom on Monday, July 13th from 12:00pm-5:00pm & Tuesday, July 14th from 7:00am-3:00pm. Register to sign the host plaque, receive your player gift package, and have your photo taken for website and live scoring. If you are not able to register on July 13th or 14th, please notify the SGA in advance so your spot is not given to an alternate. Player Gift Package includes Holderness & Bourne duffel bag, Holderness & Bourne golf shirt, Personalized Caddie Bib (to keep), championship towel, one (1) dozen Titleist Golf Balls, and one (1) yardage books.

Atlanta Athletic Club Information

General Manager: David Sheppard
Director of Golf: Bud Taylor
Superintendent: Lucas Harvey
Physical Address: 1930 Bobby Jones Dr, Johns Creek, GA 30097
Club Website: <https://www.atlantaathleticclub.org/Home>
Golf Professional Shop Phone: 770-448-2166
Golf Shop Hours: 7:00am - 7:00pm
Practice Facility Hours: 6:30am-6:00pm
Food & Beverage Hours: 6:30am-9:00am (Breakfast); 11:00am-3:00pm (Lunch)
Championship Yardage: 7543, Par 35-36 – 71, 77.3/152
Course Architect: Robert Trent Jones, Andrew Green
Course Turfgrass: Zousia 419

Hosted Player Breakfast and Lunch

The SGA will provide breakfast for players from 6:00am-10:00am (Wednesday thru Saturday) and lunch for players from 11:00am-3:00pm (Tuesday thru Saturday) in the enclosed patio dining area. **Hosted meals are for players only.**

Food and Beverage Service for Caddies and Spectators

Caddies and spectators may purchase food and beverage items in the clubhouse. Note that bottled water is complimentary for everyone and available throughout the golf course.

Area Lodging

There are several hotels located within a few miles of Atlanta Athletic Club. Below is the hotel in the area that are offering SGA discounted group rates.

Hyatt Place Atlanta/Norcross/Peachtree

- Rate: \$129+ per night
- Cut-Off Date: June 30th
- Booking Link: [Click Here](#)

*Please note that players are responsible for their own accommodation and transportation.

Championship Schedule

Monday, July 13

9:00am (Shotgun) On-Site Qualifier for TBD Qualifying Spots.
12:00pm-6:00pm: Practice Facilities open to championship participants.
Player Registration in Clubhouse.

Tuesday, July 14

7:00am-7:00pm: Practice Facilities open.
7:00am-3:00pm: Player Registration in Clubhouse
8:00am-3:31pm: Practice rounds.
11:00am-3:00pm: Hosted Player Lunch

Wednesday, July 15

6:30am-9:00am: Hosted Player Breakfast
6:45am-6:00pm: Practice Facilities open.
Round 1: Tee times begin at 8:00am & 1:00pm off #1 & #10 tees. 18 holes of Stroke Play.
11:00am-3:30pm: Hosted Player Lunch

Thursday, July 16

6:30am-9:00am: Hosted Player Breakfast
6:45am-6:00pm: Practice Facilities open.
Round 2: Tee times begin at 8:00am & 1:00pm off #1 & #10 tees. 18 holes of Stroke Play.
11:00am-3:30pm: Hosted Player Lunch
Field cut to low 50 scores and ties after 36 holes.

Friday, July 17

6:30am-9:00am: Hosted Player Breakfast
6:00am-4:00pm: Practice Facilities open.
Round 3: Tee times begin at 8:00am off #1 tee. 18 holes of Stroke Play.
11:00am- 3:30pm: Hosted Player Lunch
Field re-grouped according to score.

Saturday, July 18

6:00am-9:00am: Hosted Player Breakfast
6:00am: Practice Facilities open.
Round 4: Tee times begin at 8:00am off #1 tee. 18 holes of Stroke Play.
11:00am-3:30pm: Hosted Player Lunch
Awards ceremony immediately following play outside of clubhouse (weather permitting).

Atlanta Athletic Club Policies

Cell Phone Policy: Cell phones may only be used on the golf course in case of an emergency, entering scores into live scoring, to call the golf shop in need of a ruling, view tournament leaderboard or as a distance measuring device. We ask that phones are set to silent while on club grounds. Silent communications (text, email) may be used inside buildings. Verbal communication (phone calls) should be conducted outside buildings.

Parking: There is limited parking at Atlanta Athletic Club. The main lot is located adjacent to the clubhouse and golf course. We ask players and family members to carpool as much as possible.

Dress Code: Appropriate golf attire must be worn. Slacks or Bermuda shorts. No cut-offs, no denim, no cargo pants, or cargo shorts. Men must wear shirts with collars and sleeves, always tucked in. Non-metal spikes only. The dress code applies to caddies and spectators. Please remove hats while inside the clubhouse.

Coolers: A small backpack cooler is permitted. Spectators may carry food and drinks for players. Reminder that outside food and beverages are prohibited. All food and beverages must be purchased from Atlanta Athletic Club. Complimentary bottled water will be available throughout the course for players and spectators. Otherwise, traditional personal coolers are not allowed.

Personal Items: Make sure not to leave any valuable personal items unattended such as jewelry, wallets, etc. even if they are tucked away inside your golf bag. It is best to leave your valuables locked in your automobile. Neither the SGA nor the host club will be held responsible for any lost or stolen personal items.

Accepted Forms of Payment: Club accepts Cash and Credit Card payments.

Caddies

- Personal caddies are permitted for practice and championship rounds. Caddies and players must always walk during the round.
- Caddies are required to wear an SGA issued caddie bib during championship rounds. Bibs will be provided to each player at registration as part of the player gift package.
- Personal push carts are permitted.

Practice Rounds and Practice Facility

- Practice facilities will be open on Monday, July 13 from 12:00pm-6:00pm to championship participants.
- One official practice round is on Tuesday, July 14. You will schedule a practice round tee time through the link below that opens on July 3 at 8:00am CT for registration. Practice round tee times will run from 7:30am-3:01pm in 11-minute intervals off #1 tee. Please do not show up at the course and expect to be accommodated for a practice round.
- Practice Round Tee Time Registration Link (will be distributed to final field)
- Players are limited to playing one ball except from the teeing ground. Players are welcome to use the practice range, chipping and putting greens throughout the championship.
- *Note that the practice facilities will close at 6:00pm on Monday and at 7:00pm from Tuesday-Friday for maintenance.

Course Set-Up/Yardage (*Maximum Yardage Per Hole)

| Hole | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Out | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | In | Total |
|-------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|
| Yards | 455 | 543 | 475 | 219 | 565 | 425 | 180 | 467 | 426 | 3755 | 440 | 457 | 551 | 387 | 468 | 230 | 475 | 207 | 573 | 3788 | 7543 |
| Par | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 35 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 36 | 71 |

- All yardage is subject to change based upon wind direction and weather conditions.
- Alternate tees: One teeing area forward from above yardages and all Par 3 tee platforms may be utilized.

Starting Times

Starting times for July 15-16 will be available on Monday, July 13th by 8:00pm ET. Players will be notified via text message and email with times publicly available online at [120th Southern Amateur Championship portal](#).

Championship Format

- The field will be cut to the low 50 players and ties after 36 holes.
- The lowest score for 72 holes will be the Champion.
- In the event of a tie for the Championship, a “sudden death” hole-by-hole play-off will be held immediately following play. The play-off holes and their order of play will be determined by the Committee.
- Initial groupings will be for the first two rounds; the field will be cut and re-grouped by score after the second round for the third round; field re-grouped by score for the fourth round.

Prizes

- The champion will have his name engraved on the *George W. Adair Trophy*, which is housed in the Atlanta Athletic Club clubhouse, receives a silver medal and the Calamity Jane Putter.
- Second and third place finishers receive a silver medal. Scorecard playoff to break a tie for a 2nd or 3rd place medal.

Exemptions Earned

- Champion receives a five-year exemption into the Southern Amateur Championship (2026-2031).
- Champion receives an exemption into the US Amateur Championship (2026)

Championship Policies

- This is a soft-spike facility. The penalty for non-compliance is disqualification.
- All championship fees are paid by the SGA.
- Atlanta Athletic Club’s Locker room is Members Only

Spectators

- SGA welcomes spectators at our championships. For your safety, we request that spectators always walk near the cart path. Spectator carts are not available for any reason at this championship.

- Reminder that spectators must not give a player advice but can assist in ball searches and permitted to carry food/beverages/umbrella/rain suit, etc. for a player.

Pace of Play

The SGA wants all players to enjoy competing in our events. Pace of play may differ depending upon the venue, weather, and course conditions. Every player is accountable for playing at an acceptable pace; therefore, we need your help. Please observe the following guidelines to help ensure a pleasant tournament experience for all:

- Make sure to keep pace with the group in FRONT of you. The group behind should keep pace with your group and so forth.
- Go directly to your ball.
- Be ready to play when it is your turn or request to play out of turn if it is safe to do so.
- Keep practice strokes and time taken to read putts to a minimum.
- Play a provisional ball if your original ball may be lost outside a penalty area or out of bounds.
- Keep time taken between nines to a minimum.
- Your SGA issued scorecard will have the maximum pace of play per hole printed on it.

Pace of Play Policy

A group that is out of position will be advised of the situation and the individuals may be timed.

- Any competitor who is discovered taking more than 40 seconds to play a stroke is subject to a warning for slow play and will be advised of the fact.
- The competitor will be notified that exceeding 40 seconds on one more occasion will result in a penalty of one stroke. A third violation will result in a two-stroke penalty, followed by disqualification for a fourth violation.
- A warning is any notice given to a competitor regarding pace of play.
- A competitor's time to play begins when the competitor has had a reasonable opportunity to reach his or her ball and when it is the competitor's turn to play and can do so without interference or distraction. Penalties are applied individually, but more than one competitor in a group may be penalized.
- In general, competitors in a group are subject to being timed at any time but specifically when the group is deemed to be out of position and over the allotted pace of play guidelines.
- The policy may provide that at any time, if a player is observed by a referee to take longer than a specified time to play a shot (i.e., 120 seconds), they will be notified of the excessive shot time and be timed, even though the group is in position.

Note that a group that is out of position at any time may be asked to close the gap regardless of pace of play guidelines. A group is out of position if they are over their maximum acceptable pace of play and more than 15 minutes behind the group ahead of them. The first group off either side is out of position if they are over their maximum acceptable pace of play.

Withdrawals

Exempt Player Withdrawal: If an exempt player withdraws for any reason before **11:59pm CST on the stated invitation deadline**, entry fee will be refunded minus \$50.00 administrative fee. Withdrawals after close of registration, 50% of the entry fee will be refunded. No refunds will be made for withdrawals after **Wednesday, July 1, 2026**.

Successful Qualifier Withdrawal: If a successful qualifier withdraws for any reason after paying his remaining championship balance of \$180.00 and before **11:59pm CST on Sunday, July 12, 2026**, 50% of the remaining championship balance will be refunded. No refunds will be made for withdrawals after **Sunday, July 12, 2026**.

To withdraw from the event before the close of registration, follow these steps:

- 1) Navigate to the Championship Website Portal.
- 2) Sign into your SGA Tournament Registration Account.
- 3) Click "Edit Registration" from left side of page.
- 4) Choose "Cancel Registration" under the dropdown menu on the right side of page.

To withdraw from the event after the close of registration, complete the [Online Tournament Withdrawal Form](#).

*Note: SGA will process your withdrawal and applicable refund within 72 hours.

No Shows

Players that fail to notify the SGA of their withdrawal and "No Show" their starting time will not receive a refund for any reason. "No Show" players may be subject to suspension from future SGA events.

Tournament Delays and Updates

The SGA will text players with any tournament delays or schedule changes. Notices will also be posted our Twitter account. Follow @sgagolf.

Elite Amateur Golf Series

- [Website and Elite Amateur Cup Standings](#)

Phone Numbers

Southern Golf Association: 205-979-4653

Atlanta Athletic Club: 770-448-2166