

Directing a Successful Golf Outing



Meet the Anchorage Golf Course Tournament Staff

Nick Brennan
Tournament Coordinator
907-522-7825
nbrennan@anchoragegolfcourse.com

Tom Farris
Head Golf Professional
907-522-4110
tfarris@anchoragegolfcourse.com

Jeri Cunningham
Golf Operations Manager
907-522-7823
jcunningham@anchoragegolfcourse.com



Our Mission Statement

To provide an exceptional hospitality experience, in spectacular surroundings, in an atmosphere of comfort, openness and friendship. To provide every patron with premier services and facilities for the enjoyment of the finest traditions of golf.



Anchorage Golf Course

3651 O' Malley Road

Anchorage, Alaska 99507

www.anchoragegolfcourse.com

Tournament Office – 907-522-7825

tournaments@anchoragegolfcourse.com

Fax #- 907-522-3326

Golf Pro Shop – 907-522-3363



Congratulations!

Your organization put you in charge of a golf outing because you are a veteran of these events, or you missed the last meeting where they selected a committee chair. Lucky for you, the Anchorage Golf Course has put together this handy guide to help you in your task.

The purpose of this guide is to help you:

- Raise funds
- Assure participants have an enjoyable time
- Provide Anchorage Golf Course with the information to help make your event preparation as easy as possible.

Planning an event takes time, organization and dedication. The Directing a Successful Golf Outing Book will help you in this process. The Anchorage Golf Course (AGC) staff will assist you whenever you have questions or need further assistance. Our goal is to showcase your golf outing.



Table of Contents

Getting Started.....	7
Entry Form/Invitation.....	8
Publicizing Your Tournament.....	9
Sponsors.....	10
Signs & Banners.....	11
Gifts, Prizes, Awards.....	12
Hole-In-One.....	13
Food & Beverage.....	14
Tournament Supplies.....	15
Time Line for Tournament.....	16
After Tournament Follow-Up....	20
Volunteers.....	21
Gaming Ideas.....	22
Golf Etiquette	24
Frequently Asked Questions.....	26

9

Key Steps

Getting Started

Entry Form/Invitation

Publicizing your Tournament

Sponsors

Signs & Banners

Gifts, Prizes, and Awards

Hole-In-One

Food & Beverage

Tournament Supplies



1. Getting Started

- Select 2 or 3 dates
- Contact AGC for availability
- Decide number of players and preferred start time
- Discuss cost per player
- Secure tournament date with AGC
- Name your event
- Sign contract
- Submit deposit

**A.M. shotguns must be booked before
P.M. shotguns can be scheduled.**



2. Entry Form/Invitation

Include the following on your entry form or invitation. Collect as much information as possible about your participants to make your job easier.

- Event Name
- Date
- Format of Event
- Players Names with Contact Info
- Handicap Information for Players
- Price
- Check in Time, Depart Time, Actual Start Time
- Contests - Long Drive, Closest to Pin etc.
- What's Included
- Rental Club Info
- Driving Range Info
- Deadline for Entry
- Payment Types Accepted. Checks Payable to?

Most important communication of your tournament



Samples can be provided upon request

3. Publicizing Your Event

- Email entry form to your invitation list
- Post entry form on your website
- Have AGC link your tournament to the AGC Tournament Calendar
- Contact local newspapers
- Post entry forms at local golf courses. Always ask for permission before posting your tournament flyers.



4. Sponsors

Solicit as many sponsors as you can for the following items

- Hole-In-One(s)
- Tee Box Signs
- Beverage Cart Signs
- Driving Range Signs
- Scorecards
- Golf Cart Signs
- Banners
- Gifts, Prizes, Awards
- Driving Range



5. Signs & Banners



- Tee box signs should be 18 x 24 inches with stakes attached. The Hole # the sign goes on should be clearly and securely marked.
- Exact placement on the tee box should also be noted.
- Banners can be any size and can be placed on the entry road, driving range, registration table and putting greens.
- Beverage cart signs must be 8.5 x 11 inches with a maximum of 3 per cart.
- Golf cart signs must be 8.5 x 5.5 inches to fit in holder.

6. Gifts, Prizes, Awards

Contact Tom Farris or Jeri Cunningham for assistance in purchasing your gifts, prizes and awards. Custom options, special orders, embroidered or custom printed items and much more are available. Let us do the shopping for you.

When looking for prizes, consider purchasing gift cards from the Pro Shop. The participants can get their prize that day and choose exactly what they want.

If you receive valuable prize donations, consider holding a drawing for them at the awards banquet. This way the golf event remains fun, does not become too competitive, and participants of all ability levels have an equal chance for a great prize. It is also a great way to help your event grow the next year.



Tournament prize catalogs are available upon request.

7. Hole-In-One



Hole-In-One Insurance Companies

Hole In One USA

800-383-7273

Hole In One International

800-827-2249

National Hole In One Association

888-423-8187

Once HIO coverage is acquired,
email or fax a copy of the HIO
contract to the tournament office.

tournaments@anchoragegolfcourse.com

Fax # 907-522-3326



8. Food & Beverage



O'Malley's on the Green is a full service venue. The options for food & beverage are unlimited. From a simple breakfast to a beautiful banquet, your tournament needs can be accommodated. Ask about our latest outdoor dining area "Barbecue Hill". Full service beverage carts and snack shop are also available to accommodate your many cravings throughout your event. Golfers may not remember what they shot, but they will remember what they had to eat.

Please call, fax or email
Jonathon Pendergrast
O'Malley's on the Green
Office-907-522-3324
Fax 907-522-3326
jpendergrast@anchoragegolfcourse.com

State and municipal laws do not allow golfers to bring their own alcoholic beverages on courses with a liquor license. AGC has an obligation to monitor and control the responsible service and consumption of alcohol. Consumption by individuals under 21 years of age is prohibited by law.



9. Tournament Supplies

Please label all supplies so they can be returned to you. AGC does not provide office supplies or copies. Please make sure you have everything you need.

Suggested supply items

- Calculator
- Scissors, tape, staplers, paper clips, push pins and any other supplies
- Copies of pairings
- Alpha list must have hole numbers
- Copies of rules
- Proper clothing for all weather
- Goody bags
- Registration signage



Time Line

90 Days in Advance

- To lesson apprehension and encourage new golfers to participate in your event inform them of AGC's "Get Golf Ready" clinics. Ask AGC Tournament Staff or visit our website for details.
- Review and choose menus.
- Place orders for any prizes or gifts that require logo.
- Order sponsor banners, hole sponsor signs and other media or advertising material.
- Select a photographer or videographer.
- Mail out formal invitations for the event.



30 Days in Advance

- Provide final contracted player count to AGC.
- Review start time and other arrangements with AGC Tournament Staff.
- Get lots of volunteers: 2 - 3 for registration; 2 for each Hole-In-One; 1 - 2 for scoring; 1 - 2 for various games.

Consider reserving a pre-tournament lesson clinic for new or infrequent golfers. It will enhance the event and make the day more enjoyable for those who want to participate, but do not know how to golf. Lesson clinics and putting events are also available during the golf event for non-golfers. .

Time Line (Cont.)

7 Days in Advance

- Call AGC for the name of your personal Tournament Director.
- Confirm number of players to AGC.
- Provide rules sheet to AGC.
- Advise AGC if you will hand out scorecards at registration or if they are to be placed on carts by the AGC staff.
- Provide final payment to AGC.
- Confirm number and type of rental clubs to AGC.
- Contact Jonathon Pendergrast and review your food and beverage choices for the event at 522-3324.

3 Days in Advance

- Confirm with sponsor delivery time of Hole-In-One items (cars, ATV's, boats, etc).
- Fax copy of Hole-In-One contract, so we can confirm yardage is correct.
- Final list of players and non-players emailed to AGC in a Word or Excel format. Email to: tournaments@anchoragegolfcourse.com. Make sure spelling is correct, since cart signs are made based on this information.
- Confirm number of volunteer carts needed and names of volunteers.
- Provide rental club info to AGC and who is paying for the rentals.
- Assemble gift bags.



Time Line (Cont.)

3 Days Prior to the Event

- Deliver signs, banners, goodie bags, tents, donated items and office supplies to AGC.
- Confirm number of tables and chairs needed for check in, contests, food and special events.
- Provide script for any announcements you would like made at the start of your event.
- Determine how the \$2-per-player Pro Shop credit will be used. You may supplement the amount, if needed.
- Send a fax or email to remind players of event with check-in time and **start time**. Players need to check in early and *no later* than 60 minutes before the **start time**. Players will leave the staging area 15 minutes before the start time. Remind players they cannot bring their own alcohol on the course. This is a violation of state law. The golf course has an obligation to monitor & control the responsible service and consumption of alcohol. Consumption by individuals under 21 years of age is prohibited by law.



Time Line (Cont.)

Day of Event

- Organize and instruct volunteers. Volunteers must be at their assigned holes 20 minutes before the start of the event.
- Check in golfers at least one hour prior to event time.
- Volunteers are to help with sign and banner placement.
- Volunteers are to score event.
- Make sure you have pairings list, Alpha list of players with hole number, rules book and other tournament supplies. (see page 15)
- Hole-In-One volunteers. Make sure your Hole-In-One volunteers understand the rules and what they are supposed to do.
- Know your rules person's name, in case there is a rules question or dispute.
- Please note that the start time is the time the players are on the tee ready to strike the ball.

Event Program or Welcome Letter

You should have a "welcome letter" on the day of the event and provide a copy for each cart. An outline of the day's activities will spare you from having to answer the same question 100 times. Include rules, agenda and the following items:

*Gaming Holes *Sponsors *Play Format & Rules



Time Line (Cont.)

Day After Event

- E-mail thank you to participants and sponsors.
- Pick up all signs, banners and supplies from AGC within 24 hours
- Return survey to AGC.



Please be aware that canceling an event after you booked it might cost you money. Golf is more than just a glamorous sport, it is a business that provides one's livelihood. When you book an outing, AGC will turn away other business to accommodate your group.

If something does go wrong and you must cancel, or if you thought you were going to have 120 golfers and you're only going to have 80 (or vice versa), it is important to notify AGC as soon as possible. This may allow AGC to minimize any cost that might be incurred.



Rain/Weather Policy

Golfers tend to be fanatics and will play in almost any weather.

Additionally, most outings are scheduled on a rain-or-shine basis. Generally, once booked, outings are only subject to cancellation if AGC determines weather conditions have become dangerous or if the conditions could cause damage to the course.

Hole-In-One Volunteer Duties

- Witnesses must be age 21 or older and not participating in the tournament
- Only one shot per contestant is allowed
- Safely position yourself so that you have a clear view of both the tee box and the hole

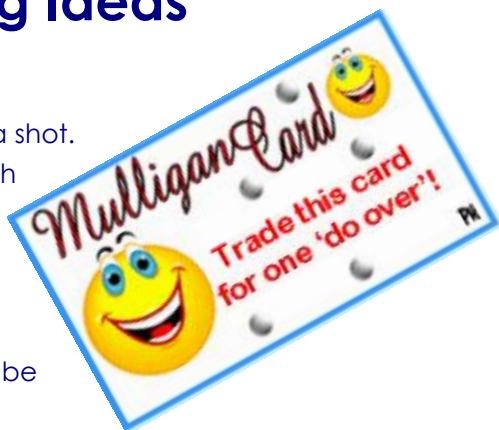


- If a Hole-In-One occurs, immediately notify AGC Tournament Staff for assistance

Fundraising Ideas

Mulligans

A mulligan, to put it simply, is an extra shot. This is an example of a mulligan which was sold for \$5.00. Generally, it is a good idea to limit one mulligan per person, per 18 holes. Otherwise play will be slowed. Depending on your group, the price of the mulligan can be raised or lowered.



Auctions

Whether it be a traditional auction, or silent, this is an excellent opportunity to auction off donated or purchased prizes. A silent auction is done totally on paper, usually with the prize prominently displayed, and could be held during your cocktail reception. Be aware that a verbal auction takes more time and organization .

Celebrity Shoot-Outs

An exciting way to increase revenue is to invite a celebrity to play in your outing. Perhaps you could incorporate them into your award program as well.

Gambling Hole

Draw a 10-foot circle around a pin on a par 3 hole. A volunteer stands on the tee box and offers the golfers the opportunity to double their money by hitting the ball inside the circle. They put up \$5, \$10 or \$20. If they hit the ball in the circle, they double their money; If they don't, you keep the money.

Beat The Pro or Buy The Pro

Hire a golf pro to stand on a tee box and give each golfer the opportunity to drive the ball farther than the Pro. They put up \$5, \$10 or \$20. If they beat the Pro, they double their money; if they don't, you keep the money. Or let the Pro take your shot for a fee (doesn't count for contests, though).



Putting Contest

Before and after the golf tournament, have a putting contest on the practice green. \$5 gives a golfer 3 chances to putt a ball into a hole to get them in the finals. You can choose the distance. During the finals, all qualifiers putt for a great prize. You keep the cash.



Skins

Willing golfers put \$20 in the pot at the beginning of the tournament. The team with the lowest score on a hole, where there are no ties on that hole, wins the pot. Have a percentage of the pot earmarked for your outing group.

String Sale

Similar to mulligan sales, you can sell string. The player can buy 5 feet of string for \$5. They can use the string to move their ball closer to the hole or out of a hazard (one string, one move).

Golf Etiquette

Golf Etiquette is an essential part of the game. And it is something that newcomers to the game often learn as they go—on the course, when playing with more experienced golfers.

The guidelines for good golf etiquette exist for safety, pace of play (which helps keep the game enjoyable) and maintaining the quality of the golf course.

Here are some basic rules that will help keep the game enjoyable for you and your event participants.



Pace of Play

- Keep the round moving by being prepared to hit your shot when it is your turn.
- Play "ready golf". Each player plays when ready and it is safe, instead of waiting for the player who is away.
- Do not spend more than 2 minutes looking for a lost ball.
- Always keep pace with the group in front of you. Don't worry about the group behind you. It is their job to keep up with you.
- When two players in a cart hit to opposite sides of the hole, drive to the first ball and drop off that player with his club, then drive to the second ball. After both players hit, meet up farther down the hole.
- When walking from your cart to your ball, take a couple clubs with you.
- Always leave the putting green as soon as your group has finished putting
- Mark your score at the next tee box, not on the green.

Safety

- **Do not swing your club until you know others are at a safe distance. Be aware and stay clear of trouble.**
- **When practicing your swing, never swing in the direction of another player.**
- **Do not hit the ball until you are certain that the group ahead of you is out of range.**
- **If your ball appears headed toward another player or another group, give them a warning by yelling out, “Fore!”**
- **Observe the safety suggestions posted in golf carts and drive carefully. Golf etiquette requires keeping your cart off the grass as much as possible.**
- **Never throw clubs in anger.**

Be Kind to the Course

- Observe cart rules. The 90 degree rule requires you to stay on the cart path until you are even (at a 90 degree angle) with your ball. Then you may drive your cart straight out to your ball and straight back to the cart path after your shot.
- Keep carts away from greens and hazards.



- Repair your divots in the fairway by filling with sand and gently tapping down with your foot.
- Repair your ball marks on the green.
- Always rake sand bunkers after hitting to erase your footprints and damage to the area where your ball was.
- Avoid taking a divot on a practice swing.

Frequently Asked Questions

How long will the event take?

The golf portion will vary, but a rule of thumb is 5 hours for a shot-gun start, and 4.5 hours for a tee time event. Add an additional 2 hours to accommodate the program and food service afterwards.



What happens if we have a lot of no-shows?

You must pay for the guaranteed number that you contracted for with AGC. Refer to page 17 & 20 for more information.

What tees do players use?

Men can hit from the white tees. Women can hit from the red tees. If there are beginners or those that don't golf often, we have green tees available for use to make the round more enjoyable for participants.

What about spectators?

Visitors are prohibited from driving around the course. Doing so could be dangerous, especially when they don't know their way around the course. Player Assistants will normally assist in moving key volunteers or VIPs around the course. AGC prohibits non playing children under age 6 from being out on the golf course.

What do I need to know about minors?

Liquor control is the #1 concern on the golf course owner's mind when mentioning minors. If you're inviting a younger crowd, keep in mind that your outing can't change state and municipal law — consumption of alcohol by someone less than 21 years of age is against the law.

Other things to consider are pace of play, golf etiquette and carts. Some younger players may have the skill for golf, however, others may not know about golf etiquette and their inexperience could slow up play. No one under the age of 18 may operate a golf cart.

What about signs on the course?

Before you order any signs, plan to pound stakes into the ground or plan to staple your signs on the course, check with your AGC Tournament Coordinator. Sign frames with wire posts are commonly used and cause very minimal damage to grass on the course.

How does Hole-In-One insurance work?

It's really very simple. The outing decides on a prize, like a car, and purchases Hole-In-One insurance based on the value of the car, difficulty of the hole, and other factors. If someone does get a Hole-In-One, the insurance policy pays them, not you. Two volunteers are required by most companies to witness all shots. Refer to page 13 for reputable insurance companies.

Extra Golf Etiquette Hints

- Quiet, please! Never talk during another player's swing.
- Do not yell out following a shot. Even if boisterous behavior doesn't bother your playing partners, there are other people on the course who may be within ear-shot.
- Be aware of your shadow on the putting green. Don't stand in a place that causes your shadow to be cast across another player or that player's putting line.
- Never walk through a playing partner's putting line. Your footprints might alter the path of a partner's putt. Step over the putting line or walk around (behind) the partner's ball.
- Walk, don't run. Running can cause damage to the course.
- Mark your ball on the green if your ball is near the hole or in another player's line.
- The flagstick stays in the hole until everyone is on the green, unless a player requests its removal.
- To remove the flagstick, pull it straight up to avoid damaging the rim of the hole. Take it to the edge of the green and gently lay it down so the bottom knob is off the green and it can't make a mark on the green.