GOLF PUTTING PRACTICE DEVICE, METHOD FOR PRACTICING PUTTING USING SAME, AND METHOD FOR ADVERTISING USING SAME

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ABSTRACT
According to one aspect of the subject matter described herein, a golf putting practice device is provided. The golf putting practice device includes an upper portion for extending from a bottom of a golf cup and being viewable by a golfer during putting practice. A bottom portion is insertable into a socket of the golf cup. A flange is located above the bottom portion and configured to rest on the bottom of the golf cup that surrounds the socket for preventing the bottom portion from extending into the socket beyond a predetermined depth. An elongate portion joins the upper portion and the flange and has a diameter less than the diameter of the golf cup. At least one visual target is located in or on the upper portion of the golf putting practice device for providing an area of visual focus for a golfer during putting practice.
FIG. 2
PLACE LOGOS FOR AN ENTITY, A PRODUCT, A SERVICE, OR AN EVENT ON EACH OF A PLURALITY OF GOLF PUTTING PRACTICE DEVICES, EACH GOLF PUTTING PRACTICE DEVICE COMPRISING AN UPPER PORTION FOR PROTRUDING OUT OF A GOLF CUP AND BEING VIEWABLE BY A GOLFER FOR RECEIVING IMPACT FROM GOLF BALLS DURING PUTTING PRACTICE, A BOTTOM PORTION FOR INSERTING INTO A SOCKET OF THE GOLF CUP, A FLANGE BEING LOCATED ABOVE THE BOTTOM PORTION AND CONFIGURED TO REST ON THE BOTTOM OF THE GOLF CUP THAT SURROUNDS THE SOCKET AND CONFIGURED TO PREVENT THE BOTTOM PORTION FROM EXTENDING INTO THE SOCKET BEYOND A PREDETERMINED DEPTH, AND AN ELONGATE PORTION FOR JOINING THE UPPER PORTION AND THE FLANGE AND HAVING A LATERAL DIMENSION LESS THAN THE DIAMETER OF THE GOLF CUP

DISTRIBUTE A PLURALITY OF THE GOLF PUTTING PRACTICE DEVICES HAVING THE LOGOS TO GOLFERS

FIG. 4
GOLF PUTTING PRACTICE DEVICE, METHOD FOR PRACTICING PUTTING USING SAME, AND METHOD FOR ADVERTISING USING SAME

TECHNICAL FIELD

[0001] The subject matter described herein relates to golf putting practice devices, methods for using such devices to practice putting, and methods for advertising using such devices. More particularly, the subject matter described herein relates to a golf putting practice device, a method for practicing putting using same, and a method for advertising using same.

BACKGROUND

[0002] In different sports, aiming and focusing on a target is often critical success. For example, in tennis, in order to successfully return a ball in bounds, a tennis player must visually focus on the tennis ball or on a portion of the tennis ball before swinging at the ball. Similarly, in football, baseball, and basketball, it may be desirable to focus on a visual target for throwing or shooting the ball in order for the ball to reach a desired location. The game of golf is no different. For example, golfers often focus tee shots and fairway shots on particular landscape objects (e.g., trees, hills, etc.) to send the golf ball in a desired direction.

[0003] One particular area in golf where focusing on a target is critical is in putting and more particularly, in short putting (i.e., putting within ten feet of the hole). In putting, in order to increase the likelihood that a golf ball will fall into a golf hole, it is desirable to put the ball so that the ball will enter the hole at or near the center of the diameter of the hole. In order for a golfer to successfully put the ball such that the ball will enter the hole at or near the center of the hole diameter, the golfer often selects a target, such as a blade of grass or other imperfection on the back side of the hole, aims the face of the putt in the direction of focus, and puts the ball in that direction. By aiming and focusing on the blade of grass or other imperfection, rather than the entire hole, the golfer increases his or her chances of making a putt.

[0004] Current golf putting practice devices are of various types. For example, stationary and portable golf hole devices allow golfers to put at holes either in the floor or in a raised portion that rests on the floor. Other types of devices include raised targets that rest on the putting surface. However, all of these devices lack one or more desirable features, such as a visual target on which a golfer can focus, is insertable into a standard golf hole, and/or a design which is ergonomic, easily portable, and suitable for branding.

[0005] Yet another problem in the area of advertising is finding new ways to advertise to desirable advertising targets. Golfers typically represent an important cross section of business communities. Accordingly, entities may desire to market products, services, events or the entities themselves to golfers, for example at golf events, such as golf tournaments. It is common practice at golf events to distribute golf related products that are branded with company logos. For example, golf balls and golf tees are often branded with company logos and distributed to golfers. One problem with branding golf balls and golf tees is that they are often lost or broken by golfers and hence are not permanently kept by the golfers. Other types of marketing materials that are distributed at golf events, such as hats or other articles of clothing branded with company logos, are likewise disposable and have limited useful lives. Accordingly, there exists a need for new ways to market a product, a service, an entity, or an event to golfers.

[0006] In light of these difficulties, there exists a long felt need for a golf putting practice device, a method for practicing putting using same, and a method for advertising using same.

SUMMARY

[0007] The subject matter described herein includes a golf putting practice device, a method for practicing putting using same, and a method for advertising using same.

[0008] According to one aspect of the subject matter described herein, a golf putting practice device is provided. The golf putting practice device includes an upper portion for extending upward from a bottom of a golf cup and being viewable by a golfer during putting practice. A bottom portion is insertable into a socket of the golf cup. A flange is located above the bottom portion and configured to rest on the bottom of the golf cup that surrounds the socket for preventing the bottom portion from extending into the socket beyond a predetermined depth. An elongate portion joins the upper portion and the flange and has a diameter less than the diameter of the golf cup. At least one visual target is located in or on the upper portion of the golf putting practice device for providing an area of visual focus for a golfer during putting practice.

[0009] According to another aspect, the subject matter described herein includes a method for practicing golf putting. The method includes placing, on a putting surface, a golf putting practice device into a golf cup, the golf putting practice device having an upper portion for extending upward from a bottom of a golf cup and being viewable by a golfer for receiving impact from golf balls during putting practice, a bottom portion for inserting into a socket of the golf cup, a flange being located above the bottom portion and configured to rest on the bottom of the golf cup that surrounds the socket and configured to prevent the bottom portion from extending into the socket beyond a predetermined depth, and an elongate portion for joining the upper portion and the flange and having a diameter less than the diameter of the golf cup. At least one visual target is located in or on the upper portion of the golf putting practice device for providing an area of visual focus for a golfer during putting practice. The method further includes visually focusing on the at least one visual target and putting a golf ball at the elongate portion in a direction corresponding to the focusing.

[0010] According to yet another aspect, the subject matter described herein includes a method for advertising at least one of an entity, a product, a service or an event to golfers. The method includes placing logos for an entity, a product, a service, or an event on each of a plurality of golf putting practice devices. Each golf putting practice device comprises an upper portion for extending upward from a bottom of a golf cup and being viewable by a golfer for receiving impact from golf balls during putting practice, a bottom portion for inserting into a socket of the golf cup, a flange being located above the bottom portion and configured to rest on the bottom of the golf cup that surrounds the socket and configured to prevent the bottom portion from extending into the socket beyond a predetermined depth, and an elongate portion for joining the upper portion and the flange and having a diameter less than
the diameter of the golf cup. The method further includes distributing a plurality of the golf putting practice devices having the logos to golfers.

**BRIEF DESCRIPTION OF THE DRAWINGS**

[0011] Preferred embodiments of the subject matter described herein will now be explained with reference to the accompanying drawings of which:

[0012] FIG. 1 is a front view of a golf putting practice device according to an embodiment of the subject matter described herein;

[0013] FIG. 2 is a perspective view of a golf putting practice device according to an embodiment of the subject matter described herein;

[0014] FIG. 3 is a diagram illustrating an exemplary use of a golf putting practice device located in a golf hole by putting a ball on a putting surface according to an embodiment of the subject matter described herein;

[0015] FIG. 4 is a flow chart illustrating an exemplary method for marketing a product, a service, an entity, or an event to golfers at a golf event according to an embodiment of the subject matter described herein;

[0016] FIG. 5 is a front view of a golf putting practice device inserted into a golf cup according to an embodiment of the subject matter described herein;

[0017] FIG. 6 is a front view of a golf putting practice device according to an embodiment of the subject matter described herein; and

[0018] FIG. 7 is a perspective view of a golf putting practice device according to an embodiment of the subject matter described herein.

**DETAILED DESCRIPTION**

[0019] The subject matter described herein includes a golf putting practice device, a method for practicing putting using same, and a method for advertising using same.

[0020] FIG. 1 is a front view of a golf putting practice device according to an embodiment of the subject matter described herein. Referring to FIG. 1, golf putting practice device 100 includes an elongate portion 103 for joining flange 104 and upper portion 106. Upper portion 106 may include the portion of practice device 100 that protrudes out of golf cup 108 and is visible to the golfer during putting practice. Upper portion 106 may include an inverted truncated cone shaped portion forming a flange for directing golf balls downward into the golf cup during putting practice. Flange 104 is located above a bottom portion 105 and configured to rest on the bottom of golf cup 108 that surrounds a socket for receiving bottom portion 105. Flange 104 is configured to prevent bottom portion 105 from extending into the socket beyond a predetermined depth. Elongate portion 102 has a diameter less than the diameter of golf cup 108.

[0021] Flange 104 limits insertion of device 100 into a socket 107 of a golf cup 108. Elongate portion 103 may extend from flange 104 to upper portion 102. Elongate portion 103 may have a lateral dimension such that a difference between the diameter of golf cup 108 and the lateral dimension is less than the diameter of golf ball 109 so that golf ball 109 will fall into golf cup 108 when golf ball 109 impacts upper portion 102.

[0022] Truncated cone shaped portion 106 may include a visual target or logo 110 located on a sidewall of inverted truncated cone shaped portion 106. Visual target 110 provides an area of visual focus for a golfer during golf putting practice. In addition to, or instead of, being located on a sidewall of inverted truncated cone shaped portion 106, visual target 110 may be located on an upper facing surface of inverted truncated cone shaped portion 106. FIGS. 1B and 1C illustrate different examples of visual targets or logos that may be located on inverted truncated cone shaped portion 106.

[0023] Golf cup 108 is typically inserted into the ground on a putting green. Golf cup 108 may be a cylinder having a hollow center portion and a bottom portion. The hollow center portion may include a cylindrical portion approximately 2.25 inches in diameter and 4 inches deep for reinforcing the edges of the golf hole. The bottom of golf cup 108 may include a concave sloped surface having a central hole or socket for receiving bottom portion 105 of putting practice device 100. The socket may be centrally located at the bottom of golf cup 108 may be approximately 1 inch deep and ½ inch in diameter such that bottom portion 108 snugly fits inside the socket for securing vertical orientation of practice device 100 within the golf hole.

[0024] FIG. 1A shows golf putting practice device 100 interacting with golf cup 108. Bottom portion 105 may be fully inserted into socket 107 such that bottom portion 105 tightly engages socket 107. Flange 104 may rest upon the bottom of golf cup 108 that surrounds central socket for preventing elongate portion 103 from extending into the socket. This allows practice device 100 to be easily removed and reinserted into golf cup 108 and provides for practice device 100 to protrude a consistent height above the putting surface so that the golfer may visually focus on target 110 and impact upper portion 106 with golf balls during putting practice.

[0025] The amount that practice device 100 protrudes from golf cup 108 may vary without departing from the scope of the subject matter described herein. For example, the height that practice device 100 protrudes from golf cup 108 may range from being substantially flush to the top of golf cup 108 to as many as 3 inches from the plane of the top of golf cup 108. A golf putting practice device that is substantially flush with the top of the golf cup provides a visual target in the center of the hole on which the golfer can focus for short puts. A golf putting practice device that extends outward from the golf cup gives golfers a visual target for long puts or puts where the inside of the cup is not viewable.

[0026] In illustrated examples illustrated in FIG. 1A, visual target 110 comprises the number 2 inside of a circle. However, any suitable visual target may be used. For example, visual target 110 may be a logo for an entity, product, service, or event where the golf putting practice device is used for advertising purposes. In addition, visual target 110 may be painted on practice device 100, etched in practice device 100, or adhered to practice device 100, in the case of a decal. Thus, visual target 110 may be any indicia of at least two dimensions on which a golfer can focus during putting practice.

[0027] Practice device 100 may be made of any suitable material. Desirable characteristics of such a material are low manufacturing costs, durability, and the ability to withstand impact from a golf ball without substantial movement. For example, it is desirable for a golf ball to impact upper portion 102 of practice device 100 and fall into the golf hole. Exemplary materials suitable for use as practice device 100 include a plastic material, such as polyvinylchloride, wood, or a plastic material with at least some denser material in the core to provide stability. For example, the core of practice device 100
may be filled with lead or other metallic material. In one implementation, practice device 100 may be formed of a rubberized thermoplastic material (TPM), such as a thermoplastic vulcanizate (TPV) material. Once example of a TPV that may be used for practice device 100 is Sansprene®. Using a rubberized material may increase the ability for practice device 100 to receive impact of golf balls during putting practice. Practice device 100 may be formed by any suitable process, such as injection molding or latexing.

According to another aspect of the subject matter described herein, upper portion 106 may form a flare for directing golf balls downward into golf cup 108 during putting practice.

In one embodiment, an average diameter of upper portion 106 may be greater than an average diameter of cylindrical portion 102. The increased average diameter of upper portion 106 relative to upper portion 102 may facilitate gripping of practice device 100 by a golfer.

According to another aspect of the subject matter described herein, a maximum diameter of bottom portion 105 may be such as to fit inside a receiving point located at the bottom of a standard golf hole. For example, bottom portion 105 may be approximately 1/2 of an inch in diameter.

In addition, although in the example illustrated in FIG. 1, only a single visual target 110 is illustrated, visual targets 110 may be located on opposing sides of upper portion 106. For example, upper portion 106 may include two visual targets located on opposite sides of upper portion 106 to facilitate orientation of a target within the view of a golfer during putting practice.

In an exemplary scenario, a golfer may practice putting balls which travel a non-linear path for arriving at the hole (hereinafter, “putts with break” or “breaking putts”). Therefore, in order to successfully putt the ball into the hole, the golfer must not aim directly at the hole, but rather aim must aim at a point outside of the hole so that the trajectory of the putt will curve into a side portion of the hole. For a putt curving in only one direction, the golfer may aim at the apex of the perceived curve or tangent to the curve in order to sufficiently putt the ball in the hole. It is appreciated that putts which curve in multiple directions before arriving at the hole may be aimed in a similar manner by examining a combination of component curves in the putt. One advantage of the practice device 100 includes the ability to rotate visual target 110 within a golf hole in order to correspond with the entry location of a ball for breaking putts. As a result, a successfully putted golf ball having a break may still directly impact visual target 110 when target 110 is rotated within the golf hole to correspond with the vector of entry of the golf ball.

FIGS. 1B and 1C are illustrations of additional alternative logos for placing on the top surface of the putting practice device described herein. The logo shown in FIG. 1B includes the word “PLAY” located above the number “2” surrounded by a circle and the word “WIN” located below the number “2” surrounded by the circle. Read vertically from top to bottom, the logo comprises the phrase “PLAY 2 WIN®”. FIG. 1C illustrates a logo comprising a “2” surrounded by a circle. It is appreciated that the logo shown in FIG. 1C is similar to visual target 110, but larger in size. It is further appreciated that the area encompassed by the number “2” and the area surrounding the number “2” may be shaded with a variety of colors and/or materials and configured in combination so as to enhance the visibility and contrast of the logo.

FIG. 2 is a perspective view of a golf putting practice device according to an embodiment of the subject matter described herein. In FIG. 2, top facing surface 110 is substantially flat for receiving a logo, which, in the illustrated example, is a “2” surrounded by a circle. However, any suitable logo may be placed on upper surface 110 to market a product, a service, an entity, or an event to golfers at a golf event. An exemplary method for marketing a product, a service, an entity, or an event to golfers at a golf event will be described in more detail below.

FIG. 3 is a perspective view of practice device 100 and a golf ball 109 located on a putting surface 300. In order to use practice device 100 for practicing putting, a golfer 302 may place practice device 100 on a putting surface, such as a green or carpet. Golfer 302 may then put multiple balls 309 towards practice device 100 by visually focusing on target 110, adjusting the angle of the putter blade based on the direction of focus, returning to focus on the ball, and then completing the putt by impacting the ball with the blade so that the ball travels in the direction of focus of target 110. If the putt is successful, the ball will impact target 110 on practice device 100 and fall into the golf hole. If the putt is unsuccessful, the ball will come to rest on putting surface 300. When golfer 302 completes putting practice, golfer 302 can easily grip practice device 100 via upper portion 106 and lift practice device 100 from putting surface 300. Thus, upper portion 106 may provide an ergonomic design that increases the portability of practice device 100.

The subject matter described herein also includes methods for practicing putting using a golf putting practice device. The subject matter described herein includes a method for practicing golf putting, the method includes placing, on a putting surface, a practice device 100 having an upper portion 106 protruding out of a golf cup 108 and viewable by a golfer for receiving impact from golf balls 109 during putting practice. A bottom portion 105 is insertable into a socket of a golf cup 108. A flange 104 is located above the bottom portion 105 and configured to rest on the bottom of the golf cup 108 that surrounds the socket for preventing bottom portion 105 from extending into the socket beyond a predetermined depth. Elongate portion 102 joins upper portion 106 and flange 104 and has a diameter less than the diameter of golf cup 108. At least one visual target 110 is located in or on one of the top surface 110 and the upper portion 106 of the golf putting practice device 100 for providing an area of visual focus for a golfer during putting practice. The method further includes putting a golf ball at the practice device 100. The method further includes visually focusing on the at least one visual target 110 and putting a golf ball at practice device 100 in a direction corresponding to the focusing.

As stated above, a golf putting practice device may be used to market a product, a service, an entity or event to golfers. FIG. 4 is a flow chart illustrating an exemplary process for marketing a product, a service, an entity, or an event to golfers. Referring to FIG. 4, in block 400, a logo for an entity, a product, a service, or an event is placed on each of a plurality of golf putting practice devices, each including a top facing surface of upper portion 106 and a continuous sidewall portion of portion 102 for receiving a logo or visual target. The logo may be a company logo, a college or university logo, a sports organization or team logo, a product or service logo, a geographic logo, an event logo, etc. The logo may be placed on top surface 110 or upper portion 106 of practice device 100 illustrated in FIGS. 1-3 above.
In block 402, the golf putting practice device is distributed to golfers. Distributing the golf putting practice device to golfers may include distributing the device to golfers through any suitable distribution channel. For example, the golf putting practice device may be distributed at registration for a golf event without charge to golfers. Distributing the device without charge means that substantially all of the golfers in the golf event will receive a golf putting practice device and will likely keep the golf putting practice device. In addition, unlike disposable media, such as golf balls or articles of clothing that can be branded with a logo at a golf event, a golf putting practice device is more likely to be kept by a golfer and repeatedly used for putting practice. In another example, a university, a sports team, or other organization may sell golf putting practice devices branded with their respective logos over the Internet or in a brick and mortar retail store.

FIG. 5 is a front view of a golf putting practice device inserted into a golf cup according to an alternate embodiment of the subject matter described herein. Referring to FIG. 5, an alternate embodiment of golf putting practice device 100 is shown wherein flange 104 includes a truncated inverted cone shaped portion having a shape suitable for fitting at the bottom of golf cup 108. Thus, when golf ball 109 is placed into golf cup 108, golf ball 109 may rest within and on top of flange 104 such that when golf putting practice device is removed from golf cup 108, golf ball 109 may be easily removed simultaneously.

According to one aspect, flange 104 and bottom portion 105 may be detachable from elongation portion 103 and upper portion 106. Elongation portion 103 may attach to flange 104 by, for example, a screwing mechanism or other suitable method without departing from the scope of the subject matter described herein. By being separable into two parts, golf putting practice device 100 may be highly portable. Additionally, different configurations of flange 104 may be attached to elongate portion 103 for fitting into golf cups 108 of varying sizes and/or shapes.

According to another aspect, flange 104 may be adjustable along the length of elongation portion 103 for varying the portion 102 of golf putting practice device 100 visible above the lip of golf cup 108. An advantage to adjusting flange 104 may include locating visual target 110 at an optimal height above the putting surface for receiving impact from golf ball 109 during putting practice when the depth of golf cup 108 is non-standard. For example, if golf cup 108 is shallow such that the bottom of golf cup 108 is close to the putting surface (i.e., depending on soil condition and composition), flange 104 may be adjusted relative to elongate portion 103 in order to maintain a desired height 102 above the putting surface. Similarly, if golf cup 108 is deep, flange 104 may be extended so as to maintain a consistent height above the putting surface.

FIG. 6 is a front view of a golf putting practice device according to an embodiment of the subject matter described herein. Referring to FIG. 6, golf putting practice device 100 includes an elongate portion 103 for joining flange 104 and upper portion 106. Upper portion 106 may include an inverted truncated cone shaped portion forming a flare for directing golf balls downward into the golf cup during putting practice. Flange 104 is located above a bottom portion 105 and configured to rest on the bottom of golf cup 108 that surrounds a socket for receiving bottom portion 105. Flange 104 is configured to prevent bottom portion 105 from extending into the socket beyond a predetermined depth.

Flange 104 limits insertion of device 100 into a socket 107 of a golf cup 108. Elongation portion 103 may extend from flange 104 to upper portion 102. Elongation portion 103 may have a lateral dimension such that a difference between the diameter of golf cup 108 and the lateral dimension is less than the diameter of golf ball 109 so that golf ball 109 will fall into golf cup 108 when golf ball 109 impacts upper portion 102.

Truncated cone shaped portion 106 may include a visual target or logo 110 located on a side wall of inverted truncated cone shaped portion 106. Visual target 110 provides an area of visual focus for a golfer during golf putting practice. In addition to, or instead of, being located on a side wall of an inverted truncated cone shaped portion 106, visual target 110 may be located on an upper facing surface of inverted truncated cone shaped portion 106.

FIG. 7 is a perspective view of a golf putting practice device according to an embodiment of the subject matter described herein. As described above with respect to FIG. 3, in order to use practice device 100 for practicing putting, a golfer may place practice device 100 on a putting surface, such as a green or carpet. The golfer may then put multiple balls 109 towards practice device 100 by visually focusing on target 110, adjusting the angle of the putter blade based on the direction of focus, returning to focus on the ball, and then completing the putt by impacting the ball with the blade so that the ball travels in the direction of focus of target 110. If the putt is successful, the ball will impact target 110 on practice device 100 and fall into the golf hole. If the putt is unsuccessful, the ball will come to rest on the putting surface. Upon completing putting practice, the golfer can easily grip practice device 100 via upper portion 106 and lift practice device 100 from the putting surface. Thus, upper portion 106 may provide an ergonomic design that increases the portability of practice device 100.

It will be understood that various details of the presently disclosed subject matter may be changed without departing from the scope of the presently disclosed subject matter. Furthermore, the foregoing description is for the purpose of illustration only, and not for the purpose of limitation.

What is claimed is:

1. A golf putting practice device for use in conjunction with a golf cup, the golf putting practice device comprising:
   - an upper portion for extending upward from a bottom of a golf cup and being viewable by a golfer during putting practice,
   - a bottom portion for inserting into a socket of the golf cup, a flange being located above the bottom portion and configured to rest on the bottom of the golf cup that surrounds the socket and configured to prevent the bottom portion from extending into the socket beyond a predetermined depth, and a elongate portion for joining the upper portion and the flange and having a lateral dimension less than the diameter of the golf cup; and
   - at least one visual target located in or on the upper portion of the golf putting practice device for providing an area of visual focus for a golfer during putting practice.

2. The golf putting practice device of claim 1 wherein the upper surface is configured for receiving an advertising logo.

3. The golf putting practice device of claim 1 wherein at least one visual target comprises an indicia of at least two
dimensions that is visually distinguishable from a remainder of the upper portion and the elongate portion.

4. The golf putting practice device of claim 1 wherein the visual target comprises a logo for at least one of an entity, a product, a service, or an event.

5. The golf putting practice device of claim 1 wherein the at least one visual target includes a circle.

6. The golf putting practice device of claim 1 wherein the upper portion comprises an inverted truncated cone shaped portion and wherein the at least one visual target is located on a sidewall of the inverted truncated cone shaped portion.

7. The golf putting practice device of claim 1 wherein the upper portion comprises an inverted truncated cone shaped portion and wherein the at least one visual target is located on a top-facing surface of the inverted truncated cone shaped portion.

8. The golf putting practice device of claim 1 wherein a difference between the lateral dimension of the elongate portion and a radius of the golf cup is greater than a diameter of the golf ball so that the golf ball will fall into the golf cup after impacting the upper portion.

9. The golf putting practice device of claim 1 wherein the upper portion forms a flare for directing golf balls downward into the golf cup.

10. The golf putting practice device of claim 1 wherein the flange holds the upper portion a consistent height above the putting surface.

11. The golf cutting practice device of claim 1 wherein the flange is shaped for retrieval of golf balls from the golf cup.

12. The golf putting practice device of claim 1 wherein the upper portion protrudes outward from a top of the golf cup.

13. The golf putting practice device of claim 1 wherein the upper portion is substantially flush with a top of the golf cup.

14. A method for practicing golf putting, the method comprising:

placing, on a putting surface, an upper portion protruding upward from a bottom of a golf cup and being viewable by a golfer during putting practice, a bottom portion for inserting into a socket of the golf cup, a flange being located above the bottom portion and configured to rest on the bottom of the golf cup that surrounds the socket and configured to prevent the bottom portion from extending into the socket beyond a predetermined depth, and an elongate portion for joining the upper portion and the flange and having a diameter less than the diameter of the golf cup, wherein at least one visual target is located in or on one of the top surface and the upper portion of the golf putting practice device for providing an area of visual focus for a golfer during putting practice; and

visually focusing on the at least one visual target; and

putting a golf ball at the elongate portion in a direction corresponding to the focusing.

15. A method of advertising at least one of an entity, a product, a service, or an event to golfers, the method comprising:

placing logos for an entity, a product, a service, or an event on each of a plurality of golf putting practice devices, each golf putting practice device comprising an upper portion extending upward from a bottom of a golf cup and being viewable by a golfer during putting practice, a bottom portion for inserting into a socket of the golf cup, a flange being located above the bottom portion and configured to rest on the bottom of the golf cup that surrounds the socket and configured to prevent the bottom portion from extending into the socket beyond a predetermined depth, and an elongate portion for joining the upper portion and the flange and having a diameter less than the diameter of the golf cup; and

distributing a plurality of the golf putting practice devices having the logos to golfers.

16. The method of claim 15 wherein at least one visual target is located in or on one of the top surface and the upper portion of the golf putting practice device for providing an area of visual focus for a golfer during putting practice.

17. The method of claim 15 wherein placing the logos on each of the golf putting practice devices includes placing the logo on at least one of the top surface and the upper portion of each golf putting practice device.

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