

## Old Works Golf Course Group Event Packet





Hello and thank you for choosing Old Works to host your next golf event.

In this packet you will find information to help you easily and successfully plan your 2017 golf event with Old Works. Whether you are a small group of 12 or a large group of 120, we can assist you in almost every stage of planning.

The key to planning a successful golf event lies at the very foundation of the event: the people in charge. No matter if the planning committee consists of a single person or a group of 20, we want to be part of your team. Our sales and marketing staff will help you with many areas of your planning process including; food and beverage, event format, prize structure and product selection, marketing, sponsorship, and event sales.

While you look through the following sections keep a few basic planning tips in mind:

- Holding your event during a weekday may help lower your overall cost of the event. The most expensive part of your event will normally be the rate you pay for golf. Weekday rates are typically lower than weekend rates.
- Shoulder season rates are typically lower than prime season rates. At Old Works our shoulder seasons are from April 1<sup>st</sup> to June 15<sup>th</sup> and again from September 15<sup>th</sup> through October 31<sup>st</sup>.
- Food can be the best part of your tournament. Whether you are thinking of an on-course lunch or a full banquet and awards ceremony, don't skimp on food. A full golfer is a happy golfer, and happy golfers will come back time and time again.
- If your event is a tournament, choose a quality tee prize. Most people who sign up for a tournament expect to get a tee prize as part of their entry fee. Being managed by Troon Golf, Old Works has some of the best tournament merchandise pricing you can get. Because we save, you save as well. Set a maximum price for your tee prize and we will help you choose an item or items to accommodate your budget.
- Decide early how you want to use sponsors in your tournament. Will you sell sponsorship packages; have hole sponsors, prize sponsors, hole-in-one sponsors? Sponsors can make a huge difference in the profitability of your tournament, so plan ahead on how you want them to contribute to your event.
- Establish a timeline. Setting up the golf day and food is the easy part. Merchandise for tee prizes, advertising, and organizing sales will take time. Set specific dates you want to have certain things accomplished. Don't forget, we would love to be part of your team, so be sure to keep us in the loop. We are happy to help you every step of the way.

**Vince Van Meter \* Sales and Marketing Manager \* Old Works \* 406-437-1682 \* [vvanmeter@troon.com](mailto:vvanmeter@troon.com)**

## Tournament Planning Sheet

There is considerable planning that needs to go into holding a tournament. The following checklist will help get you started:

What is your event budget in the following areas?

- Food and beverage \$\_\_\_\_\_ Per Person
- Golf \$\_\_\_\_\_ Per Person
- Tee Prize/Gift Package \$\_\_\_\_\_ Per Person
- Awards (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, etc.) \$\_\_\_\_\_ Total
- Pin Prizes/Proxy \$\_\_\_\_\_ Per Prize
- Raffle Items \$\_\_\_\_\_

What will the registration fee be for the tournament?

- Per Person \$\_\_\_\_\_
- Per Team \$\_\_\_\_\_

What type of event will you be holding?

- Best ball
- Scramble
- Match Play
- Individual Medal play
- Other \_\_\_\_\_

How many participants will you plan on attending your event? \_\_\_\_\_

Will you have online marketing and registration?

- Yes
- No

Will food and beverage be part of the tournament fee?

- Breakfast \_\_\_\_\_ Price \$\_\_\_\_\_ per person
- Lunch \_\_\_\_\_ Price \$\_\_\_\_\_ per person
- Banquet following play \_\_\_\_\_ Price \$\_\_\_\_\_ per person
- On-course beverages included in registration fee Price \$\_\_\_\_\_ per person

Will you have a prize structure?

- Tee Prize/Registration Gift Package
- Long Drive Men's \_\_\_ Women's \_\_\_
- Closest to the Pin Men's \_\_\_ Women's \_\_\_
- Long Put
- Low Gross 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>
- Low Net 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>
- Hole-In-One
  - Do you have insurance \_\_\_ Yes \_\_\_ No
  - Will you have a volunteer to monitor the contest? \_\_\_ Yes \_\_\_ No
- Other \_\_\_\_\_

Will you be using your own logo for prizes and course signage?

- Yes
- No

Will there be an awards ceremony following play?

- Yes
- No

Will the course be responsible for tournament scoring?

- Yes
- No

Will you involve sponsors?

- Hole-in-one sponsor (insurance will be needed for large prizes such as cars or money)
- Hole sponsors
- Prize sponsors

Will you have sponsorship levels that include team registration fee (Platinum, Gold, Silver, etc.)

- Yes
- No

Will you need signage for sponsors?

- Yes
- No

Will there be on-course money games to raise funds?

- Mulligans
- Ball Advancement
- Beat the pro
- Putting contests
- 50/50
- Other \_\_\_\_\_

Will you provide volunteers to monitor these events?

- Yes
- No

Tee times or Shotgun start?

- Tee Times

If your event is less than 32 golfers, setting up a block of tee times is your best bet. This allows the course to continue with regular play and for your foursomes to interact and play together as they progress around the course. Tee times also allow you to set up 36-hole rounds where a lunch or banquet is held between morning and afternoon start times. Keep in mind that tee times run every 10 minutes so a group of 32 will have an hour and twenty minutes between when the first and last group tee off.

- Shotgun

Larger groups will normally need to establish a shotgun start in order to accommodate golfers starting and ending within a given time period. Our average pace of play is 4 hours and 30 minutes. Shotgun starts allow us to keep events of up to 120 golfers close to this time frame by allowing golfers to begin play on separate starting holes all at the same time. Most shotgun starts will commence in the morning to allow the course to open regular play later in the afternoon.

# *Old Works – 2017 Catering Menu*

## **Catering Policy**

All food and beverage prices are subject to change without notice. Hosted prices are subject to 18% Service Charge. Minimum buffet menu must be 25 guests. Clubhouse setup will be normal design layout. Any additional setup that requires centerpieces, linens will be additional to the established menu prices. Final numbers must be confirmed 72 hours in advance and are not to deviate down more than 10% of original number of persons contracted. Actual billing will be per guarantee or actual attendance whichever number is greater.

### *Breakfast On The Fly*

Fresh Orange Juice

Hot Freshly Brewed Coffee

Fresh Baked Muffins & Cinnamon Rolls

Selection of Fresh Fruit

\$8.25 per guest

### *Deluxe Breakfast Buffet*

Fresh Orange Juice

Hot Freshly Brewed Coffee

Fresh Scrambled Eggs, Hickory Smoked Bacon and Country Sausage Patties

Fresh Baked Cinnamon Rolls, Muffins & Fresh Fruit

\$12.95 per guest

# *Old Works – 2017 Catering Menu*

## *Box Lunches To-Go*

### *The Deli*

Freshly Prepared Roasted Turkey with Swiss Cheese

Assorted Condiments, Lays Potato Chips,  
Chef Pete's Homemade Cookies

& Bottled Water

\$11.50 per guest

### *The Classic Hoagie*

Turkey, Ham, Cheese, Tomato, Lettuce and Mayo

Prepared on a Classic Hoagie Style Bun

Lays Potato Chips, Chef Pete's Homemade Cookies

& Bottled Water

\$12.50 per guest

# *Old Works – 2017 Catering Menu*

## *Hors'd oeuvres*

### *19th Hole Cocktail Buffet*

Seven Layer Nachos & Crisp Tortilla Chips with Homemade Fresh Salsa

Zesty Asian Style Chicken Wings with Fresh Green Onions

Tangy Swedish Meatballs served with a Smooth Sour Cream Gravy

Sizzling Hot Wings, Fresh Cut Celery & Gourmet Bleu Cheese Dipping Sauce

Assorted Gourmet Cheeses combined with Seasoned Crackers

Fresh Crisp Vegetable Tray with Homemade Creamy Ranch Sauce

*\$13.25 per guest*

### *Hamburger/Hot Dog BBQ*

Cheese Burgers & Hot Dogs

Garnish & Condiments

Chips, Bars & Cookies

*\$12.95 per guest*



# *Old Works – 2017 Catering Menu*

## *Deluxe BBQ*

Cheese Burgers & Hot Dogs

Garnish & Condiments

Choice of 3 sides:

Baked Beans, Potato Salad, Pasta Salad, Coleslaw & Fruit

Bars & Cookies

\$14.95 per guest

## *Course View BBQ*

Mediterranean Pasta Salad

Homemade Old Fashioned Potato Salad

Barbeque Spare Ribs and Chicken

Baked Beans

Homemade Cookies and Bars

\$19.95 per guest

# Old Works – 2017 Catering Menu

## *Jack's Deli Buffet*

Fresh Sliced Oven Roasted Turkey, Roast Beef and Smoked Ham

Choice of Cheese, Fresh Array of Garnishes and Condiments

Assorted Breads

Mediterranean Pasta Salad

Homemade Old Fashioned Potato Salad

Homemade Cookies & Bars

\$14.25 per guest

## *Taco Salad Bar*

Fresh Tortilla Chips, Seasoned Meat, Shredded Lettuce

Fresh Diced Tomatoes, Green Chilies, Black Olives, Sweet Onions

Shredded Cheese, Homemade Salsa & Sour Cream

Homemade Cookies & Bars

\$12.95 per guest

## *American Buffet*

Slow Cooked, Seasoned Roast Beef with Au Jus or Rosemary Pork Loin

Chicken Marsala or Chicken Picatta

Served with Steamed Vegetables, Potatoes Romanoff

House Salad or Caesar Salad, Fresh Baked Rolls and Butter

Chocolate Mousse Cake, Apple Crisp or Bread Pudding

\$22.95 per guest

# *Old Works – 2017 Catering Menu*

## *That's Italian Buffet*

Meat Lasagna, Chicken Penne' Alfredo with Creamy Mushroom Sauce

Crisp Italian Salad or Caesar Salad with Homemade Croutons

Fresh Baked Rolls with Butter

Homemade Cookies & Bars

\$15.95 per guest

## *Prime Rib & Salmon Buffet*

Generously Carved Prime Rib with Roast Beef Au Jus & Horseradish Sauce, Seasoned and  
Baked Salmon with Lemon Chive Butter

Potatoes Romanoff or Roasted Red Potatoes & Steamed Seasonal Vegetables

House Salad with Vinaigrette Dressing or Caesar Salad

Fresh Baked Rolls served with Butter

Chocolate Mousse Cake, Apple Crisp or Bread Pudding

\$34.95 per guest

## Tips and Tricks

### Choosing prizes

Old Works can help you choose the right prizes for your event. Because we are a Troon managed course, we have access to merchandise discounts most courses do not. This means more profit for your event. Your Old Works Sales person will help guide you through choosing prizes, but keep these tips in mind when thinking about the prizes for your events:

1. Players expect a quality tee prize or registration package. You don't need to break the bank, but your tee prize should represent about 20-30% of your overall budget per person. If your registration fee is \$100 per person, your tee prize should be worth about \$20 to \$30.
  - a. Choosing clothing means ordering multiple size runs. This can be extremely difficult and will almost always result in left over product. A logoed item with your organization logo goes a long ways towards brand awareness though, so consider clothing carefully.
  - b. Logoed items cost extra in many cases, so be sure to have a digitized logo ready.
  - c. Plan well ahead when ordering your products. **Any** item should be ordered at least 30-60 days prior to the event.
2. Players want to see proxies. Pin prizes are typically gift certificates to the course pro shop but can be gifts as well. Typical certificate dollar amounts are between \$25 and \$50 per prize (long drive, Long putt, etc.). If you wish to save money, have sponsors donate the prizes for each pin prize.
3. If you are awarding prizes to overall winners, keep the following in mind:
  - a. Awarding gross and net winners
    - i. Awarding only a gross 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> prize will typically reduce the size of your field. This type of prize structure favors low handicap teams and eliminates the weekend golfer. However, only awarding gross winners does allow for a non-handicapped event and less money going out in prizes.
    - ii. Awarding both gross and net winners will bring more players, but requires players to provide USGA handicaps or a form of handicap (see handicapping below) and means more dollars spent on prizes.
  - b. Prizes should be significant enough to warrant paying the tournament fee. Prizes can be anything from cash to merchandise, but choose prizes players want to compete for. Even in fundraising and charity events, players play to win something...even bragging rights.
    - i. Have sponsors help with prizes
    - ii. **Establish your golf, food, registration gift, and pin prize budgets first, then determine your overall prize budget. These figures together will determine what you charge for registration fees. Again, sponsors can help keep your fees affordable while still allowing the tournament to raise a profit.**
  - c. Players love to have something to take home as a keepsake. Consider awarding high quality trophies, plaques, or other tournament logoed items and less prize money/gifts.

## Common Tournament Formats

Choosing the right format for your event is as important as your prizes. The four-person scramble is by far the most popular, but other formats, especially for charity and fundraising events, may help gather more players who are willing to play for fun and contribute more for the sake of the fund.

### The Scramble

The most common golf tournament format used with fundraising events and business-related golf is called a "scramble". It's often called the "four-man scramble" or "Florida scramble". This popular tournament allows a team of four to select the best shot in each individual series of hits. Then the entire foursome will take their next shot from this location. This pattern continues to the end of each hole. Keep in mind that when playing a scramble, you can drop your ball within one club length from where the chosen ball lies, but no closer to the hole. The advantage of a scramble golf tournament format is that each team will get its best possible score while wasting no time trying to locate balls hit into trees, sand traps, creeks, etc. The Scramble is usually played with teams of four, but can be played with more team members or as little as two per team.

### Best Ball

This popular golf tournament format is popular with more advanced golfers who like to play their own ball. This format is also called "Four Ball Format" as well as "1-2-3 Best Ball Format". Best Ball is usually played with four-person teams. Each player on the team plays his or her own ball for each hole, just as you would in a typical game of golf. However, at the end of each hole, the lowest score among the four players counts as the team score. There can be two best ball formats, where you must count two balls on each hole. The more balls that count helps keep all of the players involved in the fate of the team.

### Alternate Shot

This golf tournament format (also called "Foursomes") involves two-person teams and is a competition where the team alternates who hits each shot while playing the same ball. The first player hits the drive, the second player hits the second shot, the first player hits the third shot, and so on until the ball is holed. The team also alternates who tees off on each hole, so the same player doesn't hit every drive. Other variations of this format are known as "Odds and Evens" and "Scotch Foursomes".

## Golf Marathon (Golf-a-Thon)

A golf marathon (or golf-a-thon) has become a very popular idea for charity golf events. A golf marathon is organized so that the golfers play 100 holes of golf or a similar feat worthy of the marathon title. The key to a Golf-a-thon is getting each player to collect a certain amount of pledges or donations for your cause. Organizations ask golfers to contact friends, colleagues, and family members to solicit donations for their participation in the golf marathon. Usually, the golfer is not charged to play if they meet the minimum pledge standards. Free golf - that will really give golfers an incentive to raise funds for the hosting organization! Pledges and donations can be made easily and securely online using our golf fundraising software.

## Modified Stableford

A Modified Stableford golf competition can be played by individuals or as a team tournament. In this golf tournament format, the score on each hole is worth a certain amount of points. The idea is to have the highest score. Typical scores are outlined below. The International, played on the PGA Tour every year, is a Modified Stableford.

Points are won or lost based on the following:

Double eagle = 8 points

Eagle = 5 points

Birdie = 2 points

Par = 0 points

Bogey = Minus 1 point

Double bogey or worse = Minus 3 points

## Chapman (Pinehurst) Foursome

When the Chapman (or Pinehurst) System is chosen as the format for a charity golf tournament, it means that 2-person teams will be competing against one another. Chapman is really a melding of several formats into one. In a Chapman event, both golfers tee off and then switch balls for their second shot. Teammates then select the one best ball after their second shots, and continue to play alternate shots until the ball ends up in the hole.

## Bingo-Bango-Bongo Golf Tournament Format

This golf tournament format is one of the most popular choices for golf associations and league tournaments. Bingo Bango Bongo rewards players for three things on each hole:

- 1.The first player in the group to get onto the green = 1 point
- 2.The closest player to the pin once all group members are on the green = 1 point
- 3.The first player to hit the ball in the cup (or hole out) = 1 point

All shots are taken in the order of who is away or furthest from the pin.

## Handicaps

The whole point of a tournament is to have fun. Players who feel they can't compete in the tournament simply won't play, which is why the USGA provides a handicap system to help players of all levels compete. Here are some things to keep in mind:

1. A great number of weekend style golfers don't carry a USGA handicap. Requiring USGA or Montana Golf Association handicaps may restrict the size of your field, but will keep the play honest.
2. Handicaps are necessary if awarding Net winners.
3. Some tournaments simply require a best recent score on 18 holes then adjust the score by 10% in order to allow for guessing errors, i.e. a golfer without a handicap claiming a best recent score of 100 would be adjusted to a 90 or 18 handicap.

There are other methods for adjusting the field handicap during a tournament. Please refer to the USGA website handicap section: <http://www.usga.org/Handicapping/handicap-manual.html#!rule-14367> and be sure to coordinate with our Golf Pro who will help with any aspect of setting up your tournament.

## **Fundraising Event Tips**

If you are putting together a fundraising event, the whole idea is to get some well-needed dollars into the hands of the organization. Having a tournament that breaks even or loses money may provide a certain amount of collateral recognition for the charity or organization, but it doesn't pack the same punch as a check.

Keep these things in mind for your charity or fundraising event.

1. Make sure people know what the organization is and what it stands for; people want to know where the tournament money is going.
  - a. Have literature on the organization available at registration.
2. Find sponsors! Sponsors can significantly help with your overall profit.
  - a. Prize sponsors
  - b. Hole sponsors
  - c. Team sponsors
3. Promote your sponsors with quality on-course signage to attract more sponsors next year!
4. Provide ways for people to donate while on the course.
  - a. Mulligans
  - b. Magic putt tickets
  - c. Eagle tickets
  - d. Advance the ball
  - e. Raffle
  - f. 50/50
  - g. Helicopter ball drop
  - h. On-course games
    - i. Putting contest
    - ii. Beat the pro
    - iii. Marshmallow long drive
5. Provide online registration that links to your organization website.



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