











# How To Impress Your Boss, Friends, And Colleagues As The Golf Outing Coordinator



## **Introduction**

Hosting a golf outing is an excellent way to treat friends, business colleagues, and/or customers to a day of fun, relaxation, friendly competition, and teamwork. In addition, charities have used golf outings for fundraising with great success.

Experience and organization are imperative to a successful outing. Over the years, The Captain's Club at Woodfield has been chosen to host hundreds of outings. Our professionally staffed facility is very experienced at hosting successful outings and has developed this guide to assist in planning your event. In this guide you will find information on the following:

-  Steps to a Successful Golf Outing
-  What to Expect The Day of The Event
-  Commonly Used Outing Terms
-  Food and Beverage
-  Professional Services
-  Policies and Procedures
-  Dress Codes
-  Tournament Gifts
-  Outing Packages
-  Contacts

We at The Captain's Club are pleased that you are interested in hosting your event at our facility. We have found that this guide is a great organizational tool and will help you enjoy the event as much as your invited guests.



**Hole 4 ~ Par 3 ~ 145 yards**

## Steps to a Successful Golf Outing

### Planning and Rebooking Policy

The sooner you book your event date, the better, as this will guarantee you the date and create a consistency for your participants. Many large groups plan their event up to a year or more in advance. Most events reserve the equivalent date for the following year during their current event to avoid scheduling conflicts with other events. Our policy is to offer current customers their equivalent date for the next year one year in advance.

### Planning Guideline

The following timeline will assist you in your organization of the event.

<u>Task</u>	<u>Timeline</u>
Select a date and confirm with outing agreement.	Up to 1 year in advance.
Select and recruit committee members.	When date is booked.
Consider opening a checking account for the event.	When date is booked.
Determine entry fees.	7 months in advance.
Solicit sponsors, donations, VIP's, and special guests.	7 months in advance.
Prepare invitations/flyers and marketing materials which would include entry deadlines, sponsors, prizes, etc.	7 months in advance.
Determine gift pack needs. Call Golf Shop for special pricing.	6 months in advance.
Attain Hole-in-One Insurance and Prizes.	6 months in advance.
Order special logo merchandise.	3 months in advance.
Recruit volunteers and media requirements.	2 months in advance.
Organize list of sponsor signs and discuss with printer.	2 months in advance.
Confirm guest list progress.	1 month in advance.
Confirm sponsors and volunteers.	1 month in advance.
Collection and organization of donations and prizes.	3 weeks in advance.
Call Golf Shop with final guest list and make event payment.	10 days in advance.
Deliver Sponsor signs to course.	1 - 3 days in advance.
Enjoy your event and the result of all your work.	Day of Event.
Book your event for the following year.	Day of Event.
Prepare and mail thank you notes to your sponsors, volunteers, participants, and guests. (E-mails are very efficient.)	After the Event.
Evaluate your event for positive changes for the following year.	After the Event.

## What to Expect the Day of Your Event

### **Arrival**

*Coordinators and Volunteers:* The coordinators and volunteers should plan on arriving 1 1/2 - 2 hours before the scheduled starting time. If you have tee signs and did not deliver them the day before, our staff will need adequate time to disburse them onto the course before the outing begins.

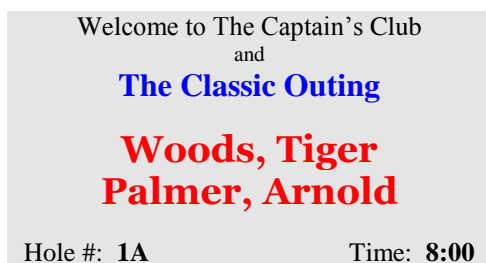
*Guests:* You should notify the participants that the start time is 1/2 hour earlier than the scheduled time to ensure that they arrive with enough time to register. A Captain's Club staff member will greet guests at the bag drop area or their vehicle. The guest will be informed on their starting assignment, where to register, location of the practice facility, and any other information provided by the event chairperson. The staff member will then carry the guest's bag to his/her assigned golf car. For players arriving after the event has started, the Golf Shop staff will be positioned in the parking lot to drive them to their assigned group on the course.

### **Registration**

We provide portable registration tables for your use in checking in guests, distributing gifts, and distributing handouts. The registration table will be set up for you before you arrive. If you require more tables, please notify the Golf Shop in advance.

### **Golf Car Staging**

All golf cars will be outfitted with a scorecard (customized option), pencil and a customized car sign, which will include:



If you're hosting a shotgun start, golf cars will be staged neatly in rows and by starting assignments before you arrive. Due to safety and traffic flow considerations, we will not activate golf cars until final greeting and instructions have been delivered. If your event is based on tee times, golf cars will be dispensed in a timely manner before the tee time.

### **Starting the Event**

*Shotgun Start:* At the designated time, a member of our Golf Shop staff will greet your group, acknowledge event chairperson and volunteers, briefly describe the event, hold a brief Q & A session, and start the event. The Captain's Club staff members will lead the participants to their starting positions on the course.

*Tee Times:* The Tee Master will start all groups at the appropriate time.

Many golf outings provide a tournament format rules sheet to guests when they register. We can provide suggestions for preparing this if you would like assistance.

## **What to Expect the Day of Your Event - Continued**

### **Tee Signs or Sponsor Signs**

The Captain's Club will place any tee signs that you have for your event provided we have them in our possession a minimum of 2 hours before the start of your event. (We request that we have sponsor signs in our possession the day before your event.) After the event we will return them to the event chairperson.

### **Skill Contest Signs**

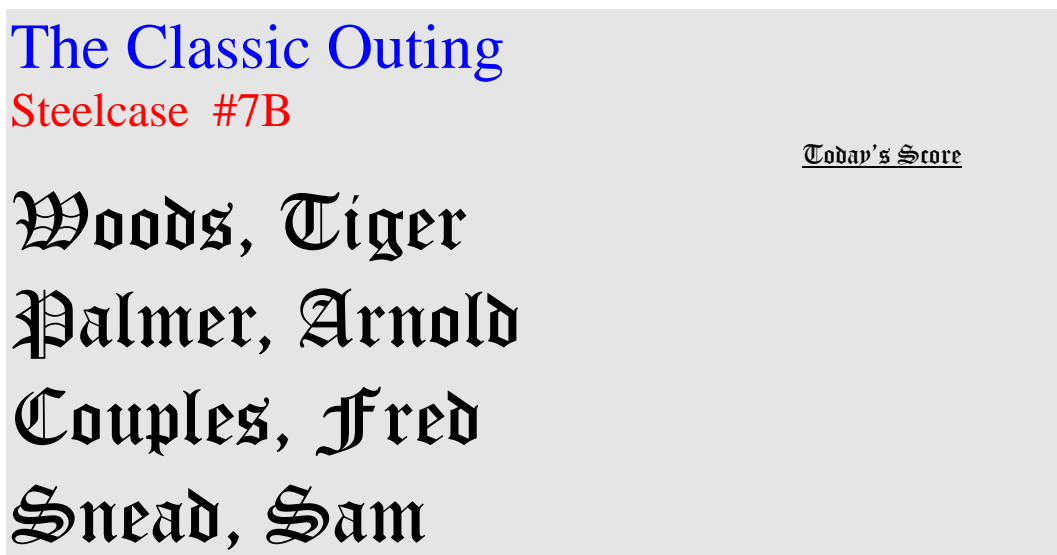
The Captain's Club will print and customize all skill contest markers for your event. In addition, we will place all contest markers on the course before play begins and pick them up after play ends. For tee time starts, our Tee Master will give your first group the customized markers and remind the last group to pick them up as they play through that particular hole.

### **Scoreboard**

The Captain's Club staff will have a scoreboard set up for you in your scoring area. The scoring sheets can be customized with the following information:

- The name of the event.
- Player names.
- Starting assignment.
- Company or Group Affiliation.

Sample (Full size scoring sheet size, 8.5"x 11"):



### **Food Service Timing**

The staff will monitor the progress of play during the day so that the beginning food service remains smooth with the completion of play.

## Commonly Used Event Terms

### **Shotgun Start**

Every foursome begins play at the same time on a different hole, accommodating 100 - 144 players. Two groups are placed on each hole or in a strategically pace of play position. Generally there is an "A" and "B" group.

### **Double Shotgun**

A term used to accommodate large groups of up to 288 players, one group in the morning and the other in the afternoon.

### **Modified Shotgun**

A modified shotgun accommodates 72 - 100 players and allows you the benefit of doing a shotgun start without having to pay to close down the entire course. An "A" group and a "B" group are placed on the holes 1, 18, 17, 16, 15, and so on until the entire guest list is accommodated. After the last group passes the 1st tee, we open the course to open play that does not interfere with your group. A modified shotgun does not entitle you to the entire course.

### **Scramble**

The most popular form of play because it allows players of all abilities to compete with each other. Everyone in the foursome tees off and then the best shot is chosen. All contestants play from that selected location. This continues until the hole is completed. On some occasions, a rule is instituted whereby each player must contribute 2 - 4 tee shots through 18 holes. Additionally, setting a maximum score for any hole can help with the pace of play.

### **Best Ball**

Everyone plays his or her own ball for the hole and the best score of the foursome is recorded. This takes a significantly longer time to play for an outing.

### **Tee Time**

A tee time is when a group tees off the 1st or 10th hole. Our tee times are scheduled on 8-minute intervals. A tee time is a perishable commodity, therefore, if you use one less tee time than what you reserved, we do not refund for players that do not show.

### **Skins**

Skin games are another competition within the tournament. A skin is the best score on a specific hole. A player or team must have the sole lowest score on a hole to win a skin. For example, if Team or Player #1 makes a 3 on hole #1 and the rest of the players in the event score a 4 or higher, #1 would win a skin prize. It is the event chairperson's responsibility to run a Skins event and should be considered in the entry fee. It is much easier to include skin prizes in the entry fee than to make the Skins optional and try to collect for each group the day of the event.

## Commonly Used Event Terms - Continued

### Skill Competition Markers

Competition markers include skill contests such as Closest to the Pin and Longest Drive (In Fairway). Markers are placed on the golf course by The Captain's Club staff. Closest to the Pin contests are always placed on Par-3's and Longest Drive markers are placed on the longest and widest fairways on the course. The suggested selection for the competition markers are below:

	<u>Closest to the Pin</u>	<u>Longest Drive (In Fairway)</u>
Possible Holes:	3, 8, 13, 17	1, 4, 7, 10, 12, 16, 18
<b>Recommended Holes:</b>	<b>3, 13</b>	<b>4, 10</b>

Other contests that are popular are Shortest Drive (In Fairway) and Longest Putt Made. Most groups will tend to do more Closest to the Pin contests and one Long Drive. The Closest to the Pin contest give all golfers a fair shot where as the Long Drive contest tend to give the higher skill level players a tremendous advantage. You may also want to consider, based on the percentage of the participants, having half of the competition markers for men and half for the women.



## **Food and Beverage Service**

The food service selection can be as simple or as elaborate as you wish. The Captain's Club has menu items that will satisfy every chairperson and guest. Services that may be provided include:

- ☞ Continental Breakfast
- ☞ Boxed Lunches
- ☞ Snack and Goody Bags
- ☞ Grill at the Turn
- ☞ Bar Service
- ☞ Hot and Cold Hors D'oeuvres
- ☞ Lunch
- ☞ Dinner

Advance planning is the key. Final counts are due 10 days prior to your event.

### **Clubhouse**

The Captain's Club at Woodfield clubhouse main dining area can accommodate up to 300 guests and above is the main dining area, a full bar and additional seating. The dining area overlooks practice facility, the 1<sup>st</sup> and 9<sup>th</sup> holes and includes a patio deck area where guests can enjoy their cocktails in the fresh air. Meals are served approximately 35 minutes upon the completion of play, allowing time for guests to unload their equipment, freshen-up, have a drink, and turn in scorecards for event scoring.





## **Professional Services**

### **Golf Clinics**

The Captain's Club provides clinics for the beginner to the advanced player. The clinics are open to all players who wish to take up the game or make improvements on their existing game.

### **Range Balls**

Range balls can be included in both tee time and shotgun outing packages. For tee time outings, let your players know they can warm up prior to play. For shotgun outings, one of our Professionals will make announcements while your players are arriving. Also, for shotgun outings, we have a shuttle cart that will transport your guests to the practice facility.

### **Rental Clubs**

Rental clubs are available on a limited basis. Please let the golf shop know at least seven days in advance of players needing rental clubs.

### **Golf Shop Tournament Purchasing**

A full line golf shop is available for your entire gift, apparel, supplies, golf motif furnishings, artwork, corporate logo goods, and outing prize needs. New arrivals from private label brands and top golf designers are available at discount pricing for event administrators.

### **Tee Signs or Sponsor Signs**

The Captain's Club will place any tee signs that you have for your event provided we have them in our possession a minimum of 2 hours before the start of your event. After the event we will return them to the event chairperson.

### **Skill Contest Signs**

The Captain's Club will print and customize all skill contest markers for your event. In addition, we will place all contest markers on the course before play begins and pick them up after play ends. For tee time starts, our Tee Master will give your first group the customized markers and remind the last group to pick them up as they play through that particular hole.

### **Rules Sheets**

If requested, The Captain's Club will print a customized rules sheet and attach it to all scorecards for the event.

## **Policies and Procedures**

### **Reservation Procedures**

Reserved tee times for groups of 20 or more guests require a \$200 deposit and a signed contract to confirm a date. Shotgun starts require a \$500 deposit and a signed contract to confirm a date. Deposits are required to reserve dates and are non-refundable. All deposits are applied to the final invoice. In addition, deposits may be applied to a future date within a year in case of a cancellation.

### **Final Count & Player List**

The Captain's Club must fully utilize the golf course. In order for us to accomplish this and accurately schedule your event, we require your final guest count 10 days prior to your event. The guest list must be legible (printed or typed) and in foursome format.

For example:

<u>Group #1</u>	<u>Group #2</u>
Tiger Woods	Sam Snead
Arnold Palmer	Fred Couples
Lee Trevino	Greg Norman
Ben Hogan	Tom Kite

The guest list is one of the most important responsibilities of the outing chairperson. From this list, we generate your alphabetized check-in list with starting locations, personalized cart signs, and scoreboard preparations.

### **Final Count Changes**

Course utilization is imperative for The Captain's Club to be a business success. It is for this reason that we cannot drop your count once you have confirmed your list. Almost without fail, you will have players wanting to sign up within 10 days of the event. We will make every effort to accommodate changes in your count as your day approaches. In most instances, we **will** be able to accommodate additions. But on occasion, it is not possible because another party has reserved tee times after your deadline has passed.

### **Payments**

Payments are due 10 days prior to your event. Final payment enables The Captain's Club to accurately schedule your tee times and implement the event preparations. Final payment is one of the last steps to a successful outing. After final payment is made, you can relax and enjoy the event along with your guests.

### **Donated Goods**

We do not permit customers to bring food, beverage, or alcohol, regardless of whether or not it has been donated. The State of Michigan Health/Safety Department and Michigan Liquor Control Commission laws do not allow for outside food and alcohol vendors. Any deviation from club policy could jeopardize our licenses. We must ask your respect and understanding of this policy and not put us in a position where we could be compromised.

## **Policies and Procedures - Continued**

### **Coolers**

Private coolers are not permitted on our course. We will be happy to store any coolers that are brought by guests who are not aware of this very common policy.

### **Beverage Car Service**

We will have available a dedicated beverage car service for your event. For safety and liability reasons, a Captain's Club at Woodfield employee must operate the beverage car vehicle.

### **Inclement Weather Policy**

If the golf course is officially closed, the outing may be rescheduled. The weather varies considerably from place to place within our region. Except in the case of widespread extremely inclement weather, your guests should be asked to come to the golf course. Before the scheduled start, our golf course superintendent will make a determination of playability. If the event can be played in reasonable comfort and utmost safety, it will be played. It is often difficult to reschedule an event completely when food service is involved because food will have arrived and been in the preparation phase. We will make every effort to reach a fair determination of how to proceed if the situation were to arise.

### **Dress Codes**

Dress codes vary from course to course. The question is often asked, "What is proper golf attire?" At The Captain's Club we enforce our dress codes at all times. For your convenience we have listed the dress codes below. It is also recommended that the committee enclose this information on the invitations and response forms.

**Men:** Shirt with a sleeve. Shorts must be mid-thigh length.

**Women:** Shirt with a collar or a sleeve. Shorts must be mid-thigh length.

No cut offs, tank tops, short shorts, or shirts with offensive language or pictures will be allowed. In the case of cooler weather, players are reminded to wear proper attire under their fleece wear or outerwear in case it warms during the day. In addition, The Captain's Club has joined with many of the other fine golf facilities in the United States in instituting a requirement that all players use **non-metal spikes**. The change, which was enacted in 1998, has achieved wide spread acceptance because tremendous improvement in the playing conditions of tee and greens. At this point, 99% of customers have non-metal spikes; however, if a guest is unaware of this policy we will ask them to purchase non-metal spikes in the Golf Shop. Athletic shoes or soft-soled shoes may be worn instead of golf shoes.

### **Pace of Play**

In theory, an 18-hole round of golf should not take more than 4 hours and 15 minutes to complete. Unfortunately, shotgun start golf outings tend to spend 5 hours on the golf course, regardless of size or golfer experience. There are strategies that you can use to help your event finish at an enjoyable pace. The most effective of these is the tournament format.

A Scramble format is not only fun, but is well suited for events that may have a mix of experienced participants. It is the most utilized format for golf outings and is a great venue for teamwork. It offers less pressure for the lower experienced player while providing good competition for the more experienced players. A Best Ball format is also more time effective, provided that players are required to pick their ball up after they are considered to be out of the hole. Groups that require their players to play their own ball, and play out each hole, always play substantially slower. This not only has an effect on when your group finishes, and scheduling of any subsequent award/banquet activities, it also effects people that may be playing on the course after your group has finished. *Sometimes at the risk of upsetting a few guests, we must enforce our pace of play policies for the good of the event and the other participants. Our pace of play staff will do their best to ensure your event will be played in a reasonable time and with maximum guest satisfaction.*

### **Customized Beginner Tees**

We are aware that outings lend themselves to some players that may be new to the game. We welcome and celebrate them for taking up the game of a lifetime. We suggest that in an effort for those players to enjoy the outing to the fullest and to be competitive, the staff can create a customized shorter course. In addition, our professional staff will offer a clinic to those players, approximately a week in advance of the event, to maximize their comfort level for the outing. Please contact the head professional for scheduling.

## Tournament Gifts



At The Captain's Club, our goal is to provide you with all your outing needs, including tournament gifts and awards, which leave your guests with a lasting impression of their day. We can assist you with your purchasing needs from logo shirts to personalized writing instruments and everything in between! **Give us the opportunity to bid on your items....you will be glad you did!**

Our Tournament Gifts allow you to:

- Create a positive image about your event.
- Combine your corporate logo with the The Captain's Club logo for a lasting impression.
- Receive your tournament gifts the day of your outing hassle free.
- Deliver a high quality, direct embroidered gift to your clients, employees, and/or friends.





**CONTACT US ABOUT CREATING YOUR  
“EVERYONE IS A WINNER” GOLF OUTING  
BY THE CAPTAIN’S CLUB**

**(810) 695-4653**

## Contacts

Again, thank you for your interest in The Captain's Club at Woodfield. We hope that this guide will help you to successfully plan your event. For more information on pricing and planning your event please call us at (810) 695-4653 (GOLF). We look forward to hear from you!



**JOEL PRINCE**  
Head Professional

