



2017 Tournament Planner

*W*hether you want to bring your corporate team closer together, raise money for a good cause, or just have a great time with a group of friends, The Links at Brunello's staff is ready and able to help you plan your best golf event.







Dear Tournament Organizer:

The Links at Brunello is pleased to welcome you to experience Halifax's newest golf course.

Renowned Canadian Golf Architect, Thomas McBroom, has beautifully designed The Links at Brunello course to maximize both challenge and enjoyment. The course features bent grass tees, greens and fairways, GPS to the flag measurement, numerous white-sand bunkers, multiple teeing areas, continuous paved cart paths and a top notch practice facility. Located just 15 minutes from downtown Halifax, our course opened in June, 2015. In November that year, The Links at Brunello was voted 3rd Best New Golf Course in North America by Golf Digest Magazine and in 2016 were placed among the "Top 50 Must Play Courses in Canada".

Combine our ideal location with our facilities and demand for tournament space is certain to be high for 2017. We anticipate some of the city's finest events will be hosted here. Those fortunate to secure an event in 2017 will have the ability to "Save the Date" for 2018.

For 2017, The Links at Brunello has the ability to accommodate tournaments of up to 144 golfers in both traditional 18 or 9 hole formats. Our Event Pavilion will be centrally located near our Golf Shop that will allow for pre-tournament registration and will have a seating capacity of 80 – 100 persons. This same tent can be scaled to fit full field events or used alone to host a cocktail type reception for larger numbers. Smaller groups may wish to take advantage of our new lounge and patio adjacent to the Golf Shop.

We are proud to enclose our 2017 Tournament Planner to give you a complete understanding of the Links at Brunello experience. Tournament play is available Monday to Friday and not available on weekends or holidays. Let our Tournament Professionals assist you in planning an event that is truly unique and memorable.

Be among the first to offer your guests the newest golf experience in Halifax and enjoy hosting your 2017 tournament event at The Links at Brunello. Secure your date before it is too late.

Thank you,

Miles Mortensen
General Manager

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Tournament Starting Formats:

We can accommodate up to 144 golfers per event and have the option to play the full 18 or even 9 holes in the enclosed formats. Each event will receive the same level of exemplary service and personal attention as if it were a foursome. We offer several starting formats to make sure your day suits your needs. We are committed to your satisfaction and will work with you to find the most suitable option. Tournament play is available Monday to Friday and not available on weekends or holidays. Times will be adjusted seasonally.

(In Order of Popularity)

SHOTGUN START:

Should you want all golfers ending their games at approximately the same time, a shotgun start is the best option for you. In this format, foursomes tee-off from separate holes all at the same time. Starting times for this format are offered at 8:00 am, or in the afternoon with a starting time of 1:30 pm.

MODIFIED SHOTGUN START:

If you're running a smaller tournament, but still want to have everyone finish together, then a modified shotgun start is an option for you. It requires a minimum of 48 golfers, and a maximum of 72. All golfers tee-off at the same time on separate holes designated by the golf course. With a modified shotgun start, the remaining space on the golf course will be made available to regular customers. Like the regular shotgun start, this type of tournament is available daily with a morning start time of 8:00 am, or in the afternoon with a starting time of 1:30 pm.

CROSSOVER (SPLIT-TEE) START:

A crossover, or split-tee, start has foursomes of golfers teeing off in ten-minute intervals from the first and tenth tee block at the same time. This tournament format is suited for groups of 48-72 golfers. This type of tournament is available daily with a morning start time of 8:00 am, or in the afternoon with a starting time of 1:30 pm.

TRADITIONAL START:

With a traditional start format, foursomes of golfers will tee-off in ten minute intervals. This format is suited to groups from 16 to a maximum of 144.



Tournament Formats of Play:

Once your Starting Format has been established, you have various options of play:

(In Order of Popularity)

SCRAMBLE FORMAT (TEAM EVENT)

This is the most common format for charity events as players of all levels can participate equally. All four players tee off, and then select the best shot of the group. The three remaining players pick-up their balls and place them where the best shot is located and then hit again. Play continues in this fashion until the ball is holed.

SHAMBLES FORMAT (TEAM EVENT)

All four players tee off, and then select the best shot of the group. The three remaining players pickup their balls and place it where the best shot is located (same as a Scramble). However from the second shot on, all players play their own ball. The player with the lowest score for each hole counts as the team score on that hole.

BEST BALL FORMAT (TEAM EVENT)

In this format, the lowest individual score on each hole counts as the team score for that hole. Each player plays their own ball the entire round. There are numerous options to this event. It can be played as 1 Best Ball of Two, 1 Best Ball of Four, 2 Best Balls of Four, etc.

STROKE PLAY (INDIVIDUAL PLAY)

The most basic form of tournament play – players simply add their total strokes at the end of each round, and the player with the lowest score wins.

OPTIONAL CONTESTS

- Fewest Putts
- Closest to the Pin
- Longest Drive
- Straightest Drive
- Longest Putt
- Hole-in-One



Tournament Pricing - Golf Portion

All quoted prices are exclusive of tax.

Tournament play is available Monday – Thursday. All date requests are subject to course availability and must be approved by the Links of Brunello before being considered deemed available.

SHOTGUN START (MINIMUM 120 GOLFERS TO MAXIMUM 144):

Includes round of golf, shared GPS cart, bottle of water, and use of practice facilities prior to play. \$125.00 per player – 18 holes / \$62.50 per player – 9 holes

MODIFIED SHOTGUN START (MINIMUM 48 GOLFERS TO MAXIMUM 72):

Includes round of golf, shared GPS cart, bottle of water, and use of practice facilities prior to play. \$125.00 per player – 18 holes / \$62.50 per player – 9 holes

CROSSOVER (SPLIT-TEE) START (MINIMUM 48 GOLFERS TO MAXIMUM 72): INCLUDES ROUND OF GOLF, SHARED GPS CART, BOTTLE OF WATER, AND USE OF PRACTICE FACILITIES PRIOR TO PLAY.

\$125.00 per player – 18 holes / \$62.50 per player – 9 holes

TRADITIONAL START (MINIMUM 16 GOLFERS TO MAXIMUM 144):

Includes round of golf, shared GPS cart, bottle of water, and use of practice facilities prior to play. \$125.00 per player – 18 holes / \$62.50 per player – 9 holes

“BUSINESS CLASS” (MINIMUM 16 GOLFERS TO A MAXIMUM OF 48 GOLFERS) ADD \$5 PER PLAYER

We are excited to have the areas first 4 Passenger Golf Cart for course play, you can upgrade and play in “Business Class”. With 12 of these specialized carts they are ideal to book your next working meeting in our outdoor boardroom. Imagine 4+ hours with a client in a feature-filled shared golf cart...highly beneficial. Precedent 4Fun carts encourage the sociable side of golf, which studies prove is one of the strongest draws of the game. These carts are included in the fleet during shotguns and no up charge will be applied.

As part of our tournament package, your registered participants will enjoy use of a GPS cart, time at our practice facilities prior to play, and complimentary first tee amenities - No matter which tournament format you choose.

Tournament Pricing - Food Portion

ON SITE CATERING / SIT DOWN MEALS

For the 2017 season, we have the ability to assist and coordinate many on site catering options. We will have on site an Event Pavilion that will host up to 100 persons and can be scaled to fit 144 persons, in addition to our full service deck and patio extension. Not only will we have a selection of menu options on-site, we are happy to host some of the area's finest and most recognized catering companies. Please inquire for further details.

Whether you are looking for boxed lunches, a cocktail reception, BBQ buffet or sit down dinner, let our team of professionals assist you in finding something to suit your budget and appetite.

Value Added Services

To ensure your event stands out and to allow your guests to experience more of the little touches that will make your day exceptional, we have several value added service options available. These can be taken care of by the event host themselves or are great for a sponsor involved as part of your event.

- **The Links at Brunello Gift Card** today's convenient gift. Provide each player at registration a \$10.00 gift card. Each card will be charged at \$8.00 - card is for merchandise only and is valid on the day of the event.
- **The Links at Brunello Event Voucher** another convenient attendee thank you. Provide each player at registration a \$10.00 event voucher. Each voucher will be charged at \$8.00 – voucher can be redeemed on the beverage cart during play and is valid on the day of the event.
- **The Links at Brunello Golfer Kit** which includes an embossed bag, 3 logo balls, divot repair tool, 12 tees placed in the golf carts prior to tee off for \$19.95 pp. or add 3 more logo balls for an additional \$5.00 making a Golfer Kit + for \$24.95 pp

Combine all three (Gift Card / Event Voucher / Golfer Kit) for \$29.95 pp

- **The Links at Brunello Golfers Tune Up** allows our PGA of Canada Golf Professionals to fine tune golfers as they warm up and provide helpful tips and demonstrations to improve your client's experience. This is offered at \$100.00 per Professional and is provided for 1 hour prior to play.
- **The Links at Brunello 5th Player** will be hosted by one of our PGA Canada Professionals who will look to improve your guest's position with a long drive or a closest to the pin option. A great way to add some additional fun to your day. This is offered at \$200.00 per Professional and is provided from the start of play till completion of play. This option is subject to the format of play selected.



Thomas McBroom



Tournament Event Services

At The Links at Brunello we pride ourselves in providing outstanding service to our guests. Our staff has years of experience in organizing corporate, charitable and social functions and is dedicated to excellence. Whether you are a resident or visitor to Halifax, golf tournaments are our specialty! We are confident that you will enjoy your experience with us.

Included in our services:

- An on-site Tournament Coordinator
- Placement of any event signage throughout the golf course
- Coordination of Hole in One insurance
- Set up of the registration area with tables and chairs
- Practice facility privileges for all guests prior to the start of your tournament
- Bag drop services extended to all guests to unload golf clubs and place on carts
- Shared power carts with customized player nameplates
- Facilitating of any on-course contests or specialty hole set-up
- Tabulation of all scorecards upon round completion, as per the format selected
- Discounts for purchases at The Links at Brunello Golf Shop

Tournament Planner & Checklist

EXECUTION OF A SUCCESSFUL EVENT

Through strategic planning, timely preparation, effective coordination and a dedicated professional staff, The Links at Brunello will both meet and exceed your event expectations. Utilizing the tournament schedule checklist will guarantee even the tiniest of details are taken care of.

EVENT CHECKLIST

- ☐ Sign and return contract with prepayment of group or deposit to secure your date
- ☐ Decide on prizes - golf shop purchases, customized accessories and/or apparel
- ☐ Confirm "Hole-in-One" prizes and arrange applicable insurance coverage
- ☐ Confirm Format - Shamble, Texas Scramble etc.
- ☐ Confirm Contests - Longest Drive (LD), Closest to the Pin (KP), Putting, Straightest Drive, Hole in Ones
- ☐ Confirm scoring format & tee decks and transportation requirements

21 Days Before the Event

- ☐ Confirm final golf numbers and pay final balance - no reductions after this point
- ☐ Finalize prize requirements from the golf shop
- ☐ Confirm Food & Beverage arrangements, note any special dietary requests
- ☐ Confirm Marquee Setup for registration and reception
- ☐ Confirm On-Course details and requirements
- ☐ Tables and chairs required, Signage, Ice, etc.
- ☐ Confirm any required Rental Equipment; golf clubs, etc.
- ☐ Send event details to tournament participants
- ☐ Registration time, directions to course, dress code
- ☐ Confirm on-site Tournament contact

7 Days Before the Event

- ☐ Confirm any changes to numbers – no reductions after this point
- ☐ Email Draw - List of players - pairings and foursomes, Handicap list for scoring
- ☐ Email Corporate or Group logo for use on cart signs
- ☐ All final audio visual presentation materials must be provided for final testing

2 Days Before the Event

- ☐ Deliver all Signage and all other on-course materials

Event Day

- ☐ Relax and let our team at The Links at Brunello take care of the rest!

Tournament Planner - Example Budget

INCOME

	Estimated	Actual
Total income		

Players

Estimated	Actual

Teams @	
Individuals @	
Spouses/ Guests @	
Other @	

Estimated	Actual

Sponsorships

Estimated	Actual

Title sponsors @	
Platinum sponsors @	
Gold sponsors @	
Silver sponsors @	
Tee sponsors @	
Cart sponsors @	
Putting contest sponsors @	
Hole in one sponsors @	
Other @	

Estimated	Actual

Sale of items

Estimated	Actual

Mulligans @	
Shot contest @	
Auction @	
Raffle @	
Scratch off tickets @	
Team photos @	
Other @	

Estimated	Actual



Tournament Planner - Example Budget

BUDGET

		Estimated	Actual
Total Expenses			

	Estimated	Actual
Facility		
Course fees		
Labor, security		
Additional Carts		
Tables and chairs		
Leaderboard		
2-Way radios		
GPS scoring systems		
Restroom facilities		
Other		
Totals		

	Estimated	Actual
Food and Beverage		
Food		
Drinks		
Linens		
Volunteers		
Special guests		
Celebrities		
Gratuities		
Other		
Other		
Totals		

	Estimated	Actual
Decorations		
Flowers		
Lighting, candles, balloons		
Signs (instructional)		
Paper supplies, cameras		
Other		
Totals		

	Estimated	Actual
Program		
Performers/celebrities		
Speakers/microphone		
Transportation, hotel		
Other		
Other		
Totals		

	Estimated	Actual
Publicity		
Golf TMS website		
Photocopying/printing		
Postage		
Photography/video		
Graphic design		
Press releases		
TV		
Radio		
Other		
Totals		

	Estimated	Actual
Prizes		
Ribbons/plaques/trophies		
Sponsors gifts		
Pro shop certificates		
Gift certificates		
Goody bags		
Volunteer gifts		
Player/team gifts		
Scratch off tickets		
Other		
Totals		

	Estimated	Actual
Miscellaneous		
Hole-in-one insurance		
Other contest insurance		
Liquor license		
Liquor liability insurance		
Telephone/fax		
Taxes, event permits		
Event planner fees		
Credit card fees		
Other		
Other		
Totals		

	Estimated	Actual
Clothing/Signage		
Golf balls (logo)		
Shirts		
Gloves		
Caps		
Shoes		
Signage		
Banners		
Flags		
Other		
Other		
Totals		



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