

Ace Golf Group

Introduction to Golf Outings

ACE GOLF





Golf Tournaments & Outings for Fun & Profit

Don't worry — putting on a successful golf outing might seem like a daunting task — but it doesn't have to be. We do many successful outings every year. We know what it takes and are happy to help you.

And you don't need to be an experienced golfer to run an outstanding golf tournament either. All it takes is some advance planning and the foresight to use the planning tools that we will put at your disposal.

We'll Help You Every Step of the Way

This Guide Will Teach You...



How golf outings work...



Tournament formats...



How to market your outing...



An outing checklist...



This guide will provide you with some basic advice on how to approach planning for your golf outing, as well as give you a schedule and task list to guide you through the entire process.

Most golf tournaments can be staged by a relatively small group of individuals with the help of the golf course's own staff. But there are some tournaments that are so large that they require special expertise to make them happen.

If your group is so large that it demands the use of multiple golf courses and a host of other logistical challenges, Ace Golf even has the facilities to help you with that level of outing. We own



A golf tournament is a great opportunity golfers to test their golf game, meet new friends, and have fun! For the organization it can also be a great way to brand your company and raise funds.

four golf courses and have hundreds of event staff ready to help you.

However, assuming that your tournament is of typical size, the following information will be invaluable in helping you treat your group to an unforgettable day of golf hospitality.

A typical day-long, afternoon golf outing involves 90-100 players with 18 holes of golf beginning at 1 pm. Plan for four to five hours of actual golf, with most outings followed by a cocktail hour and dinner.

Registration usually begins at 11 a.m., and many organizations choose to serve a light lunch to golfers

before they head out for the day's round. Your schedule can actually be anything you wish, so don't think of this as a hard and fast rule.

As the Golf Event Organizer, 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 our golf course staff, which will be more than happy to take many details off your list, including all matters pertaining to the actual golf competition.

One of the pleasant surprises about staging a golf outing here at Plantation Palms Golf Club is

how helpful you'll find our professional staff. We're in on the planning process and at your beck and call on the actual event day. You'll have a great working relationship with Caroline Carrozza, our Event Coordinator, to the point where on the day of your event, our golf staff will almost seem like part of your

own event staff. Good golf courses put a high value on building a spirit of teamwork among their golf staff.

Thus, you'll find the staff at Plantation Palms Golf Club extremely attentive to your needs and very adaptable to the inevitable last-minute changes that are typical to golf events. Late changes are par for the course and we simply roll with the punches.

First Step: Decide on a Date

The single most important step in starting your golf event plan is choosing a date. Are the days of the week flexible when you can

schedule your event? Is it important that it be held on a weekend or would a Friday or Monday work?

For example, if you're able to schedule your event on a Monday, it drastically opens the possibilities of courses where you might take your event. Because we feature 18-holes of golf, Plantation Palms Golf Club can host your event any day of the week. Members of your group who rarely get a chance to play the better golf courses will be delighted to take part in a tournament here.

While Monday is a business workday, there are many golf outings held on Monday afternoons, with some of them preceded by a business meeting in the morning. Weekends are by far the most popular time days for

outings and it is likely that the consensus is your event should be held on a Friday, Saturday or Sunday. For weekend events, you will find that most 18-hole golf courses prefer to book group outings for afternoon play on the weekends so that they can still welcome the many individual golfers who like to play on weekend mornings.

Second Step: Choosing a Golf Course

Your next task is deciding which golf course is appropriate for your group.

Is the course centrally located so that most of your guests can



easily commute there the day of the event?

Does the course have the type of food and beverage facilities that can provide your group with the type of service that you would want your guests to have?

The number of players for your event will also have an effect on the choice of courses. For

example, a golf course will max out at 220 players for an 18-hole event. The ability to host larger outings is a positive. Full fields of 200 - 220 take 5 - 5 1/2 hours.

What is the goal of your golf event? If it's a charity event where players are asked to make a fairly

substantial donation to the cause by competing in the event, your best choice might be one of the area's more prestigious courses that is well known to everyone.

“We held our annual Labor Day Outing at Plantation Palms. The staff not only helped us make it a success but we had our most profitable tournament to date.”

Joe Smith, Palm Harbor Chamber of Commerce

Likewise, if the event is designed to award a group of employees for doing a good job, you might want to make sure that you utilize a first class golf course with first class amenities. In both cases, Plantation Palms Golf Club is as good a choice as any. We host several of our own charity events

and can even offer insights on fundraising ideas.

Keeping in mind that there will be players at your event with a wide range of golf experience, the

actual topography and layout of the course might have an impact on your choice. The best choice for a golf outing is a course that will provide a challenge to the best golfers, yet still allow inexperienced

players a chance to navigate their way around the course with the least amount of difficulty.

A course that is in excess of 7,000 yards long would be more difficult than choosing a course that is just over 6,000 yards in length. A course with wider



fairways is much more playable for the average golfer and will not intimidate those with little golf experience.

Remember, if the golf tees you choose aren't ideal for some of your players, you can compensate by having players tee off from the forward tee markers rather than from the championship tees located the farthest back.

Research Other Golf Outing Events

We're so confident you'll be impressed with the overall offering here at Plantation Palms Golf Club, we encourage you to shop around. As you research your golf course options, ask the director of golf, head

professional or other person with whom you're negotiating to provide you with the names of other groups who have held events at this particular course. You'll be able to contact someone who has been through the whole process and has the benefit of a great deal of feedback from golfers who played the course.

You may find an invaluable planning source right within your own office. If there are experienced golfers in your organization, talk with them about their feelings on certain courses that they play regularly. You'll find that golfers are more than willing to provide excellent feedback on their experience playing a specific course. Plus, you'll find that during the discussion with your fellow employees who play golf, they

will surely recount some story about the outing or some memorable aspect of it that will provide you with excellent background information.

Visit the Course and Take a Tour of the Facilities

When you begin to make telephone calls to inquire about golf course availability, make an appointment to come out and see the facilities. In most cases you'll be able to meet with one person who can book the golf course, meeting rooms and food and beverage choices.

Sometimes, depending on the course, you may meet with two or more persons who deal with different aspects of your event.

When making an appointment for your first visit, ask for an on-site golf course meeting where you'll have a chance to inspect the course for yourself. Once you get there, ask the various staff members about the condition of the course and you'll find plenty of people



willing to provide thorough feedback.

Take a golf cart out on the course and notice the condition of the greens. Are they green and lush or do you see large bare or brown spots. Remember that greens are supposed to be green! Putting surfaces that have large brown patches or worn spots are something you don't want to have to explain to your outing guests.

Also, look at the fairways, areas of rough and the areas surrounding the tee boxes and rough areas that divide one hole from another. Are these areas well maintained and tidy looking? These are part of the many little things, besides playability, that delineate one course from another.

Make sure you ask about the maintenance schedule of the course. Early spring and late fall are times of the year you may want to avoid for your golf outing, depending of course on the area



Most tournaments are happy to allow both men and women to participate and make allowances for everyone to have fun.

of country where you live. These are the times of the year when many golf courses are making the transition from cold to warm

weather conditions and vice versa.

During transitional periods the conditions of the fairways and greens aren't as good as other times of the year. Make sure that you ask the club representative about these transitional periods when there is much course maintenance work that could conflict with your tournament dates. However, if cost is a concern, playing in a transitional season can often keep the price down.

There are many other routine things you will want to check on with regard to the course. You'll need at least one golf cart for every two golfers, so

does the golf course have enough carts in their fleet to accommodate you? What about golf club rentals for those in your event who might not be bringing their own clubs? Are there locker room or changing facilities available?

What is Your Budget?

When establishing a budget for a golf event, remember that most golf courses will charge on a per-person basis. This cost per golfer includes the green fee (the cost of actually playing the course) and a cart fee (the cost for renting each golf cart). Most courses will also tack on an administrative fee of some sort that handles the various details of the golf event, including bag handling, preparation of cart signs, scorecards, scoring the tournament and the display of a large scoreboard with all the names of the golfers.

Cost per golfer can be as low as \$25 during the off peak months at a course or as high as \$200 on up depending upon the type of golf course and the time of year.



Food and beverage is usually calculated separately, again at a cost per head. If you plan to provide a meal either before or after your event, your choices are endless, beginning with something as inexpensive as a box lunch that includes sandwich and a drink all the way to prime rib or a rib-eye steak dinner. Because many events are played in the afternoon, many tournaments choose to serve barbecue buffets after an event that include a choice such as hamburgers and hot dogs or chicken and baby back ribs, coleslaw, potato salad, baked beans and other items. Will you want to serve a box lunch or a continental breakfast to golfers before the round? What about beverage tickets so that your

guests will not have to fumble for change on the golf course when they purchase a beverage from the on-course beverage cart?



These are some of the other costs to be considered in a golf event budget. What kind of prizes will you have and will you have to purchase them or will they be donated. Many golf tournaments, especially those run for a charitable purpose, contact

various businesses for donations of prizes.

Additionally, you can work with the particular golf course so that

some of your prizes can be gift certificates redeemable at the golf shop on the day of the event.

The moment you step out on the first tee at Plantation Palms Golf Club, you'll experience a sense of excitement at the beautifully conditioned layout before you. There is

an excellent balance of holes from tight, tree-lined fairways that demand accuracy, to open links-style holes that are forgiving from the tee.



Key Golf Outing Budget Items

- Greens Fee and Cart Fee
- Food and Beverage (pre-event)
- Food and Beverage (post-event)
- Drink Tickets
- Prizes (trophies, 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 you want to make with participants, clients, customers and the other groups who make up your group.

You can offset some of these costs through donations from various businesses, including the selling of individual hole sponsorships. Businesses will “buy” a particular hole when they make a donation for the tournament or to help a designated charity. Hole signs are produced and they are placed at each hole to recognize that company’s participation in the outing.

Food and Beverage: Topping Off Your Day of Hospitality

A traditional part of a golf outing is extending the best in hospitality to your guests in the form of outstanding food and beverage service. Often, this starts with a box lunch upon arrival, where



guests can grab a quick lunch before spending five hours out on the golf course. If your golf is to be played following a meeting, box lunches 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 five hours and sometimes the weather is extremely warm. 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 produce money, get change and take up valuable time that could

be better-spent playing golf. Many golf outings provide two or three drink tickets to each golfer when they check in.

After 18-holes of golf and five hours on the course, most golfers are more than ready to have something to eat. Your club can provide a great array of choices, beginning with the popular barbecue buffet that is

“The food was awesome and ready when we finished the tournament”

Joe Smith, Palm Harbor Chamber of Commerce

so prevalent with golf outings.

For example, a typical barbecue buffet menu consists of chicken and baby back ribs, coleslaw, potato salad, baked beans, condiments, dessert and coffee or tea. However, the food and beverage department will be glad to cater any type of entrée and serve it in sit-down dinner style, whatever is appropriate for your event.

Signing the Contract

Once you decide on the golf course, choose your food and beverage options and settle on the actual time of your event, the

golf course will draw up a contract that will list all the elements of the event. This will

give you a chance to review all of what you have discussed, and it provides for a written agreement that the golf course will reserve the particular date on your behalf and agree to deliver the food and beverage and other services that you request.

Guarantee

Once you have signed the contact, the golf course will require that by a certain date – usually two or three weeks in advance of the event – you guarantee that you will pay for a certain number of players on the day of the event. This is so that the course can order the proper



amount of food for your group and to avoid any last minute changes that could adversely affect club staffing or food and beverage service.

Marketing Your Outing

A key component of planning for a golf outing is informing your

potential guests about the event. Thankfully, with the explosion of the Internet there are many tools at your disposal for getting the word out.

Since golf outings are all-day events, it's extremely important to provide

your guests with at least six 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.

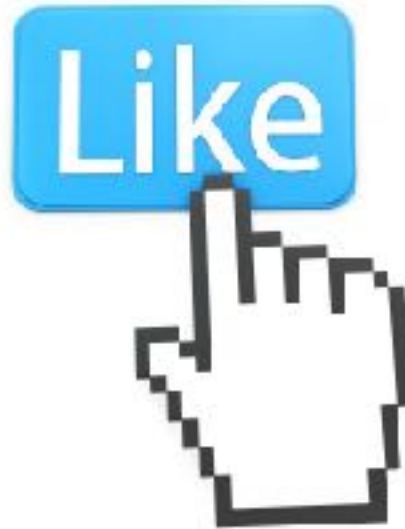
For your first offline announcement of the event, use a simple news item or press release listing the name and date of the event, the location, starting time and list of the day's activities

is appropriate.

Distribution can be via e-mail, fax, through the company newsletter or via regular mail. You can even create flyers that can be distributed in appropriate locations.

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, 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, as well as send out a confirmation letter to those who have already signed up.



Using Social Media

Today, with Social Media being the dominant communications medium, there's lots of techniques you can use to spread the word online. This makes marketing your outing far easier than it ever was before. And we are glad to help you understand all the options.

Something we do for all our club events is create a Facebook Event page. This is a special page on Facebook that gives all of the details for the event and even provides a map to the location. You can then invite "friends" via through this Event Page. If you do it correctly you can get all of the volunteers and organizers to share the Event with their friends. This is a great way for your outing to spread virally all over Facebook. You share with your staff, they share with their friends and those friends share with other friends... and so on.

The Event Page also keeps a running tally of all who have committed to the event, and that commitment shows on their Facebook page. This is great way

to see if your tournament is getting some traction.

If your Event justifies it, you can even use Facebook Advertising to advertise your Event on Facebook and you can target specific locations and demographics. We can even



help you develop this kind of advertising.

Email Marketing

If your group has an email list, you can announce your outing through that list. We can help

you create that email, and can even offer our own list of thousands of golfers to help you promote your tournament. After all, if you succeed that means we succeed. Please consider us partners in your outing's success.

Website Page

We will even create a page on our website where you can send your potential golfers to learn more. You can send people from your Social Media pages and emails directly to this page and we can provide a form, or even a purchase button, where people can buy their spots in the tournament right there online. It's a great way to let people sign up when they are warmed up and ready to buy.





Logistical Issues To Think About

What If It Rains?

Every golf outing must have a plan in place for inclement weather. As much as we all like to think we can predict the weather and even though we may be scheduling during the summer months, there's always a chance of rain.

While it is possible to play a tournament in light rain, no one likes to be out there in a steady downpour.

When you're negotiating for a date, also plan for a rain date,

an alternate time that the event can be held in case of bad weather. The worst enemy of the golfer is lightning. At the slightest hint that lightning is in the area, most golf courses pull golfers off the course to avoid the chance that there could be injury.

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 Tournament Director and his/her volunteers usually man this table. The registration desk is also an excellent place to hand out pre-tournament gifts and distribute box lunches.

It goes without question that if there's a pre-tournament lunch being served in the club itself, the most likely place for the registration table is very near where the lunch is being served.

Range Warm Up

Most good golfers prefer to warm up by hitting balls before they play. Be sure you selected course has a driving range or some way for golfers to hit balls before the tournament begins. Discuss this with you course manager when you are arranging the details of your tournament — including range availability.

Golfers want to putt and chip before they play as well. Most courses account for this but be

sure you understand what is available for your tournament.

Factors to Consider in Choosing a Tournament Format

A primary factor in determining the playing format for your outing is the number of players who will participate. 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 brings out 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. You should try and pick a format that allows players of all abilities to enjoy the round and actually take part in the competition. Even though you'll match players of varying abilities on teams, the social nature of golf is one that,

soon after the event begins, golfers always find they have something in common. You also might want to take into account the time of year and the weather conditions.

For example, if the weather is warm, you may want to try and

stage your event in the morning, although this is sometimes difficult for a golf course to have tournaments in the morning on weekends when tournaments are popular.

You'll also want to choose a format that allows players to compete in a reasonable amount of time. Remember, it takes four to five hours to complete a typical golf outing. Ask one of our attentive staffers here at Plantation Palms Golf Club about the formats they recommend. Whether it's a 180 player charity event, or just 16 guys from the office, Plantation Palms Golf Club is the ideal choice. Many corporations, associations and private groups have chosen Plantation Palms Golf Club to host their events and return again and again!

Golf Event Formats & Contests

There are a wide variety of golf formats and contests that will work for a corporate or charity event, but perhaps the key factor in choosing a format is the abilities of the golfers who will be taking part.

Since there are a great number of golfers who are playing at the same time, team formats work best. Because there's usually a wide variance among players in terms of their golf skills, putting players on teams tends to even things out 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 know the various abilities of the participants. That means you may want to ask for each player's handicap, so you'll know how to match up players in the event. Sometimes the business purpose of your event might outweigh any

need for putting players on competitive teams. If this is the case, players would be matched according to the type of business that they want to discuss during the day. As the Golf Event Organizer, all you would have to do in this case is provide a list of your four-person teams to the club's head professional.

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, with each golfer classified according to his/her ability. For example, on each team there is an A player, B player, C player and D player, with a player having little or no golf experience classified as a D player. Each team member hits a tee shot at each hole, but the second and succeeding shots are played from where the best shot of the four lands. Play continues 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 format 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.



Odd & 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

Stableford (Points System)

The Stableford format awards points for shots made depending

on a player's handicap. A point value is assigned for a birdie, par, eagle, bogey, double bogey or triple bogey based on the formula on the following page. Instead of



the player winning with the fewest strokes, in this case the winner would be the player with the most points.

Tournaments abound at Plantation Palms Golf Club for every skill level and every interest. From our "We're Open" open to a tourney for every holiday, charity and

excuse we can devise for fun and competitive golf. 1

Blind Hole Match

Played under a full handicap, the only scores that count are those on certain holes that are unannounced until after the competition has

been completed. This leaves the winners to chance, based on how they played on these particular holes.



Contest Options

Putting Contests

Usually held on the practice putting green at the course, putting competitions offer dozens of variations on a theme, with the object to be the person 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 with the money going to charity.

Plantation Palms Golf Club golf professionals are experts at setting up fun and challenging

putting contests on the putting green.

Chipping Contest

Another variation of the putting contest, except that shots are taken just off the putting surface to see who can chip the ball closest to the hole. Separate variations of the putting contests are those involving shots from just off the green and those involving shots from the sand bunkers. Fees to enter are usually the same as putting contests.

The playing format for a chipping contest can be the same as the putting contest, as well as the fees and the recognition of winners. One variation is to have a single entry apply to participation in

the chipping contest off of the grass, as well as in the sand-trap chipping competition.

Driving Contest

This contest, held separate from the regular golf competition, should be staged on a hole that has a particularly wide fairway. Flags are put up on the fairway every 25 yards beginning 125 yards out and ending 300 yards out. Each contestant gets to hit five drives, with only those landing on the fairway counting for the competition. You can also vary



this competition by giving each player only three drives and deducting 10 percent from a person's gross distance for each drive that is not in the fairway.

Another option is to pick one hole to use in the long drive contest. As players play that hole, the longest drive is recorded by a sign placed at that location. As new longer drives are recorded

the sign is moved forward to that location. The last player who adds his name to the sign is the winner.

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 and is usually held on the same hole as the longest drive competition.

Straightest Drive

Paint a white line or string a lay string down the middle of the fairway and the drive that comes closest to that line 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. Often this contest is played at the course's first par-3 hole on the back nine. The most common added

competitive activity at golf outings, putting contests are extremely popular because anyone – whether they're playing

golf that day or not – has the basic skill to putt a golf ball toward the hole. 16

various contests on our course and can recommend the perfect contest(s) for your event.



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. We've seen outing attendees enjoy



Should You Sell Mulligans?

A Mulligan is an extra shot that players may use during the course of the round that make take the place of another shot. Should you muff 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 the norm. The price for a Mulligan can vary from \$1 up as high as \$50, depending upon your group.

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 an automobile for holes in one, the prospect of victory is something that entices every single

golfer who steps up to the tee to have a go.

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 insurance companies that can do a good job for you.

You can also work with a local auto dealer to supply the car for display that day and, if necessary, as the prize to the lucky winner. Of course, the cost of purchasing a car for the winner

will come from the insurance company payoff.

To entice golfers during the day, your golf course will be happy to



park the car at or near the hole where the contest will take place. A hole-in-one contest is something that your organization

may want to consider as a way to spice of 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.

Prizes on these high visibility contests include cars, boats and other large 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.

Hole Sponsors Can Help Pay for Your Event

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. Better yet, recruit a local sign company as a hole sponsor in exchange for giving you a reduced rate on producing the signs.



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.

Scheduling Activities for Guests Who Don't Play Golf

Some of your outing attendees may come in early or decide to stay afterwards. This area of Central Florida is blessed with recreational activities, quaint towns with shopping, hunting, fishing, sight-seeing – you name it.

If you'd like help with any additional activities to round out your Plantation Palms Golf Club experience, just ask us!

Well prior to your event, survey your guest list and find

out how many attendees will not be playing golf, and most important, how many in your group would attend the golf event if there were activities other than golf. This information is best gathered well in advance and not left to the last minute.

Everyone can putt a golf ball and most people have at one time or another played miniature golf. Putting contests are always popular and you can probably arrange for a special contest for non-golfers on a practice green while the rest of the guests are out on the course.

If you're fortunate to be playing at a facility where there are ancillary recreational facilities, such as miniature golf, a pool, workout room or



basketball courts, you automatically have other activities to offer. If it's a full scale resort, then perhaps a massage or visit to the spa for your guests.

Chances are not everyone who attends your event will be a golfer. Thus, it is desirable to have something available so that non-golfers will come out and enjoy the day along with the rest of the group. 19

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.

Our event services staff is happy to accommodate any request you may have for your banquet. The golf staff will set up a tournament scoreboard with the names of all the teams and participants and their scores. 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.

The barbecue buffet is by far the favorite post-event meal for golf outings because it offers simple fare that is compatible to a traditional outdoor event. Choices such as hamburgers, hot dogs, chicken, ribs and steaks, along with coleslaw, potato salad and baked beans are the most popular.

More formal menus are certainly available at any golf club, and you'll find the food and beverage staff will go out of its way to ensure that your every request is fulfilled.

Golfers are a hungry lot when they come off the golf course after more than five hours of play. Thus, you'll want to choose a meal format that will allow a large



number of guests to be served in a short period of time, with a menu that will appeal to the a wide variety of appetites.

The 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 usually supplied by the club. Depending upon the club, the PA system will either be included in your package price, or an extra charge.

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.

The Plantation Palms Golf Club professionals are always ready, willing and able to present the golf awards at your banquet, if requested.

A Sample Golf Outing Timetable

Six Months in Advance:

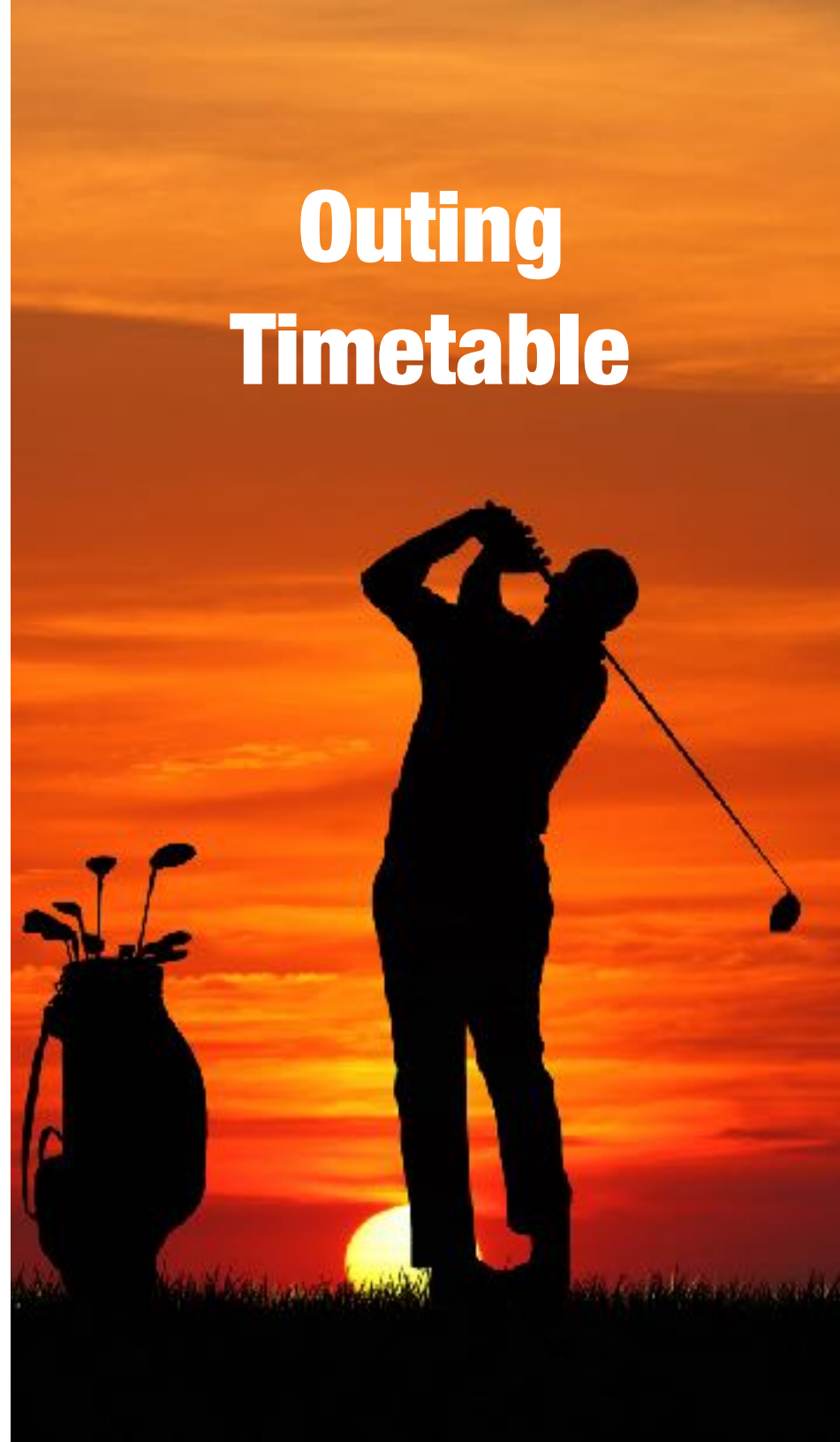
- Research and make final decision on a golf course.
- Block off tee times.
- Review and choose menus.
- Sign and return contract to the golf course.
- Decide on playing format.
- Prepare your invitation list.

- 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.

Outing Timetable





Outing Timetable

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 sure gifts and prizes have been received.
- Reconfirm all outside suppliers.
- Send your team list to the head golf professional or director of golf.

Day Prior to the Event:

- Review pairings list with golf courses and spelling of all names.
- Alert golf course of last minute changes.
- Review final numbers.
- 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 two hours before the event begins.

Day of the Event:

- Arrive at the golf course at least two hours prior to the event.
- Ensure that all volunteers arrive at the golf course two hours prior to the event.
- 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.

Outing Timetable





Here at Plantation Palms Golf Club, we offer several advantages when it comes to providing you with the perfect place to host your all-important outing. Call us if you'd like to discuss your outing and we'll answer any questions you might have. We will do our best to make sure your attendees will have a great day devoid of distractions.

Golfers of every skill level will feel a sense of accomplishment; your after-golf activities – including the food – will be orchestrated for you, all while you have a relaxing day.

Contact our Golf Outing Coordinator, Caroline Carrozza, to get started on your successful day. You can reach her, and all of the golf staff at our location below:

Plantation Palms Golf Club
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