



# Southers Marsh Golf Club

## 2012 Golf Outing Information

Thank you for considering Southers Marsh Golf Club as the site for your next golf outing. We are a first-rate facility and can provide your organization with all the amenities necessary to make your outing a great success.

Before becoming course operators, we organized and played in many of these fundraisers over the years as golfers ourselves, and are experienced and well suited to handle these events. Annually, we host more than 100 tournaments of at least 40 players. We are ready to provide you with everything you'll need for a successful and fun day, even if you have never organized a tournament before!

Southers Marsh is a picturesque, challenging 18-hole executive-style golf course surrounding our working cranberry bogs in Plymouth, Massachusetts. Players get the golf, course conditions, food and service expected at a resort course without the corporate feel, lengthy time commitment or expense. This is why we have been rated **the number one value of all public golf courses in Massachusetts** by the 2008-2012 New England Golfguide.

Enclosed please find more detailed information regarding golf outings. Please give us a call at 508-830-3535 with any other questions, or if you would like us to send you a Southers Marsh DVD. We look forward to making your event a success!

Sincerely,

Will Stearns  
Owner-General Manager

Willie Stearns  
Owner-Superintendent

Sarah Bramhall  
Outing Coordinator

*The Best Golfing Value in Massachusetts*  
The 2008-2012 New England Golfguide Value Ratings

30 Southers Marsh Lane, Plymouth, MA 02360

(P) 508-830-3535 ♦ (F) 508-830-1109

[golf@southersmarsh.com](mailto:golf@southersmarsh.com)



## Why Choose Southers Marsh Golf Club?

- ◆ **Low Cost, High Value** - complete packages start at \$55.99 including golf, carts, buffet dinner and service charge. Outing organizers can keep entry fees under \$100 and still realize an excellent return per player on golf alone, rather than just breaking even on golf. Did you hear we were named the **Best Value in Massachusetts** by the last four editions of the New England Golfguide?
- ◆ **Great Golf Course** - your golfers will love the course and the outstanding conditions. We were given 4 stars from Golf Digest, which they define as, “**Outstanding, plan your next vacation around it.**” Please contact us if you would like us to send you a Southers Marsh DVD with footage from the course.
- ◆ **Exceptional Food Quality** - not the usual golf outing fare, we maintain the same high standards for all food served at Southers Marsh events.
- ◆ **Organization** - we know how much effort it takes to organize a tournament, so we’re here to help you, not add to your workload. We can help leading up to the tournament as well as that day.
- ◆ **Flexible Dates** - unlike many courses, we offer the option weekend tournaments throughout the golfing season.
- ◆ **Quick Playing Time** - most tournaments we host with 100 players or less are completed in four hours at the most. This helps keep everyone excited when it comes time for the raffle or auction.
- ◆ **Additional Players** - in the past, we have recommended limiting the number of players participating in an event to 100. While we still make that recommendation, we do host several tournaments annually with up to 140 golfers with good results, and rounds that lasted only 4½-5 hours. We also offer our own golf carts for the entire field, meaning no more rental carts without roofs, windshields, or bag covers.



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## 2012 Outing Prices

### Green Fees:

**Off Season:** (Before May 4 or after October 9, 2012)

Monday-Friday: \$25

Saturday-Sunday: \$32

### Peak Season:

Monday-Thursday: \$30

Friday, Saturday, Sunday: \$37

Green fees include organizational assistance, tournament cart set-up and labeling, tournament rules template, closest to the pin contests, long drive contests, hole sponsor sign set-up and breakdown, tables and chairs on-course for contest officials, course marshalling, use of our PA system, room set-up and breakdown, and, if available, one additional golf cart for tournament organizers during the event. If required, tournament scoring and tent set-up and takedown if additional space is necessary (more than 120 people for dinner) are also included.

**Golf Carts:** \$12 per golfer (carts are mandatory for all shotgun events – otherwise golfers won't be able to get to their starting holes)

**Food Options:** Please see the attached Golf Tournament Menu for prices.

**Driving Range:** \$100 - unlimited range balls for tournament participants.

\$50 – unlimited range balls for groups of 40 players or less

The range will open 1 hour before tee-off time and close 5 minutes before tee-off.

**Gift and Prize Packages:** Southers Marsh does not require tournaments to purchase prizes in our pro shop. However, we can provide golf merchandise for prizes and gift packages. Please see Gift and Prize Packages on the attached sheet for pricing. Please call for customized merchandise at least 30 days before the event. We also offer all tournaments 10% off our already low pro shop prices.

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# 2012 Golf Tournament Menu

## **Breakfast** *(minimum of 40 players)*

**Coffee and Muffins:** An assortment of breakfast treats for your sleepy golfers. \$3.99 pp

## **Lunch** *(before afternoon tournaments only)*

### **Boxed Lunch** *(minimum of 40 players)*

Choose two options from: Turkey, Ham and Cheese, and Roast Beef served on a bulkie roll with lettuce and tomato with chips, a candy bar, and a soda. \$9.99 pp

### **Hot Dog Buffet**

Two all-beef hot dogs, a bag of chips, and a soda \$5.49 pp

## **Buffets**

### **American Barbeque**

Traditional-style American backyard barbeque with Black Angus Burgers, all-beef Hot Dogs, and Barbequed Chicken. Served with homemade coleslaw, potato salad, and fresh cookies. \$13.99 pp

### **Italian Buffet**

Chicken and Sausage Cacciatore, Pasta and Meatballs, and Stuffed Shells. Served with Caesar salad, garlic bread, and Strawberries Zabaglione. \$14.99 pp

### **Southers Marsh Mixed Grill**

Barbequed Chicken Breast, Steak Tips, and Pork Hog Wings, (substitute Bratwurst for Pork Hog Wings on request). Served with baked beans, homemade coleslaw, tossed garden salad, a seasonal vegetable, and fresh cookies. \$17.99 pp

### **Steak and Chicken Buffet**

Grilled 8 oz. Choice Sirloin Steak and Barbequed Chicken Breast. Served with a Caesar salad, baked potato, seasonal vegetable, and fresh cookies. \$19.99 pp

### **Land and Sea**

The Southers Marsh famous Steak Tips with Scallop and Shrimp Scampi. Served with jasmine rice, a seasonal vegetable, and fresh cookies. \$20.99 pp

### **Prime Rib**

12 oz Prime Rib au jus served off the bone with garlic roasted potatoes, seasonal vegetable, salad, and fresh cookies. \$27.99 pp

### **New England Clambake**

One pound to One and a quarter pound Boiled Lobsters served with Drawn Butter, Steamed Soft-Shell Clams, Corn on the Cob, Boiled Potato, Onions, Sweet Sausage, Corn Bread, and Watermelon. Market Price.

*Prices do not include 6.25% MA meals tax. There is no service charge.*

*Prices are valid until December 31, 2012.*

*This menu reflects discounted rates for golf tournaments only. Please contact us for a function menu if at least 50% of your attendees are not playing golf.*

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## 2012 Golf Tournament Menu

### **Passed Appetizers** *(minimum of 40 players)*

Scallops wrapped in bacon. \$2.50	Coconut Shrimp Tempura. \$3.00
Grilled Shrimp with cilantro butter. \$2.50	Shrimp cocktail. \$2.50
Chicken Satay with peanut dipping sauce. \$2.25	Beef Satay. \$2.25
Stuffed Mushroom Caps (spinach/ feta). \$2.25	Spinach in filo. \$2.25
Buffalo Chicken Egg Rolls (2) w/bleu cheese dip. \$1.75	Lollipop lamb chops. \$3.75
Buffalo Chicken Tenders w/bleu cheese dip. \$2.25	

### **Reception Stations** *(minimum of 40 players)*

#### ***Cheese and Fruit Tray***

A selection of cheeses and crackers \$3.00 pp  
Add seasonal fruit and vegetables and dipping sauces. \$4.75 pp

#### ***Artichoke Dip***

A tangy artichoke and cheese dip, served with tarragon pita chips. \$2.50 pp

#### ***Clam Chowder Station***

Southers Marsh Clam Chowder served with oyster crackers. \$3.50 pp

#### ***Raw Bar***

Shrimp cocktail, oysters, little neck clams, cracked crab claws.  
Served with lemon, cocktail sauce, and wasabi. Market price.

**Our Chefs and the entire Staff at Southers Marsh are dedicated to pleasing our customers  
and are ready to satisfy any special requests or dietary needs.**

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## What to Expect the Day of Your Event

We get this question all the time from first time event planners and from event planners who haven't been to Southers Marsh before. Hopefully this timeline will help. Please note that this timeline includes some activities that are not included in all tournaments.

8 Days Before the Event: Call Southers Marsh with an updated number of players

3 Days Before the Event: Send an updated number of players and a list of groups so we can assign starting holes.

10:30 AM: Volunteers arrive with hole sponsor signs, raffle and auction prizes, and updated list of groups, and begin set-up of registration table (provided) and raffle prizes on tables provided. Southers Marsh employees will set up and label golf carts, put out hole sponsor signs, closest to the pin and long drive contests, and furniture for any on-course contests.

11:30 AM: Player registration begins. Mulligans and raffle tickets are sold, and the silent auction is open. Southers Marsh employees help golfers find their carts.

12:00 PM: The Driving Range opens (if applicable), and lunch is served (if applicable). If the range or lunch are not provided as part of the event, they will be available for purchase for the golfers.

12:55 PM: The driving range and bar close, and Southers Marsh employees encourage golfers to their carts. Any tournament volunteers should rendezvous by the PA system by the putting green for rides to their holes.

1:00 PM: The event representative can say a few words of thanks to the crowd, and a Southers Marsh employee will go over the rules of the course. We will then lead golfers out to their starting holes. Any late arriving golfers will be shuttled out to meet up with their groups as they arrive. Beverage carts head out on the course to keep golfers from becoming dehydrated.

1:15 PM: Southers Marsh employees begin setting up the room for dinner.

5:00-5:15 PM: Golfers are completing their rounds, unloading their carts, and head to the bar. Scorecards are collected at the end of the bar, more raffle tickets are sold, and the silent auction is in full swing. We'll retrieve the hole sponsor signs.

5:45 PM: The helicopter ball drop (if applicable) takes place on the driving range while golfers watch from the lawn and deck, followed by dinner being served.  
Another successful event at Southers Marsh!

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# Outing Organizational Tips

We want every tournament at Southers Marsh to be wildly successful, and after hosting hundreds of events, we have learned a few things about what makes an outstanding event.

## Players

**The single most important key to a successful tournament is to maximize the number of participants.** Southers Marsh is priced so charities can actually make money on each golfer, rather than just break even. Consequently, hosting more players means more revenue from golf alone, in addition to a more profitable auction or raffle, and a better opportunity for prospective hole sponsors and other donors. Here are some tips that have proven effective in maximizing participation:

- **Start early** - There are a lot of tournaments out there, so the sooner you can get commitments, the better.
- **Call golfers directly** - It is by far the most effective way to get golfers. It guarantees that the message is delivered, and makes it difficult for them to say no.
- **Get golfers to pay ahead of time** - This cuts down greatly on no-shows and makes life much easier for tournament organizers the day of the event. Most golfers have no idea how much work goes into tournament organization - let them know how much help it would be to pay up front. One tournament successfully offered a discount to those who paid ahead of time rather than at the door.
- Contact Jim McCulloch of the Old Colony Memorial for his weekly tee talk segment to get free publicity. We do not recommend paying for advertising. The cost cuts into your bottom line, and ads are easily ignored.
- **Show the golfers a good time** so they come back year after year. Extras such as range balls and the steak and chicken buffet are extra money, but the perceived added value goes a long way towards developing golfer loyalty to your tournament.

## Sponsors

**Sponsors will be your greatest source of net income.** There is really no end to the opportunities for sponsorship, including: holes (or even tee and green), driving range, practice green, golf carts, long drive and closest to the pin contests, hole-in-ones (try car dealerships or Edwin Watts), drink cart, cocktail hour, lunch or dinner, prizes, auction, and title or tournament sponsors. Donations for raffles or silent auctions will also generate revenue that will go directly to your charity. Some tips:

- Don't buy prizes for the raffle or auction. You'll be lucky to break even, where donated prizes are 100% profit.
- Call Dan at First Choice Discount Signs in Kingston at 781-585-5155 for signage. They are very reasonable in terms of price and easy to work with.
- Once again, there is no substitute for calling sponsors directly.

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- One great idea for a raffle – one group made the tickets more expensive and wrote the buyers name on the back of each one. It was the smoothest raffle we've seen.

## Contests, Games, and Other Money Makers

There is no limit – be creative.

### The Bare Minimum

- Closest to the pin and long drive – every tournament should have these. We recommend at least 2 closest to the pins (holes 2 and 14) and only 1 long drive (hole 18). You won't need to do a thing except provide prizes, we'll handle the rest.
- 50-50 Raffle for hitting the green. Everyone who hits the green gets entered in a drawing where the winner gets 50% of the proceeds. You'll need 1 or 2 people to sit on a certain hole during the tournament and ask golfers to participate.

### The Next Step

- Putting contest – we can help you set it up on our practice green before the event. There are many variations, but usually a 50-50 situation works best. It can be done with a single volunteer, but two people would be easier and more fun.
- Mulligans – We don't like them because they slow down play, and the better golfers won't like them because they sully the competition, but it's pure profit. Please limit golfers to 2 mulligans each. You'll need a couple of people to sell mulligans when golfers check-in.
- Target Practice on the Driving Range. We have a target for the driving range, and each participating golfer will get 2-3 shots to hit it to win 50% of the total proceeds. Should start about an hour before the event and require only 1 or 2 volunteers
- **Helicopter Ball Drop** – see the next page

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# Helicopter Ball Drop

We started offering this service in 2005 with great success. Organizations that participated were able to raise hundreds of additional dollars for their charity and enhance their golfers' experience. It is very unique and a wonderful crowd pleaser.

## How It Works

Between the finish of the golf tournament and the start of dinner, the helicopter will arrive (you will not miss this happening). We have 750 golf balls, numbered 1 - 750, available for your group, which tournament volunteers can sell to the golfers and others. The pilot will pick up the balls, fly down the 18<sup>th</sup> fairway, and release them at the 1<sup>st</sup> flagstick on the driving range. The ball that comes to a stop closest to the pin is the winner.

## Fundraising

In the weeks leading up to your tournament, volunteers sell as many of the balls as possible and give people their ball numbers. (Pricing is up to the organizers, but a standard rate is \$5 per ball or 5 balls for \$20). Some charities have been able to sell out prior to the day of the event. Those who buy balls do not need to be present the day of the event, but it is more fun if they are there. Generally, the winner either receives 50% of the net proceeds from the drop, or you can pick set prizes for the winner rather than do it as a 50-50. Of course, you always hope the winner will donate their share back to the charity.

## Cost and Profit

The price of the ball drop is \$475 (price subject to change per Ryan Rotors) and includes the set up and all associated costs. We have an exclusive arrangement with John Ryan, owner and pilot of Ryan Rotors out of the Plymouth airport. If an organization is able to sell all 750 balls for \$5 each and offers 50% to the winner, the charity and the contest winner will split \$3,350. It is a nice addition to a tournament's bottom line, and an event everyone will enjoy and remember when they are setting their tournament schedule the following year.

**Non-Refundable Deposit:** We understand how difficult it is to organize these tournaments, so generally at Southers Marsh we are very understanding with our organizers. However, we can't fly helicopters, and our helicopter pilots now require a \$100 non-refundable deposit to book a ball drop.

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# Tournament Gifts and Prizes

For your convenience, Southern Marsh is happy to offer the following tournament gifts and prize packages. Custom gifts ordered are not returnable for golfer no-shows. Of course, the most profitable option is to get donated items, but this is an easy and affordable option or a good addition to a semi-complete gift bag. In addition to what's on this page, all tournaments get 10% our already low pro shop prices when buying prizes.

## Prize Packages

*Guarantee that your winners get the size and colors they want*

### **Southern Marsh Apparel Prize (Top 3 Foursomes) - \$329**

- 1<sup>st</sup> Prize - 4 Southern Marsh Windshirts (up to \$50), player's choice of size and color
- 2<sup>nd</sup> Prize - 4 Southern Marsh Golf Shirts (up to \$40) - player's choice of size and color
- 3<sup>rd</sup> Prize - 4 Southern Marsh Hats - player's choice of color

### **Southern Marsh Apparel Prize (Top 2 Foursomes) - \$169**

- 1<sup>st</sup> Prize - 4 Southern Marsh Golf Shirts (up to \$40) - player's choice of size and color
- 2<sup>nd</sup> Prize - 4 Southern Marsh Hats - player's choice of color

## Gift Packages

*Save \$1 per player when combining the two options below*

### **Southern Marsh Logo Golf Balls**

- 1 sleeve of 4 Pinnacle Southern Marsh Logo golf balls. \$5.99 pp

### **Southern Marsh Logo Accessories**

- 1 bag of 15 tees, 1 Southern Marsh Logo golf ball, 1 metal Southern Marsh ball mark repair tool, and 1 Southern Marsh logo ball mark. \$2.49 pp

*The following items must be ordered 4 weeks prior to the tournament with 72 minimum pieces*

### **Tournament Towel**

- Custom embroidered golf towel in your choice of color with your tournament name and the Southern Marsh logo. (A sample is available for viewing) \$11.99 each

### **Tournament Golf Hat**

- Custom embroidered Ahead Hat in your choice of colors with your tournament logo on the front. \$13.99 each

### **Tournament Golf Shirt**

- Custom embroidered Ahead Golf Shirt in your choice of colors with your tournament name on the breast. \$24.99 each

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# Outing Reservation Contract

**Event:** \_\_\_\_\_

Day & Date: \_\_\_\_\_

Tee Time: Shotguns (8 AM or 1 PM) \_\_\_\_\_ Shotgun (Y/N): \_\_\_\_\_

Number of Golfers: \_\_\_\_\_ Number of Additional People for Dinner: \_\_\_\_\_

**Event Representative:** \_\_\_\_\_

Address: \_\_\_\_\_

Home/Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Tournament Specifics:** *can be determined at a later date*

Food Selection and Number of Diners: \_\_\_\_\_

Coffee and Muffins - (*morning only, 40 people min*): \_\_\_\_\_

Lunch - (*40 people min*): \_\_\_\_\_

Appetizers - (*40 people min*): \_\_\_\_\_

Range Balls Included (\$100 fee, \$50 for 40 players or less) (Y/N): \_\_\_\_\_

Closest to the Pin Holes: Women (Hole 2 recommended): \_\_\_\_\_

Men: (Hole 14 rec.): \_\_\_\_\_ Coed (Holes 2 & 14 rec.) \_\_\_\_\_

Long Drive Hole (hole 18 rec.): \_\_\_\_\_ 1 each for men and women (Y/N): \_\_\_\_\_

Hole in One Hole and minimum yardage (hole 9 recommended): \_\_\_\_\_

Other Contest Holes: (Hole 14 rec. for Hit the Green) \_\_\_\_\_

Other Contest Holes: \_\_\_\_\_

Helicopter Ball Drop (Y/N) - \$100 deposit is required: \_\_\_\_\_

Gift and Prize Packages (number and type): \_\_\_\_\_

Other Comments and Needs: \_\_\_\_\_

\_\_\_\_\_

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## Terms and Conditions

- 1) Timetable: (No exceptions)
  - a) **Deposit:** Upon completion of this form, a non-refundable deposit of \$200 or \$5 per player, whichever is greater, is required to hold the date and time. A **helicopter ball drop requires an additional \$100 non-refundable deposit.**
  - b) 8 days before the event, an updated number of players is required.
  - c) 3 days before, the final player count and list of players and groups is required. **Please be accurate - you will be billed for at least 90% of this number.** Please use the number of golfers who have committed at that time, not how many you are hoping for. You can add more golfers if you need to, but we need an accurate count so we can sell the tee times that your group won't be using.
  - d) On the day of the event, the remaining balance is required.
- 2) Player counts, player lists, and no-shows:
  - a) **Southers Marsh will assign starting holes to all groups.** If there are special considerations (i.e. the organizer would like to tee off on the first hole), we will accommodate those requests. We know our course the best, and will arrange golfers in the most efficient manner. **We need a list of players and groupings at least 2 days before the event.**
  - b) **Southers Marsh will be responsible for the determination of how many golfers tee off** by counting empty carts when the group heads out onto the golf course, and then counting late arrivals. **By all means, an event representative can verify the count at that time with a Southers Marsh employee.** The number of golfers who register inside will not be used because many golfers go straight to their carts, rather than check-in.
  - c) We know that it is difficult to get commitments from golfers, and unfortunately when dealing with a large group, there will always be a few who can't make it the day of the event. **We will allow up to 10% slippage in the number of golfers confirmed 3 days prior to the event.** After that, no-show golfers will be billed to the event. (For example, if you confirm 100 players 3 days before the event, you will be paying for at least 90.)
  - d) **If an event pays for less than 84 golfers, Southers Marsh reserves the right to put additional golfers on the course during the event.** The golf course comfortably holds 100 players, and we will do our best to fill it to 92 players in all circumstances. **This policy allows us to keep our green fees as low as possible - we cannot afford to have unused tee times.**
- 3) Inclement Weather:
  - a) Because of the fickle New England weather, **tournaments will not be cancelled before the day of the event.** Southers Marsh representatives will be available at

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5:30 AM for morning shotguns to make a decision on the day of the tournament. Please ask golfers to call the course.

b) If the course is closed for play:

- Before tee off - a full refund will be issued, and we will look at alternative dates.
- Any time after tee off - rain checks will be issued according to the following schedule. We will come to a consensus on whether or not to eat. The event will not be replayed.

- Before tee off on the 7<sup>th</sup> hole - a 100% rain check, not including food, will be issued.
- After tee off on 7<sup>th</sup> hole - a 50% rain check, not including food, will be issued.
- After tee off on 14<sup>th</sup> hole - no refund will be issued.

c) Due to our full tournament schedule, we unfortunately can't preschedule rain dates or promise rescheduling for tournaments that are cancelled because of weather.

4) Golf Rules:

- a) Groups are requested to arrive 30 minutes before their tee time to ensure a timely start.
- b) SMGC requires all participants to dress in reasonable golf attire - no tank tops, jeans, etc.
- c) SMGC is a soft spike course. No steel spikes are allowed.

5) Beverages:

a) Southerns Marsh Golf Club, as licensee, is responsible for the administration of alcoholic beverages in accordance with Massachusetts State Liquor Regulations. All alcohol will be supplied by Southerns Marsh Golf Club. Absolutely no coolers or outside alcoholic beverages are allowed on the course. Anyone in violation of this rule will first have their cooler confiscated and after second offense asked to leave without refund.

6) Liability:

- a) Southerns Marsh Golf Club assumes no responsibility for personal property brought onto the premises.
- b) Person or company undersigned assumes responsibility for all damages to the course, carts, or clubhouse.
- c) Golfers assume all risks and dangers incidental to the game of golf, including the risk of golf cart accidents or of being struck by errant golf shots and release Southerns Marsh Golf Club, its owners, and employees of all liabilities resulting from such cases.

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Event Rep. Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Club Rep. Signature: \_\_\_\_\_ Date: \_\_\_\_\_

It is the responsibility of the above-signed Event Representative to communicate these rules to all event participants. Your signature indicates your understanding of, and agreement with, our policies and procedures.

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