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2018 TOURNAMENT GUIDE

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AS THE HOME COURSE of the University of Colorado Golf teams and the host of NCAA Regional Championships, Colorado National Golf Club knows something about staging big events—including yours!

Whether for an intimate affair of 20 or a daylong double-shotgun golf tournament, the Erie-based club can accommodate any size group, providing a well-maintained and playable golf course, friendly and anticipatory service, and gourmet cuisine served in a delightful private club-like atmosphere.

Other clubs can make similar claims, but Colorado National Golf Club continues to raise the bar when it comes to tournaments. By providing planners with a flexible and accommodating golf course for its guests, the club has created a more interactive and enjoyable environment for each event. And by utilizing the latest in golf technology, the

club can customize any outing to exceed customer expectations.

Hole-in-one Camera: With the help of Swing King, a company dedicated to helping clubs and players memorialize amazing shot experiences, the par-3 fifth hole now has a high-definition camera prepared to capture any odds-defying moments. The camera eliminates the need for a spotter because the video feed is transmitted directly into the clubhouse. Just in case something miraculous does happen, Colorado National offers hole-in-one insurance through its provider for cash prizes up to \$100,000. The best part? The lucky player gets a copy of the video so he or she can relive that ace over and over with friends and family.

Trackman: Just like the touring pros, your players can benefit from Trackman technology.





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The club employs a TrackMan 4 launch monitor, which typically retails at \$25,000 and is the undisputed leader in the AI space. Guests can not only enjoy the interactive experience of receiving immediate tour-level feedback, but TrackMan's easy-to-use Event Software captures great tournament moments. From longest drive to closest-to-the-hole to best swing path to fastest club or ball speed, Colorado National can tailor contests for you.

Every participant receives a shareable, online report containing video and data recordings, leaderboards and explanatory graphics. Colorado National can make receiving a Trackman swing video and related statistics part of the package.

Drone Footage: Video of tournaments taken from above used to be impossible without the use of a helicopter or blimp. No longer. The club can provide drones and drone pilots ready to capture every vantage point of your event. The photos and videos can later be used to relive the good times and as marketing for next year's event.

Brand-Name Trailers: Say goodbye to the conventional goody bag. The club brings in trailers for events from companies such as Travis Mathew, Callaway and Nike. Instead of getting another sack full of merchandise that you may not want or need, you get to shop for your prize in air-conditioned comfort.

Whether its outerwear, polos, clubs, shoes or sunglasses, we can customize these pieces on site or ship directly to your guest. As if that isn't enough, these mobile shops even have televisions, speakers, kegs, food and other amenities for your enjoyment.

The above represents just some of the recent advancements the club has made to create an unmatched tournament experience. Above all, however, Colorado National prides itself on exceptionalism in all areas of tournament execution. The club maintains the capacity to accommodate any sized group, with expansive practice areas, masterful dining, a generous outdoor patio and separate staging area for silent auction items.

FOR MORE INFORMATION, contact
PGA General Manager/
Director of Golf Matt Schalk at
303-926-1723 x1;
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First-Time Tournament Planning

WHAT TO DO and not to do on your maiden tournament voyage.

PICK THE RIGHT COURSE. The choice of golf course is paramount. Take into account the course's reputation and value. Try to get your information from unbiased sources such as survey responses. After your initial research, draw up a "report card" with which you can rate courses based on reputation, cost, tournament experience, accessibility to prospective players, resources, etc. Pay a visit to your final four choices and make your ultimate decision. Decision should be easy and unanimous with members of the tournament committee.

BUT... Do not assume the course "will take care of it." Golf courses are great allies but there's always some detail—like putting sleeves of balls on carts—that becomes a question of responsibility. Make sure every job has an owner.

BE PROACTIVE. Planning is essential to the success of any event. Start as soon as you can. Sometimes a year out is just enough time. Design and use a written timeline.

BUT... Do not over-plan. Since you will be relying on volunteers, being flexible and building camaraderie goes a lot further than micromanaging and holding too many meetings.

PINPOINT YOUR GOALS. These can include: efficient tournament planning, generating more revenue, increasing the number of players, gaining/retaining sponsors, inventing fun and creative contest holes and formats.

BUT... Keep expectations realistic. It's good to have "stretch goals" for revenue, but remember that this is a marathon, not a sprint. You want to build support over the long haul to make it sustainable.

CREATE A MEMORABLE INVITATION. The ubiquity of texts and emails has made the

impact of an actual paper invitation far more profound. Then start with the emails and social networking.

BUT... Do not market using only old school channels. In our socially networked world of Facebook, Twitter and LinkedIn, just making telephone calls, sending emails and pretty invitations won't cut it.

FIGURE OUT TIMING AND DATES. Depending on time of year, golf courses should be offering different pricing and packages. Picking a suitable date and time is certainly critical and will play a major role in determining who will be able to participate or not. Make sure to pick a date that works for key stakeholders, doesn't conflict with a holiday weekend or spring break and that also benefits fundraising efforts from a pricing standpoint.

BUT... Don't wait too long to decide. On any given day between June and September, you could be competing with as many as five other golf events. Many courses book tournament dates a year in advance.

DO NOT UNDERSPEND ON YOUR EVENT. If this is the first year of your tournament, go ahead and do the little things to brand your event with the players. Higher-quality gifts, prizes and other items will bring them back next year.

BUT... Don't make it so fancy that guests wonder how much money is actually going to the charity. If you're giving each player a box of Pro V1s instead of a sleeve of Pinnacles, get a sponsor to underwrite it.

DO NOT TRY TO DO EVERYTHING yourself. Set up small, accountable committees.

BUT... Make sure the appropriate people head the committees. If someone is reluctant to lead, you'll be doing his or her job before long.

GET AS MANY VOLUNTEERS as possible. More hands make less work, especially when filling goody bags, greeting guests and running the event.

BUT... Do not have volunteers just show up. Have at least two mandatory planning and training sessions with your unpaid helpers. They need to know their roles and be accountable.

TRY AND SECURE a presenting sponsor with multiple vendors. Companies in fields like construction or manufacturing tend to work with numerous businesses—each of which can provide a foursome.

BUT... Do not let sponsors control your event. While it's great to have a backer for every hole, remember this isn't a trade show. Golfers don't want to accumulate freebies during a round. All sponsor premiums should be given out in a goody bag before or after the event.

GET THE PLAYERS' ENTRY FEES upfront. If at all possible, make the players pay before the event. This will ensure they will show up and they are committed.

BUT... Don't relentlessly dun them. Make it easy by setting up electronic methods of payment such as PayPal, ApplePay or credit card. The fee charged for those services will be far less than the entry fee you may not get.

COMMUNICATE OFTEN WITH PLAYERS. Whether by email or social network channels, drum up anticipation for the event. Get people chatting about it. Build anticipation.

BUT... Do not disclose pairings to the participants in advance or allow team changes at the tournament. This typically leads to discontent, last-minute changes and unnecessary on-site chaos.

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We're proud and honored to be named the winner of 7 Caggy Awards including: Colorado's "Best Value" and "Most Underrated" Private Course by Colorado AvidGolfer.



27 Holes, 25 Years, One Great Venue

A quarter-century into it, Lakewood's **FOX HOLLOW** remains one of the region's top tournament sites.

By Drew Kort

UPON OPENING in 1993, The City of Lakewood's Fox Hollow Golf Course was voted the second-best new golf course in the country by *Golf Digest*. Since then, the 27-hole Denis Griffiths layout has been consistently rated one of the top public courses in the region, and management and staff have worked diligently to maintain this level of excellence.

"We're always trying to give people a reason to want to come back," says Head PGA Professional Craig Parzybok. "That encompasses course conditions, treatment of the golfer, being reasonably priced and offering a very worthwhile and beneficial package for anyone who comes out."

Not often does a tournament planner get to provide their participants with the opportunity to experience vastly different brands of golf within a single event at a single location, but Fox Hollow offers exactly that.

With three distinct nine-hole loops, players with all different game types and skill levels will feel welcome.

Fox Hollow's Links nine nestles up against the rolling terrain of the Rocky

Mountain foothills with few forced carries, accommodating the bump-and-runners. The Meadow track meanders through Bear Creek and other water hazards, playing into the hands of the high-flyers. The Canyon nine is tucked into Coyote Gulch, catering to those who appreciate the elevation-changing mountain style golf that many players in Colorado are accustomed to.

Plus, with no houses visible from any of the three courses, tournament-goers will get the tranquil feel of a private club.

Pair this golf experience with all the amenities your event needs to succeed. Fox Hollow makes all its 27 holes available for use to increase the amount of golf that can be played and the amount of money that can be raised for your cause. The clubhouse, restaurant and all remaining facilities are available, as well as a covered outdoor pavilion that plays host to post-golf awards ceremonies (and also makes a blissful site for a wedding or similar reception.

Aside from the primary offerings, conveniences from registration tables and chairs that welcome your participants to player assignment signs on golf carts to

accurate scorekeeping for the tournament help to enable a seamless and organized proceeding. Not to mention, the course is completely accessible to golfers with disabilities—a feat that has earned the property national recognition.

But be assured, these aren't just cookie-cutter deals they are looking to deliver. The professional and easily accessible staff works closely with you in an effort to individualize the event to the degree you feel necessary. The staff encourages continuous lines of communication to achieve your vision.

So, utilize Fox Hollow initially for the array of golf experiences it can provide and its scenic vistas and stay for its friendly, helpful staff and the joy that comes with the accomplishment of a positive and fruitful event.

FOR MORE INFORMATION on tournaments, contact Craig Parzybok craigp@lakewood.org; 720-963-5136.



TWO

OUTSTANDING COURSES



The City of Lakewood has two outstanding municipal golf courses that offer golfers of every level an exciting golfing experience, coupled with spectacular views of Denver’s iconic skyline and the snowcapped peaks of the Rocky Mountains.

Fox Hollow and Homestead offer a unique mix of terrain types and course challenges. Nestled next to Bear Creek Lake Park on native rolling prairie lands, both courses offer an opportunity for escape and relaxation with tranquil lakes, quiet streams and spectacular vistas.



A Tournament Unlike Any Other

How to Elevate Your Event to
MUST-ATTEND STATUS



STRIKE IT RICH: A Footgolf hole can kick up your event

HOW DO YOU PREVENT your tournament from becoming just another average charity golf scramble or best-ball? We've got you covered. Here are some ideas that will have participants eager to return to your event year after year. Just don't forget to confirm your plans in advance with your course contact.

PRE-TOURNAMENT INSTRUCTION: Some tournaments have had success allowing golfers to warm up with a lesson. If the course you have chosen as the tournament

venue has the practice facilities to support this, it can create added value for your guests and raise extra money for your cause.

ALTER THE HOLE: To make things a bit easier and speed up the pace of play, choose a couple of the more difficult holes and alter the golf hole itself. This could be done by adding two more holes in different locations on the green or even enlarging the existing hole. This may boost team moral by boosting the birdie or eagle count.

FLING OR FOOTGOLF: Have teams put aside their clubs for a hole and see how many kicks of the soccer ball or flings of the lacrosse stick it takes the team to get the ball in a makeshift hole next to the green using the same scoring format. Footgolf (footgolf.us) and FlingGolf (flinggolf.com) are perfect ways to involve the children in attendance who probably play in a junior soccer or lacrosse league. Choose a hole close to the clubhouse, and let the children play the hole after the big event concludes.

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Night putting

SPEED GOLF: Designate one hole as the speed hole. Instead of low score, the goal on this particular hole is low time. Teams can strategically place themselves at certain locations along the fairway and near the green, so they can hole the ball as quickly as possible. Volunteers on the tee and green can keep track of time. A special prize can be given out to the fastest team.

FUNGO HOLE: Since golf coincides with baseball season, have players throw or use a baseball bat to launch a drive on a par 3. Think you can chuck it on the green? Consider a 137-yard hole is the same distance from home plate to the centerfield fence at Coors Field.

DUSTIN'S DRIVE: Give each team the option of purchasing the "Dustin Johnson Drive," which lets them place their ball at 150 yards from the green on any par 5. Only one DJ drive is available for purchase to each team, so teams must employ strategy when deciding to utilize their drive.

EVEN CLOSER TO THE PIN: At the end of the event, enlist the winners of the usual "Closest to the Pin" contests in a post-tournament hole-in-one competition. Each player takes one shot at the hole for the grand prize. If you can afford

the hole-in-one insurance, a new car creates the most excitement. Choose the closest hole to the clubhouse so more people can watch.

CHIPS AND PUTTS: After the tournament itself, organize a friendly up-and-down competition. Participants chip from the same spot to a designated hole on the practice green and play in. After three holes, the player with the lowest cumulative score wins. Or stage a putting competition, where

the players putt from the same distance on the practice green. Add five feet of distance and eliminate the player with the highest score on each turn.

PUTT-PUTT: Not every attendee at your event is a golfer, but everyone has played miniature golf. Check if the course can customize a natural turf putting green with mini-bunkers or other obstacles. Complement the contest with cocktails and a satellite bar or appetizer station.

TEST-DRIVE: To involve non-golfers, ask an automotive sponsor to promote and allow test-drives for those not out on the course.

NIGHT GOLF: For events of 36 players or fewer, flip the usual golf-then-grub sequence and indulge in a great dinner and a few adult beverages before heading out for a shotgun scramble of six or nine holes using glow-in-the-dark balls. Lights can be placed along the fairways and on flagsticks to provide some guidance.

KID AROUND: If the course hosting your event has a par-3 course, set up a parent-child tournament in conjunction with the regular tournament. No par-3 course? Create a makeshift putt-putt course on the facility's practice green.



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Photo: Newly grassed Hole 3.



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Sneak a Peek at Raccoon Creek

A NEW CLUBHOUSE heightens the Littleton club's status as a tournament venue.

By Alec Barry

RACCOON CREEK GOLF COURSE in Littleton has undergone constant upgrades since 2014, beginning in May of that year with a complete overhaul of its Barn into an immensely popular wedding reception and events center.

This May, three years after re-raising the Barn, Raccoon Creek's PGA General Manager Don Allen will debut another structure: a brand new clubhouse. This will complete the rejuvenation of the facility and make it a premier spot worthy of praise and envy—as well as tournaments and events.

The owners of Raccoon Creek Golf Course, along with architectural designer Brandon Anderson with LIB Studios put their heads together and spared no expense to build a bigger and better clubhouse. The total footprint of the new building takes up

approximately 11,500 square feet—7,500 of it indoors. Design and construction cost roughly \$4 million in revenue generated from the award-winning Dick Phelps-designed golf course and existing restaurant.

The building will have a significantly expanded restaurant area, capable of seating up to 100 people internally, and 250 externally, not to mention a new covered patio and an outdoor bar, accommodating more than 350 people in total. Many of those will come in the form of tournament fields and social events the club has already begun to schedule.

The tournament patio will be covered, with plenty of room as well as tenting materials to protect patrons from the fickle Colorado weather. Furthermore, guests can enjoy a beer or a cocktail after a round of



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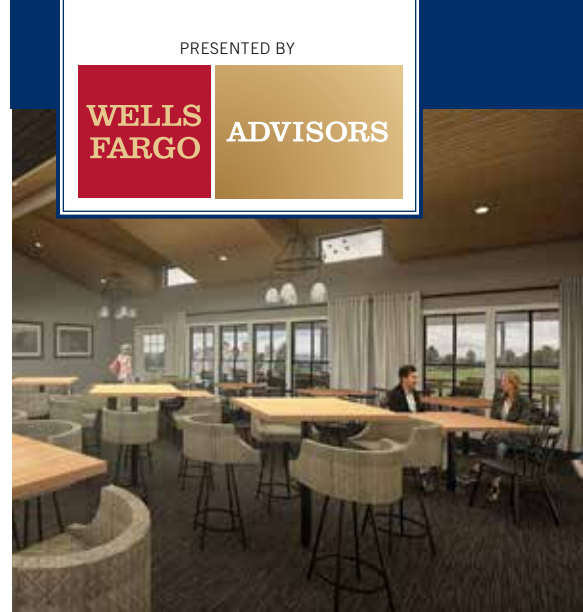
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golf around a new fire pit, filling mild summer evenings and brisk autumn afternoons with warmth and coziness. There will be an adjacent event lawn for rousing games of corn-hole or bocce ball, not to mention a stunning view of the Rocky Mountains beyond the upper practice green.

Next and perhaps most significantly, Raccoon Creek has vastly expanded the restaurant and bar areas. The seating for the dining space can cater to 100 people. Sliding glass doors will separate patio and dining room guests, and even more flexible space will separate those who attend the club for meetings or a quiet meal from golfers who complement their rounds with strong drink, good food and outside voices.

The bar will grow in size, from three seats to a 24.

Increasing its capacity and updating its architecture should not only make Raccoon Creek Golf Course more conducive to hosting tournaments, but also enable it to attract more non-golf patrons.

When asked how the new clubhouse will compare to its predecessor, General Manager Allen could only laugh aloud and say "it can't," as if the mere suggestion was the greatest absurdity.

"It's a huge upgrade," he explains. "It really finishes up the facility."

What will happen to the old clubhouse? Will it be used as something else? New office space? Perhaps a storage facility?

The answer is none of the above. Allen makes it abundantly clear that after the new clubhouse opens this May, Raccoon Creek will make the old building disappear like incriminating evidence, assuring us it would immediately be bulldozed and turned into a new parking lot.

FOR MORE INFORMATION on tournaments at Raccoon Creek, contact Tournament Director Don Graham at dgraham@raccooncreek.com or call 303-932-0199.

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