

Golf Outing Guidelines

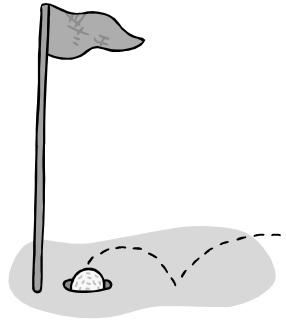


**WHAT EVERY EVENT PLANNER
SHOULD CONSIDER WHEN HOSTING A
GOLF OUTING**



Planning an Outing

So, you have decided to put on a golf outing and you think it is going to be fun and easy. Well, it will probably be fun, but there is nothing easy in putting on a well run golf outing. However, if you follow the guidelines outlined in this book and put in the effort, it will not only be easier, but it will end up being even more fun for you and the golfers.



When planning an outing, you first need to identify your goals. Having these clearly defined you can begin the process. When structuring your event, always consider the talents and make-up of your golfers. Having an event that is too challenging or not challenging enough can sour the day and linger for a year on the palettes of your participants. Careful planning is the key to insuring a memorable event for all players and guests. It is also not a bad idea to contact a professional golf outing management company to help you with the event. Most professional outing management companies will be able to meet your objectives at costs that are less than you would expect. However, if you have decided to go the route by yourself, then please use the guidelines and milestones in this booklet. There are some good tips here and they will surely increase your chances of achieving a successful event.

The Staff of 1Stop4Golf

Outing Identification

There are three basic types of golf outings:

1. Corporate
2. Social
3. Charity/FundRaiser

Course Selection

Budget limits, tee time availability, location, club amenities, and players' ability should drive your final decision on course selection. Considerations should include: course difficulty; carts, caddies, and bag carry options; practice tee availability; non-golf activities such as tennis or nearby shopping or museums; proximity to major transportation for out-of-town guests; course/clubhouse capacity; availability of locker room with showers; club and shoe rental options; and helpfulness of staff.

Registration

The registration area is one of the most critical components of any golf outing. It sets the tone for the entire day. The registration table should be set up in a highly visible location, and should be manned two hours prior to the scheduled arrival time of your guests. Ensure that adequate personnel will be available to maintain a smooth flow of traffic, keeping the registration area accessible.

Speed of Play

Maintaining an adequate speed of play is an important aspect in ensuring a successful golf outing. Slow play is annoying to other golfers and can disrupt the timetable for other planned activities. A good target is 4 - 4 1/2 hours.

The speed of play can be managed by correctly pairing the members of your group by playing ability, or by choosing a format of play that produces timely rounds. Make sure course staff takes appropriate measures to guarantee that play progresses at a suitable pace. Request that course rangers monitor play throughout the day. Progress updates should be provided periodically to facilitate a smooth flow leading from the conclusion of play to the start of your awards banquet.

Shot Gun vs. Tee Times

Shotgun Starts

Advantages

1. Shotgun starts permit all group participants to start and finish at the same time. This allows the group to remain together for other events.
2. The entire group arrives at the banquet facility at one time.
3. Can be scheduled for the early afternoon, allowing participants to get in a full morning of work.
4. Speeds up play.

Disadvantages

1. Minimum group size of 100 + is often required by location course.
2. Starting time typically limited to 8-9 am and 12-1 pm.
3. Guarantees for the number of group participants held to strictly, due to exclusive use of golf course.

Tee Time Starts

Advantages

1. Allows for a variety of starting times to suit golfers needs.
2. Can maximize outing capacity (up to 220 players between 8 am and 1 pm)
3. Flexibility allowed for guarantees on group size.

Disadvantages

1. Time separation between first and last group
2. Challenging to keep a captive audience for banquet participation
3. Slower speed of play

Contests

Contests can be an enjoyable source of entertainment and provide numerous sponsorship opportunities. However, don't overload your event with too many contests. Too many contests slow down play.

Here are some suggested contests:

1. Longest Drive
2. Skins Game
3. Closest to Pin Par 3
4. Putting Contest
5. Nearest to the Line
6. Mulligan Sales
7. Pot-of-Gold
8. Beat the Pro
9. Blind Partner

Planning Timetable

When planning a golf outing, use the following timetable to assist you in achieving your goals. While this timetable is conservative, we believe long range preparation is necessary to provide a cushion in the event of potential problems. Be sure you share this schedule with committee members or business associates who will aid you in preparation for the outing so you may assign responsibilities. Status report meetings should be scheduled monthly to assure event planning is proceeding smoothly.

One Year In Advance of Outing

Select facility and secure an outing date. Be sure to also secure a rain date, if possible.

Nine Months In Advance of Outing

Establish budgets for food & beverage, gifts, prizes, golf greens fees and carts (if applicable). Provide plenty of time for production as most custom logo production takes 8 to 10 weeks for delivery from submission of purchase order. You may shorten production cycle by supplying vendor with artwork on appropriate disk format. Prepare invitations and establish a mailing list.

Six Months In Advance of Outing

Establish menu and contact any outside vendors you may be using for tee signs, prizes, awards, hole-in-one prizes, hole-in-one insurance, photographer, and golf clinics. Develop strategy for advertising of the event including press releases, website, flyers, etc.

Three Months In Advance of Outing

Meet with facility staff to go over final activities and contract. Be sure all course and facility guarantees are not too high and out of budget. Note the average attrition rate from committed attendees is about 5%. Send out all invitations no later than this date. Be sure to send dress code and direction cards with your invitations. Submit press releases.

Two Months In Advance of Outing

Check contracts for all outside vendors and check on progress of all assigned work orders.

Do a walk-through of the facility.

Check response from invitations and gather your support group to discuss outing objectives. (revenue, players, key people, budget, etc.).

Two Weeks In Advance of Outing

Arrange for delivery of prizes, signs, etc. to facility.

Begin to pair players (based on playing ability, requirements or compatibility) on a mock pairing sheet (note that pairing list will change up to the day of the event).

Complete final checklist for all prizes, contests, and outside vendors. Assign duties to volunteers.

Do a walk-through of the facility.

Two Days In Advance of Outing

Send facility your player list.

Check with facility on all final details.

Notify facility of your arrival time the day of the event.

Meet with your internal support and review logistics, timing, and event objectives.

Reserve any rental equipment your guests may need.

Day Of The Event

Arrive at least two hours prior to guests.

Be prepared for cancellations and other last minute changes.

Make sure you are off the golf course first to check on food and beverage arrangements.

Outing Formats

Low Gross Score

The actual number of strokes taken during the round of play.

Low Net Score

The number of strokes taken during the round, less the golfer's handicap.

Scramble

Each team consists of two or four players. On every hole, each team member drives and the best drive is selected by the team Captain. Each team member then plays a second shot from the spot where the selected drive lays, and the best second shot is selected. This process is repeated until the hole is completed.

Four-Ball Stroke Play

This is similar to individual handicap stroke play except that players are paired in two man teams, and their better ball on each hole is the team score. Allow each player 90% of his handicap, with strokes to be taken as they come on the card.

Kickers' Tournament

The host draws a number, advising players that it is, for example, between 60 and 70. Players select their own handicaps without knowing exactly the number drawn. The player whose net score equals, or is closest to, the number drawn is the winner. This is a good type of tournament to schedule when accurate handicap information for a large percentage of the players is not available.

Blind-Holes Tournament

The winning score is based on only nine holes, selected individually from among the 18 to be played. The holes are not selected until after all golfers have left the first tee, so that the players have no knowledge of the holes that will count until they have finished play. Half handicaps are usually used to derive the net totals.

Fewest Putts

Only strokes taken with a putter on the putting surface are counted. No handicaps are used. The winner is the player taking the fewest putts.

Practice Green Tournament

An 18-hole event on the practice putting green. Winner determined by total putts. In case of ties, all tying contestants play "sudden death" extra holes.

Blind Partner

This is an 18-hole stroke-play round with 90 % handicaps. Players may play with anyone of their choice. Partners are not drawn until the last group has teed off, so a player does not know his partner's identity until after the round has been completed. Winner is the team with the lowest better-ball score.

Callaway Handicap System

The Callaway Handicap system is frequently used to permit players without established USGA Handicaps to compete in the "Net" categories and tournaments. The basis of the system lies in the deduction of some number of a player's "worst scores" after the round of golf is completed. The number of holes deducted depends on the player's gross score, and is determined by use the following table and the rules associated with it.

Schedule of Outing Events

The following schedule is an example of the information that is mailed to all outing guests along with the invitation.

Time	Activity
11:30 AM	Players arrive for registration
12:00-1:00 PM	Buffet Lunch
1:00 PM	Shotgun scramble
5:30 pm	Golfers return to Clubhouse
6:00 PM	Cocktails and hors d'oeuvres
6:30 PM	Awards Presentation/Dinner
8:00 PM	Departure

