

Planning a Tournament Step by Step

So, you've decided to put on a golf tournament, and you think it is going to be fun and easy – and it will be with a little advance planning and some help from our professionals at the Haggin Oaks Golf Complex. Following the outline set forth in this planning guide will make your job easier and more fun for you and your golfers. ***You do not need to be an experienced golfer to run a successful golf event!***



When planning an outing, you first need to identify your goals. Having these clearly defined you can begin the process. When structuring your event, always consider the talents and make-up of your golf participants. Having an event that is too challenging (and not fun for everyone) can sour the day and linger on the mind of your participants until next year. Careful planning is the key to insuring a memorable event for all players and guests. Most golf events can be staged by one person or a small committee.

1st Step: Decide on a Date

The single most important step in planning your golf event is securing a date. Fridays, Saturdays, and Sundays are the most typical days for a tournament and outings at the Haggin Oaks Golf Complex. That said, depending on the size of your group, we can accommodate you on other days of the week. The most popular time of day for an event is in the early morning.

2nd Step: Choose a Golf Course Location, Location, Location

You must decide which golf course is appropriate for your outing event. Ideally the golf facility will be located so that your guests have an easy commute the day of the event. The Haggin Oaks Golf Complex is conveniently located in Sacramento just off Business 80 up from Cal Expo. If you are hosting out of town guests, accommodations are available nearby for their convenience.

Although the event is designed around golf, fun should be the number one priority. With Haggin Oaks multiple tees, you and your guest will have a memorable time. Haggin Oaks Golf Complex has two 18-hole courses to choose from. Arcade Creek is uniquely designed to allow 9 or 18-hole play all throughout the day. Alister Mackenzie is our signature championship course that has continuous 18 holes of play where the return to the clubhouse is not until after hole 18.

3rd Step: Establish Your Budget

When establishing a budget for your golf event, remember that most golf courses will charge on a per person basis. This cost per golfer includes the green fee and cart fee. Other amenities such as a driving range set up may also be important to your guests. The Haggin Oaks Golf Complex has a first-class practice facility for your guests.

Does your group require food and beverage service? Food and beverage is usually calculated separately from the actual golf cost per person. Here at Haggin Oaks, we have a variety of food choices to choose from as well as when you would like to have meals available. Breakfast burritos in the morning before teeing off, sandwiches or hamburgers during the round, served at Hole #8, or sitting down to a meal after 18 holes. The Haggin Oaks Golf Complex provides you with a great array of post-event meal choices. You can choose from our MacKenzie Sports Bar menu items a la carte, box lunches, all the way to a fun BBQ of pulled pork and grilled chicken breasts. With two picturesque views of the golf course to choose from, the choice is yours!

Other Budget Items

Depending on the size and scope of your event, here are some other items that could be considered as part of your golf outing budget:

- Drink tickets
- Driving range warm-up
- Dedicated beverage cart
- Prizes (trophies, golf balls, golf equipment, gift certificates for on course contest) printing (brochures, invitations, posters, entry forms)
- Hole-in-one contest insurance for high visibility prizes (car, cash, vacation) Gifts for event volunteers
- Photography (team pictures)
- Signs and banners to recognize event sponsors event
- Pre-event clinic hosted by club professional

3A-Increasing Revenue

Sponsors

If your golf outing is a charity outing, hole sponsors are a great way to raise money for the designated charity, as well as a way to engage local businesses to help promote your event. Determine a price for sponsorship of each hole. Sponsor signs

are placed at the event to publicize the name of the company making the contribution to the success of the event.



Sponsorships do not have to be limited to just selling hole signs. You can increase sponsor visibility and track their return on investment by offering:

- Sponsorships for lunch, dinner, beverage cart or prize table.
- Sponsorship materials included in player gift bags. All major sponsors (and logos) included in event advertising and marketing.
- Go for “big ticket” industries such as automotive, real estate and financial as they know the value of golfer demographics.
- Special pricing (cost-plus) for sponsor logoed merchandise. Our golf pro shop can facilitate these special orders.

Sell Mulligans and Games

As you know, a mulligan is an extra shot that can be used to take the place of an errant shot. Mulligans are an excellent way to raise money or to defray the expenses of a golf outing. Traditionally, only two or three mulligans per player are allowed for purchase. Depending on your group, the price of a mulligan can vary from \$1 up as high as \$20 or more.

Games are great way to increase revenue for your event. Speed hole, how fast can a group finish a Par 3 for a reduction on their overall score, and Launching for Charity, golfers can get on the green on a Par 5 for a fee, are great ways to increase the bottom line.



4th Step: Choose a Format of Play

A primary factor in determining the format of play for your golf outing is the skill level and number of players who will participate. Selecting a format that is focused on entertainment, not on arithmetic and rules is the key to having fun. You may also want to choose a format that allows players to complete their round in a reasonable amount of time. No one enjoys taking six hours to play a round of golf. Remember, the typical golf outing time goal is to complete the round in four and a half hours depending on the size of the group. The friendly Player Assistants at Haggin Oaks Golf Complex will monitor play and assist your golfers throughout the day to facilitate a smooth flow until the conclusion of play.



Starting Time Options

Depending upon the number of golfers, time of day and day of week, Haggin Oaks Golf Complex provides the following starting time options for your golf

- ***Consecutive Tee Times***
These are reservations that are held for any size group. Under this method, each golfer or group is assigned a tee time. Groups are sent off in sequence from the first tee in intervals of 9-minutes.
- ***Full Shotgun Start***
A shotgun start is a golf outing format in which all groups of players tee off simultaneously from different holes on the golf course. The minimum required for a shotgun event is variable depending on the date and time of year. The maximum is 140 to be determined based on health conditions.
- ***Modified Shotgun Start***
In a “modified” shotgun start the players all start at the same time but do not occupy the entire course – in other words, you use only as many golf holes as needed to accommodate the size of your group. The minimum number of players varies from depending on availability.

Golf Genius

No matter the format or starting time for golf Haggin Oaks has your scoring needs met. We use Golf Genius is an app-based program, scored with a smartphone, that allows you to view leaderboard to see how you as well as your friends are playing. After the round you can view the results while having a drink or enjoying your meal.

Fifth Step: Planning Timeline

When planning your golf outing, use the following table to assist you in achieving your goals. Long range planning will provide a cushion of time in the event of problems.

Your Haggin Oaks Timeline

Twelve Down to Six Months in Advance:

- Research and select the golf facility.
- Determine when you would like to hold your event. Select two dates and time, first choice and an alternate as a back up, along with choice of golf course and call Haggin Oaks Golf Complex early for best selection.
- Establish a Group and On-Site Contact to coordinate your event.
- Establish budgets for food & beverage, gifts, prizes, driving range, green fees and carts.
- Determine tee times, games, prizes.
- Work with your On-Site Contact to determine your food, beverage and banquet space needs.
- Sign contract(s) and return.

Six Down To Three Months in Advance:

- Prepare invitations and establish a mailing list.
- Send out publicity announcements.
- Send out invitations for the event (be sure to include directions).
- Inform event sponsors wishing to donate food or drink items for distribution to your guests during the event that they must be purchased by prior arrangement through the food and beverage department.
- Contact any outside vendors you may be using for tee signs, graphic materials, prizes, awards, hole-in-one prizes, hole-in-one insurance, etc.
- Recruit volunteers.

One Month in Advance:

- Review start times and activities with your Event Coordinator.
- Finalize food and beverage details with your Event Coordinator.
- Check status of special orders and gift items.
- Confirm volunteers and schedule meeting for assignment of duties.

- Send second invitation announcement to those who have not yet signed up.
- Send confirmation notice to those who have already signed up.

Two Weeks in Advance:

- Begin arranging your final guest list.
- Begin to pair players on your tee sheet based on your criteria (collect first and last names of all golfers).
- Contact your Event Coordinator with final number guarantee for the event.
- Confirm on-course food and beverage needs with Event Coordinator.
- Complete final checklist for prizes and contests.

One Week in Advance:

- Send your player pairing list to the Event Coordinator. (For shotgun starts your Event Coordinator will assign the starting holes for each group – be sure to note any groups that like to start together.)
- Reconfirm outside suppliers.

Two Days in Advance:

- Review tee time pairings provide alphabetized guest list and alert Event Coordinator of any last-minute changes.
- Consult with the Event Coordinator about placement of hole sponsor signs and special awards on the golf course.
- Check with Event Coordinator on all final food and beverage details.

Day of the Event:

- Arrive at least one and a half hours prior to your guests.
- Make sure volunteers arrive one hour before the first tee time.
- Know where golf facility amenities are located (Driving Range, 1st Tee, etc.).
- Hold a short pre-event volunteer meeting.
- Be prepared for last minute changes.
- Check on food and beverage arrangements.
- Check arrival of special event awards (automobiles, etc.).
- Make sure registration table is staffed.
- Stay in close touch with Event Coordinator regarding last minute changes.
- Make sure tee gifts are placed on golf carts.
- Confirm on-course food and beverage service.
- In case of inclement weather, review rain options with Event Coordinator and food & beverage obligations.

We invite you to make an appointment for your first visit so that we can have all our department heads available to discuss your event. We would love to show the Haggin Oaks way for your event.