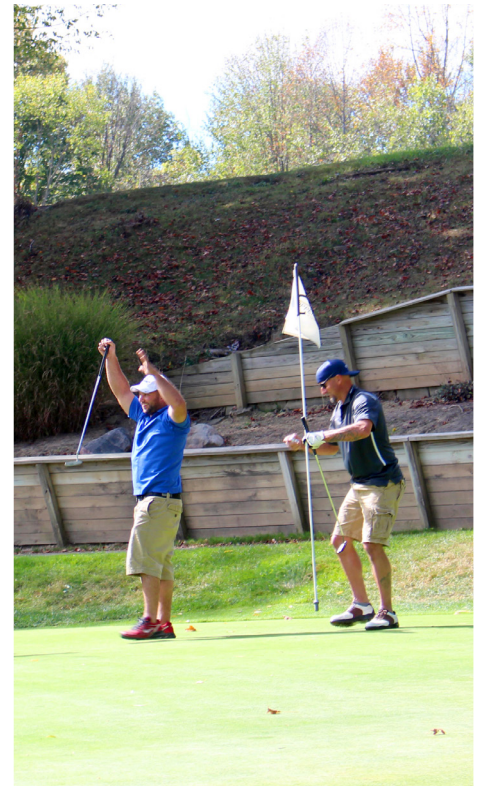




- The Ultimate - Golf Outing & Event Planning Guide





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Introduction

**Thinking about a fun activity for your business,
your favorite charity, or just a fun family event?**

You may want to consider a golf outing. Outings can provide a fun, rewarding experience for everyone involved- regardless of skill level. Although planning an outing may seem like a daunting task, it doesn't have to be. With the help of a professional event planner, your day will be filled with fun activities and challenging events for everyone involved. Regardless of what venue you choose, this guide can help you navigate the process, to insure a stress free, fun, golf outing.





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Step 1 / Choosing A Date

Decide what month and day of the week works best for your needs. Keep in mind that outings held in June, July, and August- on the weekends, are the most popular. Depending on your group, an event held during the week, or in May, September, or October, can be significantly cheaper, with more available dates.



Step 2 / Choosing A Venue

In Northeast Ohio there are several options when choosing a site for your outing. Be smart, check out several. Here are a few things you want to consider...

- Does the course have the physical facilities that you need for both the golf, and the dinner or banquet that follows? With Northeast Ohio weather, it is important to choose a facility that can handle your dinner and banquet needs indoors.
- Ask to use a golf cart to drive the course. The course should be in pristine condition. You want a course that is not too long, but one that is playable for golfers of all skill levels.
- Get referrals from other outings. Often times they can be the best resource when deciding on a venue.
- Make sure the food options fit your needs. A venue should be able to provide you with an assortment of options and price ranges for all of your food and beverage needs.
- Make sure you choose a venue that specializes in golf outings. Professional event planners, with the experience to help plan and implement outings, ranging from 20 to 200 people can make all of the difference in planning an enjoyable experience for all of your guests. **Our General Manager, Donna Murrell,** and our **Director of Golf, George Arenschield,** are available to work with your team to help select the room and dinner options for your group



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At Coppertop...

we successfully plan and implement close to a hundred golf outings every year. Our golf professionals pride themselves in understanding the goals of each outing and provide step by step assistance in the planning process, as well as guiding you through the day itself. Our course is challenging but playable, for all skill levels. Our 6200 yard scenic layout is a perfect setting for your event. Our banquet facilities are second to none in Northeast Ohio. We also will provide you with testimonials from outings that are held at Coppertop yearly.

Coppertop has been known for over a decade as the home of the “Hassle Free” golf outing. Our philosophy is simple: “Let’s make this an easy, fun process from start to finish.” We want you to tell us exactly what you need and want, and we’ll take it from there. We have a group of professional event planners who will do the work for you. As you will see later in this guide, we will provide suggestions for fun, money making activities throughout the course. The success of your event is our only focus. We have a course that is the perfect length and provides exciting challenges to golfers of all skill levels.



Combined with our indoor banquet facilities; Coppertop’s newly remodeled Banquet Room can seat up to 225 people. Our Veranda can accommodate groups up to 80. The Loft has a capacity of 45. Finally, our lower level restaurant area can seat up to 70. Our food options include, but are not limited to, BBQ chicken and pulled pork with baked beans and various salads, burgers, brats, hot dogs, and salads, Steak with all of the trimmings, Trio Buffet, with Texas broil, BBQ chicken and pulled pork, Wood fired pizza, Fajita Bar, and many other options. These exciting options make Coppertop the premier destination for all of your golf outing needs. In Northeast Ohio you have many options; we encourage you to look at other venues. We believe that, with our course, our venue options, and our professional staff, that Coppertop will be your first choice when selecting your golf outing.



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Your Dinner & Banquet

After a five hour round of golf, golfers enjoy heading up to the banquet facility, having a few beverages, and discuss their day of golf. We want this part of their journey to be as enjoyable as the golf. When choosing a venue, make sure they have dining facilities that can comfortably seat all of your guests- with room for a podium, presentations, raffles, etc. A quality indoor venue will enhance your event considerably, and also protect you from the elements. Before or after your dinner, hosts give out the prize winners for the day. Many have silent auctions or raffles. Utilize the local sports teams in your area for donations. Outings have been very successful in procuring signed football helmets, jerseys, signed baseballs, etc. Call the team PR departments well in advance of your outing. They are especially receptive to outings that are raising money for local charities.



Step 3 / Planning Activities

Planning fun activities for the day of the event...

Above all else, you want to make your day as enjoyable as you can for everyone involved. To do this, there are many activities that will provide fun, challenging opportunities to win prizes and/or make money. Here are a few ideas that have been successful at Coppertop. The vast majority of our outings are “best ball” or a four person scramble. The teams can be split up by handicap, by family members, by business associates, or any way that best fits your outing.



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Coppertop Activites

- **Putting Contest**

Typically, we will have holes put in our practice green at 20 and 50 foot lengths. Golfers pay \$5 for two putts or \$10 for 5 putts. They shoot at the 20 foot putt. As many times as they make the 20 foot putt, are the number of chances they have at the 50 foot putt. At the end of the first round, we call up all of the 20 foot putt winners and give them a chance at the 50 foot putt. The golfer who comes closest to the 50 foot putt wins the designated prize. We will be on the green with our bullhorn, encouraging golfers to give it a try, making it a popular activity. This activity usually takes place before the event starts (during registration).

- **Skins**

At registration, teams can join the skins game. Each team that chooses to enter skins, pays \$20. The money is held until the match is completed. If a team has the best score on any given hole, they win a "skin". At the conclusion of the event, we will determine what team (s) have won skins and tell you how to distribute the money.

- **Up the Hill**

At Coppertop, our number one handicap hole is hole number 5. It is a challenging par 4 that goes over 200 yards up a hill and another 225 yards to the pin. An outing will put a volunteer at the white or blue T Boxes and ask golfers if they want the option of T'ing off from the ladies T's 200 plus yards up the hill. The golfers pay \$5 each (\$20 a team). This is very popular with golfers, especially if you are running a skins game.

- **Betting Hole**

Coppertop's hole number 17 is a down-hill par 3 that ranges from 90 to 120 yards. We have a 15 or 20 foot circle painted around the cup. Golfers can opt to bet on hitting the ball inside the circle. Some outings give out sleeves of balls, some choose to bet money.

- **Mulligans**

At registration, some events allow golfers to purchase mulligans. You can do this by charging each team a set amount for one mulligan. A mulligan is a shot the team can use that is over and above the normal rotation of shots from their group. Some events will sell rope by the inch. Teams can purchase a length of string that can be used to add distance to their putts.



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- **Ball Drop**

Events will ask volunteers to help sell ball numbers. (1-25, 26-59, 51-75, etc.) Our 18th green is a large, slanted green; plus it is right next to the event center. We have 500 styrofoam balls that we dump onto the 18th green. The closest ball to the hole wins the prize. This event usually takes place after the golf is completed.

- **Proximities**

Most events will choose among dozens of options for skill games during golf; Long Drive, Long Putt, Shortest Drive, Closest Second Shot, Accuracy Line, and Closest to the Pin on the Par 3's just to name a few. We will provide proximity markers on all of your activity holes.

- **U.S. Hole in One**

To add a touch of intrigue for your golfers, you may want to consider a hole in one package. Coppertop uses U.S. Hole in One Insurance. This option provides a \$10,000 prize for a hole in one on our Par 3, 7th hole. Prizes on the other par 3's include- a set of irons, a flat screen T.V., or round trip airline tickets. Some outings opt to provide their own insurance. Either way, we will set the holes up according to the requirements and put in any claims needed.

- **Raffles and Drawings**

A successful money maker can be holding raffles and drawings before, during, and after your outing. At registration, have a volunteer selling 50/50 raffle tickets. Continue to sell them during the outing- leading up to dinner. At the award portion of your banquet, announce the 50/50 winner. Raffle baskets are also a great way to raise additional funds. Some ideas for raffle baskets include: A golf basket, with rounds donated from area courses. A wine and wine glass basket. Donations from local sports teams (signed jerseys, helmets, balls, etc. Be creative- the ideas are endless. Make sure the baskets are well presented and useful. Golfers either bid on the prizes or purchase tickets that can go in a bag in front of the prize.

The important thing to consider is...

choose a group of activities that will enhance the experience of all of your golfers; from best to worst. You need to consider what your goals are. Is it money making for a charity? Is it business associates or customers? What are the skill levels? **At Coppertop, we can help guide you through this process and help choose just the right number and types of activities**



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Step 4 / Agreeing On A Price

There are a number of price options that courses should offer. The price will include golf and a cart. Beyond the golf, there are a number of options. Make sure that you are clear on exactly what you receive. For example, you may choose to have a “tab” beverage cart for domestic beers and plastic beverages. At the end of the event, the purchases are totaled and a bill will be presented. You may choose a cash cart, where each golfer is responsible for their own purchases. You have options for a breakfast, or a continental breakfast. You have various lunch options- some include domestic beer. The food options can be endless- ranging from a basic BBQ to a prime steak. Just make sure that whatever options you choose, they are explained clearly and fit the needs and budget of your outing. An outing package can cost as little as \$45 or as much as \$100 per golfer, depending on the options and date you choose.



Step 5 / Finishing Touches

Signing a Contract

When you choose your venue and set the date you will sign an Outing Contract. This contract will specify your date and time. It will have the number of golfers, your dining options, the format, and the price. The contract will specify all of your golf and dining requirements and the final date required for the number of people attending. Most outing contracts will require a two week period prior to the event, to have the final numbers in. This is required because of the food and beverage services that need to be ordered.



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Volunteers

The success of your outing, not only rests with a great venue and professional assistance, but with volunteers. Your registration, a on course photographer, as well as many of the on course activities will require volunteers. Make sure they are available to you from start to finish.

Hole Sponsors

A great way to raise money for your outing, or just to provide exposure for your business contacts is to sell hole sponsorships. Decide on a price. To get a sign printed will cost around \$20. We use a local graphics company that can provide a high quality sign for around \$20, and only need a week advanced notice. You may opt to find a company yourself, one who is willing to do a number of your signs in return for a sponsorship of their own. If you sell one for each hole and charge \$100 a sign, deduct the cost and you can easily make \$1400 just by selling hole sponsorships. You can also expand the idea to include breakfast, lunch, dinner, putting contest, or beverage cart sponsors. If this is a business outing, the signs can provide exposure to your customers, clients, and vendors.

Spreading the Word

Social media has turned in to a powerful resource for communication. Several months before your event, print a basic flyer; send it through social media, fax, and e-mail. Target any person or group that might be interested. Facebook is a effective tool when inviting friends, family, and business associates. A month later send out a reminder notice, this time with a registration form and on-line registration instructions. Continue spreading the word until you have reached your desired goal. At Coppertop, we will provide you with on line registration access and help distribute information about your outing. We will help design flyers and promote your function through our Facebook contacts.

Rain or shine?

There are no guarantees that Northeast Ohio weather is going to be sunny and 75. An outing can proceed with light rain, however, heavy rain and especially lightning and thunder are show stoppers. When you sit down with your event planner, make sure you have an alternate fall back date. If you opt to continue with your banquet, make sure the course can provide equivalent 18 hole passes for the golfers who have paid and cant golf.



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Checklist & Timeline

Six Months in Advance

- ☐ Decide on the venue
- ☐ Meet with the event planner to discuss room and food options
- ☐ Sign a contract and pay a deposit, to hold the date, with the venue
- ☐ Create a list of potential golfers/attendees
- ☐ With the help of the venue, create an outing flyer
- ☐ Do a social media (Facebook) blast to your potential audience
- ☐ Start lining up sponsors

Three Months in Advance

- ☐ Get sponsor names and logos, and arrange to have signs/banners printed
- ☐ Line up volunteers
- ☐ Mail formal invites and do a Facebook “blast” to all potential invitees
- ☐ Order prizes and raffle baskets

One Month in Advance

- ☐ Sit down with your event planner and firm up all of the details of your event
- ☐ Send out a reminder notice to all volunteers and event participants



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Two Weeks in Advance

- ☐ Confirm all attendees, sponsors, and volunteers
- ☐ Make sure volunteers understand their duties for the day
- ☐ Have your prizes, raffle items set
- ☐ Send the course a final list of golfer names/foursomes

Day of the Event

- ☐ Arrive at the course two hours prior to T off.
- ☐ Have all volunteers arrive two hours early also.
- ☐ Have a quick meeting with the volunteers to finalize duties
- ☐ Make sure the registration tables are configured properly
- ☐ Communicate any last minute changes to your event planner
- ☐ Set up your dinner venue with prizes and raffle items
- ☐ Make sure, that in the event of a weather related issue, you have a contingency plan in affect



Let's Plan Together

You now have all the tools you need to plan the perfect golf outing! But this task shouldn't have to be done alone. Contact us at Coppertop Golf today and we will help you along ever step of the way in creating a truly unique and memorable experience for you and all of your fellow guests.

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