



Golf Course of Dreams

The Experience

When your guests arrive at the Country Club, they will discover a genteel setting, circa 1940's, with uniformed chauffeurs driving an assortment of classic cars. Signage and music will be utilized to complement and add substance to the scene. Your guests will be loaded into cars and whisked over to the new course site.

At the point they alight, there is a 6' wide green walkway leading them into our historic golf village. Caddies and golfers in period dress stroll around, engaging the guests. Along the defined walk, our guests come to two small, newsstand-style buildings with large front openings and a counter. A host encourages them to get the news of the day - at the first location, a video, treated to look like a film reel, will deliver a story about "How Golf Originated". The second stand will have another repeating video piece on the subject "The Pure Golf Experience".

As the arrivals finish their introduction, they can mill around the center square, replete with planters, benches, and a gazebo, or take refreshment in a decorated tent. The tent will have the feel of a speakeasy with a wooden bar, old signs, and a traditional jazz trio. They will also have the opportunity to go out onto three different holes on the course to either putt or chip. Instructors will offer tips at each location and drivers with carts will transport them.

Dependent on the arrival of new guests, we will hold a stage presentation in the tent. A bugle will sound, attention is directed up the immediate fairway, and a fog screen appears. A voiceover begins, touting golf and pros of an earlier day, then period-dressed golfers will come out of the fog and stride into the tent. They will take places on the dais and prompted by our emcee, give personal accounts of "recent" tournaments and their careers. Then the emcee introduces a course representative who will deliver a presentation on how the course was conceived and designed, and how it will be developed.

As the evening progresses, we will switch to a blues-ier band and mood lighting in the tent. Those venturing out will see areas of the nearby hole and surrounding woods enhanced with theatrical lights. And wafting through the air will be soft recorded folk music punctuated by sounds of nature - bird calls, insect sounds and wind.

Our guests will return to the Country Club via our classic cars, during which our chauffeurs will present them with a memento, and deliver a simple scripted message about how to pursue membership.

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Technical Considerations

This event is intended to be held on the course, but it can be relocated to the ballroom by the marina and still retain most of its impact.

The videos and presentation developed for this event will have potential for future uses, promoting membership in the new course. The videos may or may not be adaptable for broadcast because some footage may be borrowed from copyrighted sources.

There is need for a great number of support personnel and possibly golf pros, to manage this flow of 400 guests. Any assistance your organization can give in that regard will save cost.

We will need support from the course builder to create chipping and putting areas, and golf clubs and carts from the pro shop. We are also assuming that power will be available - generators can supplement at a reasonable cost.

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