



A Guide To Golf Event Planning



the
Links of

GlenEagles
Cochrane, Alberta

A GUIDE TO GOLF EVENT PLANNING

So they've made you the Golf Event Planner for this year. Now what do you do?

Not to worry. What might seem a daunting task – bringing a large number of people together for golf, a catered meal, prizes and contests need not be difficult. You need not be an experienced golfer to run an outstanding golf tournament. All it takes is some advance planning and the foresight to use some basic guidelines described in this manual.

Most golf tournaments can be staged by a relatively small group of individuals, along with the help of the golf course's own staff. But some tournaments are so large that they require special expertise to make them happen. However, this manual will follow the assumption that your event will be of a typical size – less than 144 players.

We trust that the information will be invaluable in helping you treat your guests to an unforgettable day of golf hospitality.

Your Golf Outing: An Overview

A typical daylong, golf outing can involve 20-152 players with 18 holes of golf taking approx. 4 ½ to 5 hours, with most outings followed by a cocktail hour and dinner. Registration typically begins 1.5 hours prior to the event start time, and some groups choose to serve a breakfast or light lunch to golfers before they head out for their round.

As your organization's golf event planner, most of your work will be completed well in advance of the outing. On the day of the event you'll get plenty of help from the golf course staff, which will be more than happy to take many details off your plate, including all matters pertaining to the actual golf competition.



One of the pleasant surprises about staging a golf outing is how helpful our golf course's professional staff can be, both in the planning process and on the actual event day. Hopefully, you should have already developed a good working relationship with your key golf course representative, to the point where on the day of your event, the golf course staff will almost seem like part of your own event staff. Our staff put a high value on building a spirit of teamwork among our themselves. Thus, you'll find them extremely attentive to your needs and very flexible when it comes to those inevitable last-minute changes that are typical to golf events.



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First Step: Decide on a Date

The single most important step in starting your golf event plan is choosing a date. Are you flexible about which day of the week to hold your event?

For example, if you are able to schedule your event on a Monday, your options for golf course dates increase dramatically. While Monday-Friday's are business workday's, there are many golf outings held during the week to allow your guests an escape from their typical routine.

The most popular time of day for an event can vary depending on your group. Afternoon starts work great for those guests who go into the office in the morning and then head out for an afternoon of golf. A morning start also has its advantages as many players enjoy a relaxing day on the course followed by the rest of the day to spend with their family. Additionally, if desired, a company can stage a business meeting during the morning hours, and then break for lunch followed by an afternoon of golf.

Research Other Golf Outing Events

Feel free to ask our Head Professional to provide you with the names of other groups who have held events at The Links of GlenEagles. You'll be able to contact someone who has been through the whole process and has had the benefit of already having experienced a golf event at our course.

If there are experienced golfers in your organization who have played here before, talk with them about the course and our facilities. You'll find that golfers are more than willing to provide excellent feedback on their golf experiences. Plus, you'll find that during the discussion with your fellow employees who play golf, you will unearth some interesting stories about the outing that will provide you with excellent background information.

Visit the Course and Take a Tour of the Facilities

We strongly encourage you to make an appointment to come out and inspect our facility firsthand. You will be able to meet with our tournament director and go over any questions or concerns that you may have. You can also go over scheduling meeting rooms and discuss your food and beverage choices.



If you are new to our course, we can take a golf cart tour and give you glimpse of the day your guests will experience, and show you the exceptional condition of our course.

You can also take this time to examine our golf cart fleet and rental clubs. We supply only the best in rental clubs with a new set of Callaway Big Bertha irons and woods as well as an Odyssey putters.



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What is Your Budget?

When establishing a budget for a golf event, remember that we will charge on a per person basis. The cost per golfer in our basic Falcon package includes the greens fee (the cost of actually playing the course) and a cart fee (the cost for renting each golf cart), and a banquet dinner with 3 entrée options. Our upgraded Eagles Package will also include a \$15 prize credit (a credit to be used in the proshop for gift certificates or merchandise), Bottled Water, Driving Range, Gift Pack, and Electronic Leaderboard (Scrolling scores following the event on our projection screen in your banquet room).

Meals can be served before your golf event in addition to your banquet meal. Depending on the start time of your event, you may want to go with an additional breakfast or lunch, continental breakfast, full breakfast buffet, box lunch or burger party just to name a few options available.

There are other food and beverage items to take care of. Will your guests expect beverages on the course? We will service them with two beverage carts throughout the day, but you may want to decide on a cash or host service. What about beverage tickets so that your guests will not have to fumble for change when they purchase a beverage out on the golf course? These are some of the other costs that many sponsoring organizations build into their event budgets.

Prizes may be another item to consider. What will you be giving away? Will you have to purchase the items, or will they be donated. Many golf tournaments, especially those run for a charitable purpose, contact various businesses for donations of prizes. Additionally, you will have a \$15 credit person that is included in our Eagle package that may be redeemed in the proshop for gift certificates or merchandise.

Key Golf Outing Budget Items

- Greens fee and cart fee
- Food and beverage (pre-event)
- Food and beverage (post event)
- Drink tickets
- Prizes (trophies, golf balls, golf equipment, gift certificates)
- Printing (brochures, posters, entry forms)
- Transportation to and from the event
- Insurance for high visibility hole-in-one contests.
- Gratuities for staffers who are part of your event



Depending upon the size and scope of your outing, here are some other items that perhaps could be considered as part of your golf outing budget:

- Hole-in-one contest insurance
- Photography, including team pictures for each group
- Signs and banners to recognize tournament sponsors
- Clinic or appearance by club professional or touring professional

The number of items in your budget will vary depending on the size of your event and how big a splash



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you want to make with participants, clients, customers and other guests. You can offset some of these costs through donations from various businesses, including the selling of individual hole sponsorships. Business will “buy” a particular hole, knowing that the money paid out will help the event itself and/or help a designated charity. Hole sponsor signs are a staple at corporate golf outings. Placed at each hole, they publicize the names of the companies who have made significant contributions to the success of the tournament.

Food and Beverage: Topping Off Your Day of Hospitality

A traditional part of a golf outing is to extend warm hospitality to your guests in the form of outstanding food and beverage service. This may start with a breakfast or a box lunch upon arrival, where guests can grab a quick bite before spending 4.5 hours out on the golf course. The box lunch can be placed on the golf carts so everyone can take it with them on the course.

Once out on the golf course, beverage service is a must, especially since your guests will likely be out there for 4.5 hours or more. You may want to consider purchasing drink tickets for your guests, so they can exchange tickets for their beverages on the golf course without having to pay.

Many golf outings provide one or two drink tickets (bought by the event sponsor in advance) to each golfer when they check in. We will provide 2 beverage carts as well as the half way kiosk for service. After 18 holes of golf and

4.5 hours on the course, most golfers are ready for lunch or dinner. While we will provide you with a great array of dining choices, the BBQ steak buffet is by far the favorite post-event meal for golf outings. More formal menus are certainly available, and you'll find our food and beverage staff will go out of its way to ensure that your every request is fulfilled.



Signing the Contract

Once you decide on a date; and select food options, we will require a tournament agreement to be completed. This will give you a chance to review all of what we have discussed, and it provides a written agreement that the golf course will reserve the particular date on your behalf and agree to deliver the food and beverage in the proper quantities, as well as other services you request.

Payment -- Once you have signed the agreement, a deposit of 20% of the estimated event total will be needed to finalize the booking. The final payment is due 7 days in advance along with the final participant number. This is so that the course can order the proper amounts of food for your group and avoid any last minute changes that could adversely affect club staffing or food and beverage service. Any day of incidentals including drink tickets, host bar tabs, additional prizes etc. can be cleared up by credit card on the day of the tournament, or an invoice will be provided with the balance due 7 days after the event.

Getting the Word Out

A key component of planning for a golf outing is informing your potential guests about the event. Since Many golf outings are all-day events, it is extremely important to provide your guests with at least two



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months advance notice. If there is a huge demand for spots in your tournament, you may have to start the process even further in advance.

For your first announcement of the event, a simple news item or press release listing the name and date of the event, the location, starting time, and list of the day's activities is appropriate. Distribution can be via email, fax, through the company newsletter or via snail mail. Plan to announce your tournament six months in advance so that your guests can reserve the date on their calendar.

Approximately three to four months in advance, you should plan to follow up with a second announcement. This could be a formal invitation that includes a registration form or some type of reply form. One month in advance, plan to follow up with another news item about the golf tournament, a "last chance to enter" letter for those who haven't replied and a confirmation letter to those who have already signed up.

What If It Rains?

Every golf outing must have a plan in place for inclement weather. No matter the date you end up deciding on there is always a chance of rain. While tournaments are expected to play in light rain, no one likes to be out there in a hard steady downpour. All of your guests should be instructed to come out to the course on the day of your event regardless of weather. The weather patterns may change rapidly and we all have to be ready to play in case it does turn out to be a nice day. If there is a drizzle or light rain, we do expect the tournament to play, and all participants should dress appropriately. If the rain is harder, we may play a nine hole event. The nine hole event is a great option as you can still make a day for your guests, offering golf, prizes and a great meal. If the weather outside is unplayable, the golf may be cancelled. Banquets will always go ahead regardless of weather to provide a pleasant closing for your planned day.

Registration Desk

When golfers arrive at your outing, you'll want to have a centralized place where they can check in, meet their playing partners, change their pairings, learn their starting hole, and pick up a tournament rules sheet. The Event Planner and his/her volunteers usually man this table. We can set up your registration table at the bag drop area, by the putting green, in the lounge, or in your banquet room.

Format for Play

A primary factor in determining the playing format for your outing will be the number of players participating. Once you know how many players will take part you can choose the type of event that makes most sense for the size of your group.

A golf tournament attracts a wide variety of players, some of them serious players and others who rarely pick up a club. This will affect your choice of formats in that you should try and pick a format that will allow players of all abilities to enjoy the round and actually take part in the competition. Even though you will match players of varying abilities on teams, the social nature of golf tends to bring people together no matter how well they play.



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You will also want to choose a format that allows players to compete in a reasonable amount of time. Remember, it takes 4.5 to 5 hours to complete a typical golf outing.

Golf Event Formats and Contests

There are a wide variety of golf formats and contests that will work for a corporate or charity event, but team formats work best. Because there is usually a wide variance among players in terms of their golf skills, putting players on teams tends to level the playing field so everyone has a chance to win.

In order to put teams together that are even in ability it will be necessary for you to ask for each player's handicap. While many regular golfers carry a handicap, there will be a number of golfers at your event who don't keep track of their scores often enough or don't play enough to track their handicap. In that case, the tournament chairman can assign handicaps that appear fitting to an individual who doesn't play much. Additionally, if you need assistance assigning a handicap or deciding on a format, your golf course professionals will be glad to assist you to ensure that the competition will be fair and enjoyable for everyone.

Competition Formats

The Scramble

By far this is the most popular format for a group golf event because it allows for a good pace of play despite the large number of players. Additionally, a scramble gives everyone – even the less experienced golfers – a chance at winning. A four-person scramble is one in which there are four players on a team. All players tee off and then each hits their second shot from the spot where the best drive landed. On each succeeding shot all golfers play from where the best shot of the four landed. Continue with this process until the ball is holed out.

Best Ball

Each player hits his/her own ball in a Best Ball competition, but only the lowest score from among the group is recorded as the official score for the competition. The lowest score for each hole is recorded as the official score for that hole. The best ball allows for each player to play a full round of golf, but still allows for less experienced golfers to contribute to and be part of a winning team. Not to be confused with scramble, best ball is an individually played hole with the best score on a hole recorded as the team..

Odd and Even

Two-player teams hit one ball between them, with one player hitting all the odd-numbered shots and the second player hitting all the even-numbered shots. Players alternate hitting tee shots, so that one player doesn't have to hit every single tee shot. Great alternative to a scramble, this is a two man game but also keeps the play moving in a timely manner.

Stableford

A Stableford awards points for scores made on each hole, A point value is assigned for a birdie, par, eagle, bogey, double bogey or triple bogey based on the following formula. Instead of the player



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winning with the fewest strokes, in this case the winner would be the player with the most points. May also use the players net score (gross score minus handicap) to count towards stableford points (net stableford).

Sample Stableford scoring scale:

Double Eagle	Eagle	Birdie	Par	Bogey	Double Bogey	Others
10	5	3	2	1	0	0



Callaway

The Callaway, though more complicated than other scoring systems, is used for one-time events when Most of the players do not have a handicap. The Callaway system utilizes a special scoring table to determine each player's net score, based on how players do on their worst scoring holes of the day. Event planners take note. The Callaway scoring system is much more complicated and takes much longer to score than other methods.

Fundraising Idea's

Putting Contests

The most common added competitive activity at golf outings, putting contests are extremely popular because anyone – whether they are playing golf that day or not – has the basic skill to putt a golf ball toward the hole. Usually held on the practice putting green, putting competitions offer dozens of variations on a theme. The object, of course, is to putt the ball in the hole in the least number of attempts. Most putting contests collect a nominal fee from each participant, depending on the group. These entry fees can range from as little as \$1 to \$50, with income going to the winner or a smaller prize available to the winner and the money going to charity. This event can take place prior to the start of the tournament or after the event.



Chipping Contest

This is a variation of the putting contest, except that shots are taken from just off the putting surface to see who can chip the ball closest to the hole. Another variation on the chipping contest is to see who can get closest to the hole from one of the sand bunkers. Fees to enter are usually the same as putting contests.

50/50 Tickets

Selling 50/50 tickets to raise money is not a new idea, but a very effective one. It gives you the opportunity to have people purchase the tickets throughout the day at multiple times.



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Mulligans

A mulligan is an extra shot – that can be used to take the place of an errant shot – purchased prior to the round with the money going to charity. Should you miff a shot, you can use a mulligan to replace that shot without any sort of penalty. Mulligans are an excellent way to raise money for charity or to defray the expenses of the golf tournament. Traditionally, only two or three mulligans per player are allowed. The price for a mulligan can vary from \$1 up as high as \$50, depending upon your group.

Silent Auction

If your group has the ability to generate larger donations, a silent auction is a great fundraising option. Typically you will display your items at the registration table prior to the round. The items will then be up for bid in your banquet room after the completion of the round. The bidding can happen throughout cocktails and dinner with the auction closing 30 minutes after dinner. Items can include trips, golf clubs, autograph sports items, limited prints, electronics, appliances, and many more.

A great way to maximize the amount of fundraising you can do during your day is to create a bundle of all of the above items. \$40 for 3 mulligans, 1 chance at the putting, 1 chance at chipping, and an arms length of 50/50 tickets is a great example.

Hole Competitions During the Round

Longest Drive

Award a prize for the person who hits the longest drive on a predetermined hole during the competition. Normally, this contest takes place on the course's longest Par 5 hole.

Shortest Drive

This contest can usually get a laugh or two out of your group. It goes to the person who hits the shortest drive that lands on the fairway. It is usually held on the same hole as the longest drive competition.

Straightest Drive

A rope is stretched down the middle of the fairway and the drive that comes closest to that rope is determined the winner.

Closest to the Pin

This popular contest involves a tee shot off a par 3 that comes closest to the pin.

Longest Putt

A prize is awarded to the player who is able to sink the longest putt on a pre-announced green. Many times this contest is played prior to the start of the round, in that it gets the group in a fun mood and avoids the possibility of slowing play.

Fastest Hole

Have a volunteer or one of our GlenEagles staff members monitor a hole and we will time each group



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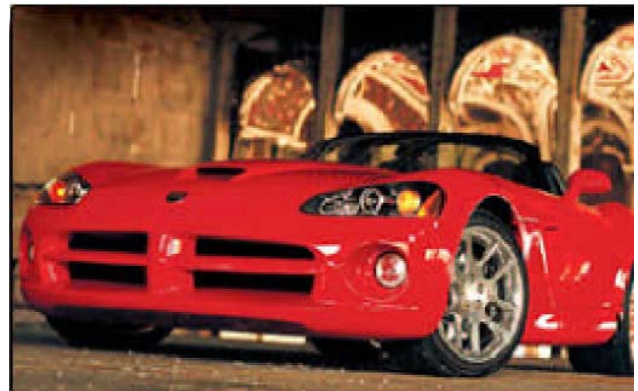


from tee box to last putt. The fastest time wins a prize. Great for a few laughs as well as keeping your event moving.

Other hole prizes are available that would be great options for non-golfers to have a chance to win. These include ball in sand draw, ball in water draw, ball in canyon draw. Etc.

Make a Hole-in-one; Win a New Automobile

High visibility hole-in-one contests on par 3 holes are a way to draw attention to your event and send a message of status to your guests. While few people during the course of a year win automobiles for holes in one, the prospect of hitting the one-in-a-million shot is something that intrigues everyone so that they all want to step up to the tee and have a go.



A hole-in-one contest with a brand new automobile as first prize is something that your organization may want to consider as a way to spice up your event. It's an excellent hook for pre-event publicity and something that will surely be a hot topic of conversation among your guests.

There are a number of ways to go about having such a contest, but the first is to contact an insurance company that handles such contests. Your golf professional is no doubt familiar with these contests and can be a great resource on what companies you can work with.

You can work with a local auto dealer to supply the car for display that day. Usually the car can be parked on or near the hole where the contest is to take place. Even if no one wins the car, the fact that it is on display all day lends an air of excitement to the day. Of course, the cost of purchasing a car for the winner is taken care of by the insurance company.

In addition to an automobile, prizes on these high visibility contests include boats, air tickets, vacation rentals and other items costing thousands of dollars. Of course, there are minimum distances that must be observed for these contests, so you'll want to make sure that the golf staff has the tees set to the proper distance to qualify for the prizes.

A cash hole in one insurance is available through GlenEagles at a great rate. We take care of all the paperwork.

Defraying Costs of the Event with Hole Sponsors

If your outing is a charity event, hole sponsors are a great way to raise money for the designated charity, as well as a way to engage local businesses to help you promote your event. Decide on a price for sponsorship of each hole. Keep in mind that you'll have to produce hole sponsor signs, and in the process, collect copy and artwork from the individual hole sponsors. Signs that are perfect for golf course placement can be produced at many local commercial sign companies for a reasonable price.



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Better yet, recruit a local sign company as a hole sponsor in exchange for giving you a reduced rate on producing the signs. Other sponsorship opportunities include cart sponsors, lunch, beverage cart and dinner sponsors.

Volunteers: Backbone of Your Golf Event Planning

Plan to enlist the help of a dozen or so volunteers, depending upon the size of your event. These individuals should plan to work the entire day, handling such items as manning the registration table, helping with contests, helping the photographer, loading and unloading supplies and prizes, placement of hole sponsor signs, and collecting supplies when the event is completed.

Your Awards Banquet: The Finishing Touch for a Perfect Day

A final conclusion to the day's events is the post event awards banquet, where your organization has the opportunity to honor competition winners, say thanks to sponsors, announce charitable contributions and, most important, treat your guests to a wonderful meal. To prepare for the banquet you'll need a podium, microphone, and public address system to communicate with your audience. To display trophies, prizes and other items, you'll need a table that should be located in a position that can be seen by the largest number of people. The golf staff will set up our tournament electronic leaderboard with the names of all the teams and participants and their scores scrolling on our big screen.

Remember that the results of some of your contests are still out on the golf course when the players finish. A member of the golf staff will pick up the Closest to the Pin, Longest Drive and other contest markers and bring them in for the official scorer. A member of the golf staff will collect scorecards from teams as they finish, total and post the final scores on the board.

Golfers are a hungry lot when they come off the golf course. You'll want to make sure that the food is set up and ready when the players start finishing their rounds. Your golf course will closely monitor the pace of play and can predict with some accuracy when most of the players will be finished. It's important to choose a meal and serving format so that a large number of guests can be served in a short period of time. This is why the buffets are so popular for golf outings.



Presentation of awards is a major part of your banquet, including team winners and individual winners such as low gross, low net, closest to the pin, longest drive and other contest winners. You'll need a public address system for your banquet room, which is supplied by the club. Decide in advance who will emcee your banquet. It is usually best to have someone with a sense of humor who can entertain the guests as well as acknowledge their attendance and thank them on behalf of the sponsoring organization.



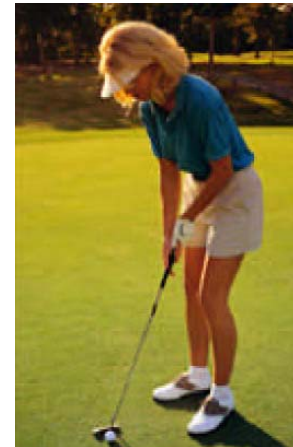
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A Sample Golf Outing Timetable

Six Months in Advance:

- Book your date.
- Review and choose menus.
- Sign and return contract to the golf course.
- Decide on playing format.
- Prepare your invitation list.
- Send out first publicity announcement.
- Begin creating an invitation.



Three Months in Advance:

- Place orders for any special gifts that require logos.
- Order sponsor banners, hole sponsor signs and other graphic materials.
- Select a photographer or videographer.
- Mail out formal invitations for the event.

One Month in Advance:

- Review start time and arrangements with your golf course contact person.
- Check the status of any gifts you have on order, confirm delivery times.
- Mail second publicity announcement to remind people of the event.
- Mail confirmation letters to those who have already signed up.
- Schedule final review meeting with your golf course contact person.

Two Weeks in Advance

- Review your check list.
- Begin arranging your final guest list.
- Call golf course with final guarantee for the event.

One Week in Advance

- Make final Payment.
- Make sure gifts and prizes have been received.
- Reconfirm all outside suppliers.
- Send your team list to the head golf professional or director of golf.
- Discuss hole prizes (longest drive etc.)
- Determine prize credit allocation.

On Day Prior to the Event

- Review pairings list with golf courses and spelling of names.



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- Alert golf course of last minute changes.
- Review final numbers.

Day of the Event

- Arrive at the golf course at 2 hours prior to the event.
- Ensure that all volunteers arrive at the golf course 2 hours prior to the event.
- Hold a short meeting with your immediate volunteers at least two hours before the event.
- Check arrival of special event contest props (automobiles or other hole-in-one prizes).
- Make sure your registration table is set up and staffed 1.5 hours before the event begins.
- Stay in close touch with the golf staff regarding last minute changes of the player list.
- Obtain copies of the alphabetized player list that will be supplied by the golf staff.
- Arrange for placement of tee gifts and rule sheets on the golf carts.
- Consult with the golf course about the placement of hole sponsor signs.
- Confirm the beverage cart and the times it will be on the course.
- Reconfirm timing of meal service following the event.
- Double check on availability of practice facility for the group.
- Know where the proshop is located and be prepared to direct people there.
- Once event starts confirm meal numbers with Food & Beverage.
- Confirm room set-up requirements.
- Layout and set-up prize table.

