

THE COMPLETE GUIDE TO HOSTING A RYDER CUP STYLE EVENT

# HOST YOUR OWN RYDER CUP EVENT



# WHY HOST YOUR OWN RYDER CUP EVENT

KEEPING YOUR MEMBERSHIP INVESTED IN YOUR CLUB IS IMPORTANT YET CAN BE A CHALLENGING THING TO ACCOMPLISH AT TIMES. HOSTING YOUR VERY OWN RYDER CLUB EVENT IS AN OPPORTUNITY TO GET YOUR MEMBERSHIP ENGAGED LIKE NEVER BEFORE. THEY ARE PROUD TO BE A MEMBER AND THIS CAN TAKE THEIR PRIDE TO A NEW LEVEL. COMPETITION AMONGST THE MEMBERSHIP CAN CREATE A FUN ENVIRONMENT THAT WILL LEAD TO INCREASED MEMBER SATISFACTION. SATISFIED MEMBERS TEND TO PARTICIPATE MORE, OFFER MORE REFERRALS AND GENERALLY SPEND MORE TIME AT THE CLUB WHICH CAN IMPACT THE BOTTOM LINE.

THIS MANUAL WILL HELP ASSIST YOUR CLUB AND TOURNAMENT COMMITTEE IN ORGANIZING AND EXECUTING YOUR OWN RYDER CUP STYLE EVENT. COMBINED WITH THE TECHNOLOGY AND TALENTS OF GOLF GAME BOOK AND SLOGO ENTERPRISES, YOU'RE SURE TO CREATE AN EVENT THAT WILL LIGHT THE COMPETITIVE FIRE OF YOUR MEMBERS AND HAVE THEM TRYING TO QUALIFY YEAR AFTER YEAR.

## BENEFITS

- INCREASED MEMBER SATISFACTION
- SELF FUNDED TOURNAMENT
- ELEVATED MEMBER PRIDE
- INCREASED REVENUE POTENTIAL
- INCREASED MEMBER REFERRALS
- HEALTHY / FRIENDLY COMPETITION
- CREATE AN ENDURING ANNUAL EVENT

# TEAMS

MEMBERSHIP IS SPLIT INTO TWO SIDES

EG. ODD/EVEN MEMBERSHIP # OR CANADIAN/INTERNATIONAL

OR NORTH/SOUTH LOCKER-ROOM

A CAPTAIN IS DETERMINED FOR EACH SIDE ALONG WITH TWO ASSISTANT CAPTAINS – THESE PEOPLE WILL HELP YOU MARKET EVENT AND GET PLAYERS TO TRY AND QUALIFY FOR THEIR TEAM

HEAD PROFESSIONAL, DIRECTOR OF GOLF OR TOP CLUB PROFESSIONAL IS PICKED FOR EACH SIDE

# HOW IT WORKS

COINCIDE YOUR EVENT WITH THE ACTUAL RYDER CUP – CHOOSE TO MAKE YOUR EVENT AN ANNUAL EVENT OR BIENNIAL. THIS IS A CLUB EVENT IN WHICH MEMBERS WILL QUALIFY FOR BASED ON SKILL. JUST LIKE THE RYDER CUP, THIS IS A 2 DAY GOLF EVENT CONSISTING OF RYDER CUP STYLE FOURSOMES, FOUR-BALL AND SINGLE MATCHES. OPENING CEREMONIES AND DINNER FOR PARTICIPANTS TAKE PLACE THE EVENING BEFORE WHERE PLAYERS RECEIVE FULL BRANDED GEAR INCLUDING SHORTS, SHIRTS, JACKETS, GOLF BAGS, SHOES WITH LOGO AND TEAM COLOURS. ON-COURSE REAL TIME SCORING CREATES RYDER CUP FORMAT AND DEEPLY ENGAGES PLAYERS. FINAL DINNER WITH TROPHY PRESENTATION TO WINNING TEAM – FOR PARTICIPANTS AND SPOUSES.

# THE BUDGET

THE BEAUTY OF THIS EVENT IS IT IS A COMPLETELY SELF-FUNDED EVENT VIA QUALIFYING ROUNDS WHERE THE PARTICIPANTS PAY A FEE FOR QUALIFYING EVENTS THROUGHOUT THE YEAR.

FEE PER ROUND		\$50
MONTH	ROUNDS	REVENUE
APRIL	70	\$3 500
MAY	90	\$4 500
JUNE	90	\$4 500
JULY	90	\$4 500
AUGUST	70	\$3 500
<b>TOTAL REVENUE</b>		<b>\$20 500</b>

SAMPLE BUDGET ONLY

# GOLF FORMAT

## THREE ROUND MATCH PLAY EVENT

THE SCORE OF THE MATCH IS DETERMINED BASED ON THE NUMBER OF HOLES WON BY EACH SIDE.

## POINTS

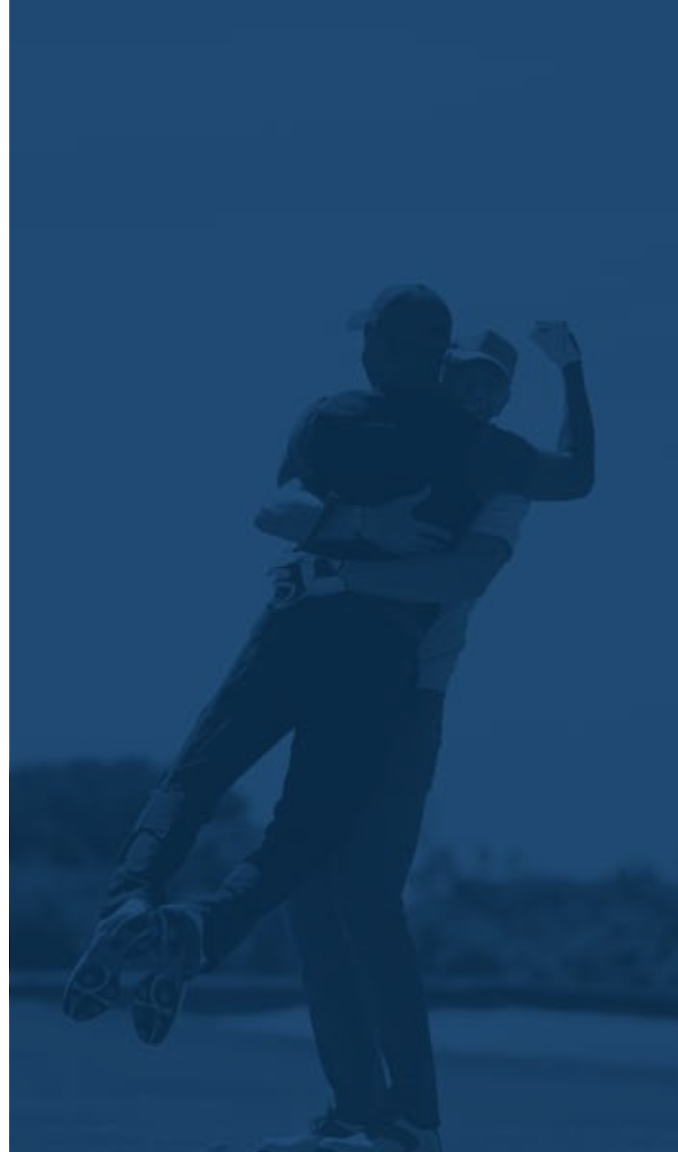
THE THREE ROUNDS CONSIST OF A TOTAL OF 48 MATCHES, EACH WITH 1 POINT AVAILABLE. THERE ARE NO EXTRA HOLES. SHOULD THE TWO SIDES BE TIED AFTER 18 HOLES, EACH SIDE EARNS A HALVE (1/2 POINT).

## WINNING POINT TOTAL

IN ORDER TO ACHIEVE AN OUTRIGHT WIN, A TEAM MUST COLLECT 24 1/2 POINTS. IN THE CASE OF A 24-24 TIE, A SUDDEN DEATH PLAYOFF BETWEEN ANY ONE PLAYER FROM EACH SIDE WILL TAKE PLACE STARTING ON HOLE NUMBER ONE.

## TEAMS

EACH MATCH BETWEEN TEAMS MUST STAY WITHIN EACH FLIGHT -- MEANING PLAYERS IN FLIGHT 1 CAN ONLY BE MATCHED AGAINST PLAYERS IN FLIGHT 1. THE CAPTAIN OF EACH TEAM CAN DETERMINE PARTNERS FOR MATCH WITHIN EACH FLIGHT.



# OFF THE TEE

BELOW IS AN EXAMPLE OF THE FLOW OF MATCHES OFF THE FIRST TEE.

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MATCH 1 – FLIGHT 1 PLAYERS – TEE TIME 1

MATCH 2 – FLIGHT 1 PLAYERS – TEE TIME 2

MATCH 3 – FLIGHT 2 PLAYERS – TEE TIME 3

MATCH 4 – FLIGHT 2 PLAYERS – TEE TIME 4

MATCH 5 – FLIGHT 3 PLAYERS – TEE TIME 5

MATCH 6 – FLIGHT 3 PLAYERS – TEE TIME 6

MATCH 7 – FLIGHT 4 PLAYERS – TEE TIME 7

MATCH 8 – FLIGHT 4 PLAYERS – TEE TIME 8

MATCH 9 – FLIGHT 5 PLAYERS – TEE TIME 9

MATCH 10 – FLIGHT 5 PLAYERS – TEE TIME 10

MATCH 11 – FLIGHT 6 PLAYERS – TEE TIME 11

MATCH 12 – FLIGHT 6 PLAYERS – TEE TIME 12

# HOW MATCHES WORK

## ROUND 1 | DAY 1 | MORNING ROUND | 12 MATCHES

FOURBALL IS WHEN TWO PLAYERS FROM THE **SIDE A** TEE OFF AGAINST TWO PLAYERS FROM **SIDE B** IN THE SAME GROUP. EACH PLAYER PLAYS THEIR OWN BALL FOR THE ENTIRE HOLE. THE LOWEST SCORE OR BETTER BALL FROM THE TWO PARTNERS COUNTS AS THE TEAM SCORE FOR THE HOLE.

## ROUND 2 | DAY 1 | AFTERNOON ROUND

FOURSOMES IS WHEN TWO PLAYERS FROM THE **SIDE A** TEE OFF AGAINST TWO PLAYERS FROM **SIDE B** IN THE SAME GROUP, BUT, PLAY JUST ONE BALL EACH, ALTERNATING SHOTS. IF **PLAYER A** TEES OFF ON THE ODD-NUMBERED HOLES, **PLAYER B** TEES OFF ON THE EVEN-NUMBERED HOLES. THE TEAM WITH THE LOWER SCORE TAKES THE HOLE.

## ROUND 3 | DAY 2 | SINGLES MATCHES

THERE ARE 24, SEPARATE, ONE-ON-ONE MATCHES CONTESTED WITH ONE PLAYER FROM THE **SIDE A** SQUARING OFF AGAINST ONE PLAYER FROM **SIDE B**. MATCHES CONSIST OF 4 PLAYERS PER GROUP.

# QUALIFYING

JUST LIKE THE REAL RYDER CUP, PLAYERS NEED TO PLAY THEIR WAY INTO THE TOURNAMENT. YOU CAN CHOOSE IF YOU WISH TO RESERVE A SPOT IN BOTH THE FLIGHTS FOR A CUSTOMARY CAPTAINS PICK.

YOUR CLUB WILL HOLD A NUMBER A QUALIFYING EVENTS THROUGHOUT THE YEAR - 5 QUALIFYING ROUNDS – 1 / MONTH STARTING IN APRIL WORKS WELL. MEMBERS PAY A FEE FOR EACH QUALIFYING ROUND THEY PARTICIPATE IN - \$50.00 TO \$60.00 FOR EACH ROUND. IT IS A GOOD IDEA TO DISPLAY A STANDINGS BOARD SOMEWHERE IN YOUR PROSHOP. THIS REALLY HELPS GENERATE EXCITEMENT FOR THE EVENT AND LETS MEMBERS KNOW WHO IS CURRENTLY QUALIFYING TO PLAY IN THE COVETED EVENT. 23 PLAYERS WILL QUALIFY FOR EACH SIDE TO BE COMBINED WITH 2 PROS FROM CLUB - 48 PLAYERS TOTAL. THE TOP 4 PLAYERS WITH THE LOWEST SCORE IN EACH FLIGHT ON QUALIFYING DAYS WILL DETERMINE THEIR PLACE ON THE TEAM – AN OPTIONS IS TO ONLY HAVE 4 FLIGHT RANGES. **BELOW IS AN EXAMPLE OF HOW THE FLIGHTS CAN BE BROKEN DOWN:**

HANDICAP PLUS – 4 – ONLY TOP 4 QUALIFY AS PRO QUALIFIES IN THIS FLIGHT

HANDICAP 5 – 8

HANDICAP 9 – 12

HANDICAP 13 -17

HANDICAP 18 – 22

HANDICAP 23 PLUS

PLAYERS QUALIFY BASED ON SPECIFIC SET OF TEES AND WHAT THEIR COURSE HANDICAP IS ON QUALIFYING DAY – THE QUALIFYING ROUND STANDS REGARDLESS IF THEIR HANDICAP CHANGES DURING THE YEAR.

PLAYERS ARE ENCOURAGED TO TRY AND QUALIFY MULTIPLE DAYS AS IT IS THE LOWEST SCORES AND PLAYERS CAN BE BUMPED ON THE QUALIFYING ROUND.

# PROFESSIONALISM MATTERS

THE ENJOYMENT AND ENGAGEMENT OF YOUR MEMBERSHIP COMES DOWN TO HOW WELL THE EVENT IS ORGANIZED, EXECUTED AND HOW WELL THE EVENT IS PRESENTED TO THE MEMBERSHIP. WE CAN ASSIST ON ALL THESE KEY POINTS. GOLF GAME BOOK ALONG WITH SLOGO ENTERPRISES CAN OFFER SERVICES THAT WILL TAKE YOUR TOURNAMENT TO A LEVEL GENERALLY ONLY EXPERIENCED BY TOP PROFESSIONAL PLAYERS. **SLOGO ENTERPRISES CAN TAKE CARE OF:**

## EVENT LOGO

CREATE BRANDING AND LOGO FOR EVENT FOR ALL SIGNAGE, BANNERS, EMBROIDERY AND PRINTED MATERIALS.

## REAL TIME SCORING

THIS IS WHERE WE REALLY SHINE - EVERY PLAYER KNOWS THE POSITION OF THE TEAMS AS ITS HAPPENING. TEAMS ARE FURNISHED WITH A GOLF GAME BOOK IPAD MINI WHERE SCORES ARE INPUT AND THE LEADER BOARD IS DISPLAYED. THIS FEATURE ALONE DRAMATICALLY INCREASES PLAYER ENGAGEMENT ON COURSE AND OVERALL ENTHUSIASM FOR THE EVENT.

## OPENING CEREMONIES BANQUET PRESENTATION

PAIRINGS ANNOUNCEMENT WITH SPONSORS

## SIGNAGE

QUALIFYING BOARD WITH BRANDING FOR GOLF SHOP (DISPLAYS CURRENT QUALIFIERS) , TEARDROP SIGNS FOR ENTRANCE WAY AND TEES, BRANDED TEE MARKERS AND/OR ANYTHING ELSE THAT YOU MAY NEED, WE HAVE SUPPLIERS TO SUIT.





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