

Corporate Tournament Planning Guide

So the boss decided to have a golf tournament for the employees, or the customers, or both. Call up the golf course, he tells you, and put it all together. Yikes.

The good news is we work hard to make it easy for you. Our staff is available at any time to help you plan your event – and to help you at crunch time on the day of your event.

This planning guide is a first step to a well planned and executed event. It will help you decide what type of event will work best for you - and to gather the information we will need to adequately provide a quote.

It is organized in chronological order and walks you through the planning cycle step-by-step. So tell your boss – “no worries mate – I’ve got it covered”

Why are we having this tournament?

The first question is “what is the business reason for this tournament?”. Do you want to promote a new product or service? Do you want to thank and build future loyalty with your current customers or suppliers? Add new customers? Reward your employees? Build team spirit? Or several of these?

Golf events are surprisingly inexpensive for promotional purposes. Direct costs average about \$ 30 a player. Still, it is money spent and your company should have a clear expectation of the return on that investment.

If your company re-markets products or services produced by others – you can often ask your suppliers to help sponsor your event. Including their logos in your invitations and posting signage on the day of your event is often an efficient and smart way for your partners to use their advertising and promotion budgets. If your suppliers have give-aways (tee shirts, caps, etc.), you should have them provide a supply to use as prizes or in your tournament kits (bags of give-aways you present to your guests).

Pick a day... and a time

It is important to make this decision early and reserve the course. But it is also important to put some thought into your selection. Our weekday rates are considerably less expensive than our week-end rates....but if your guests are unable to take off work during the week the weekend might be the better option.

Likewise, your preferred tee-off time deserves some thought. Morning tee-offs usually mean the entire day will be dedicated to the event. Early or mid afternoon tee-offs allow guests to work a half-day before starting. Your start time will also impact the catering requirements. If you start around noon you should consider providing some form of lunch (barbecue or box lunches). If you plan a sit down meal after the tournament you will want to plan your tee-off so you finish about 5 or 6 PM.

Tournament format

How many holes?

Will you play nine holes or eighteen? Each nine holes will take about two hours to play and the walking distance is about 4 Km. The demands of time these days often dictate nine-hole events but 18-hole events remain popular as well.

The Ambrose format is the overwhelming favourite for corporate events. In this format each foursome plays as a team. All players tee-off and then play their next shot from the best resulting ball location. They continue in this fashion until the hole is finished.

The advantage of the Ambrose format is that it takes the pressure off of new or inexperienced golfers. It also speeds up play. Since each foursome plays as a team, it is an ideal format for team building events or for building camaraderie with customers or suppliers. You will want to remember this aspect later when you decide which players will be included in each foursome. Make sure your sales people are teamed with key customers or prospects. Likewise, make sure your executives are teamed with appropriate guests.

Competitions and awards

Awards are usually given to players on the top 3 teams. Sometimes its fun to give an award to the last place team as well. This is where promotional items such as caps or tee shirts come in handy.

Another aspect of formatting is selecting individual hole competitions to add interest. Examples are “nearest the pin” competitions on a par 3 or “longest drive” competitions. You can have special awards for getting a “2” on a hole. You can also purchase insurance and have a large prize, such as an automobile, if a player makes a hole-in-one

As part of our planning services we will provide the markers and equipment you will need on course. We offer Waahi Taakaro logoed shirts, caps, towels and balls which make great prizes and mementoes.

We provide an additional document (Ambrose Explained) for download which further explains the Ambrose format along with several variations.

Assigning players to foursomes

Some thought should go into who you put in each foursome.

Business reasons may dictate who plays together. You should identify those relationships and assign to foursomes appropriately.

Balancing foursomes for competition is another issue. Golfers have handicaps which allow players of unequal ability to compete with each other. Many of your guests may not have official handicaps. If you want to balance your foursomes for competition you can ask each player for their handicaps on their entry forms. If they do not have a handicap, ask them what they score on average when they play. Deduct 72 (par) from their average score to determine a probable handicap.

You can determine a foursome handicap by adding together the four handicaps and divide by four. In that way you can determine a differential for each foursome which will allow them to compete fairly.

Catering

You should consider catering needs before, during and after the tournament.

Before the tournament

If your start time is around noon you should consider providing a light lunch before you begin. This can be classic barbecue fare or a box lunch. Pre-event catering is available from the Café del Rio restaurant. If you are renting the course (as opposed to a group fee), you may also bring your own equipment and serve using your own staff.

Beer or wine is almost always appreciated as well and helps get the tournament off to a festive start. At Waahi Taakaro we allow clients to provide their own beer or wine at the pre-event or will be pleased to serve your guests at the bar in the Café del Rio.

During the Tournament

If you are renting the course you can have course stations, or hospitality tents, wherever you would like on the course. Often these course stations are sponsored by suppliers and offer water, soft drinks, beer, wine along with food tidbits.

An electric cart is available as well. This can be stocked with the above items and driven around to serve your guests on course.

After the Tournament

Sit-down meals offer plenty of time to conclude the event, award prizes and allow the entire group to intermingle and socialize.

Stand-ups, where finger food is on offer, reduces your costs.

The right choice for your company will depend on available budgets and should match the business reasons for conducting the event.

Bar

There are several options for handling the bar.

Guest Pays: Each guest buys his own beverages

Company Pays: The company picks up the bar tab.

Combination: The company provides a drink ticket to each guest which can be exchanged for a beverage of choice. Additional drinks are paid by the guest.

Please visit the catering page on our website for more detailed information on catering options, menus and prices.

Visit the Course

It is always a good idea to inspect the course and facilities as part of your planning.

Some ideas to add to your event

A **golf instruction session** is a nice touch many guests will find valuable. Our teaching professional will provide a 20 minute session for the group on a specific aspect of the game such as chipping techniques or course management.

A **putting contest** either before or after the tournament is fun and is something all the players will enjoy.

A **nearest the pin contest on our Junior's Course** is another idea. At 50 meters, the contest is winnable by even inexperienced players.

Miscellaneous

What happens when the guest arrives? Will you have a place to sign-in? Will you provide tournament kits (balls, tees, give-aways)? You should give each guest a document which explains the tournament format and rules, lets him know which foursome he is in and where he should start the round.

Will you need hire equipment? How many sets? Ladies or gents? Left or right-handed?

Will you want to rent an electric cart?

Customized scorecards are available at Waahi Taakaro. If you provide your logo files we will print score cards that promote your company and your sponsors. Guests names and start locations can be printed on each card

What happens if it rains?

Course rental fees can be set aside if the weather precludes any play on the course.

Catering costs for food and preparation have already occurred. You may decide to go ahead with the meal or we will reduce the catering costs by 30% if you cancel.

How to get a quote

Complete the Check List at the end of this document and send it to us...or bring it when you come to visit. We will provide a formal quotation in return which, upon your acceptance, will confirm and reserve all the dates and times requested.

Billing

Deposit - \$100. Payment on the day unless prior arrangements are made

Check List

Corporate Tournament

Company or Group				
Contact Person				
Contact Phone				
Contact e-mail				
Event Date				
Start Time				
Player Count				
Start Type	Shotgun		First Tee	
Holes to be played	9 holes		18 holes	
Rate	Group		Full Course	
	Half Day		Full Day	
Format	Ambrose		Other	
Contest	Nearest Pin		Longest Drive	
	Twos		Straightest Drive	
Hire Clubs	Men's ½ sets Right handed		Men's full sets Right handed	
	Men's ½ sets Left handed		Men's full sets Left handed	
	Ladies ½ sets Right handed		Ladies full sets Right handed	
	Ladies ½ sets Left handed		Ladies full sets Left handed	
Electric Cart	Yes		No	
Course Stations	Yes		No	
Instruction Session	Yes		No	
Catering	Sit-down		Stand-up	
	Barbecue		Other	
Bar	Company Pays		Guest Pays	
	Other			