



# Heron Lakes Golf Club

## Tournament & Outing Guide

Dear Sir or Madam,

I would like to thank you for taking a moment to review the information contained in this Tournament Outing Guide. Please consider this guide to be your personal invitation to visit our facility and learn why Heron Lakes Golf Club is the best venue in the Portland area to host your organization's golf outing. In addition to offering two of the nicest public golf courses in the area, our dedicated event staff will provide you with a level of service that will exceed your expectations.

Over the past few years, tournaments and outings have played an increasingly large role in our success. Heron Lakes has a proven track record of working with all types of events including company outings, charity fundraisers and competitive tournaments. Whether your group has 16 players or 100 players, we apply a personal touch to all of our golf outings. Our goal is to treat your outing like the special event that it is and to have you and your guests leave Heron Lakes saying...

***"Now that's how a tournament should be run!!"***

The following information is enclosed with this packet to help answer some questions you might already have and to help with your initial event planning process:

- Golf Course Information
- Tournament Package Guide
- Food & Beverage Package Guide
- Outing Policy Information
- Planning Guide & Event Checklist
- Sample Printed Materials

Please take some time to review this information. Keep in mind that we understand that each outing is unique and at times, special circumstances will need to be considered. We will make our best effort to accommodate all of your group's needs and offer the most competitive price possible. We sincerely thank you for considering Heron Lakes to host your golf event and look forward to hearing back from you soon to begin your even booking process!

Best Regards,

**BJ Swearer**  
**Tournament Director**  
**503.289.1818 (office)**  
[bjswearer@kempersports.com](mailto:bjswearer@kempersports.com)



# Heron Lakes Golf Club

## Golf Course Information

### *Great Blue Golf Course*

The links-style Great Blue Course opened in 1992 and became an immediate favorite among low handicap golfers in the area. The Great Blue features small, undulating greens and rambling fairways that carve through fescue style grass and Scottish mounds. The 6,902 yard, par-72 layout challenges accomplished golfers and beginners alike with more than 80 bunkers and abundant water hazards.

- Designed by **Robert Trent Jones II**, opened **1992**
- **Par - 72 | Yards - 6,902 | Sets of Tees - 4**
- Golf Digest "Best Places to Play" 4 stars ('08-'09)
- Host site to several prominent events including the US Amateur Public Links Championship (2000), the Neil Lomax Quarterback Shootout (1991-2004) and the PGA Northwest Open (1992).

### *Greenback Golf Course*

The parkland-style Greenback Course was opened in 1972 and has been a Portland favorite ever since. Its traditional design features large elevated greens, tree-lined fairways, six ponds and 86 bunkers. The 6,615 yard, par-72 layout is attractive to beginner and seniors, offering a moderate challenge in a beautiful setting.

- Designed by **Robert Trent Jones II**, opened **1972**
- **Par - 72 | Yards - 6,615 | Sets of Tees – 3**
- Host site for the US Amateur Public Links Championship (1979) and the PGA Northwest Open (1988, 1989, 1990, and 1991).
- More popular course for charity/fundraiser type groups with players of wide-ranging ability levels

### *Practice & Reception Facilities*

#### **Driving Range**

Our multi-tier all grass range can accommodate up to 25, with over 60 yards of tee space. The range itself is expansive and has targets with markers at 100, 150, 200 and 250 yards.

#### **Practice Green**

Our expansive putting green accommodates a minimum of 10 cups which are cut daily. Putts of up to 90 feet can be attempted, providing plenty of space for putting contests and warm up.

#### **Banquet Space**

Our covered decks that can comfortably seat up to 100 individuals. For an extra cost, we also offer the ability to rent a large banquet tent which can seat upwards to 300 individuals

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- Most casual events prefer men to play from the white tees and women from the red
- Detailed scorecards for both golf courses are available online
- Virtual course fly-overs available on our website under course information
- On-course tours can be arranged by contacting our Tournament Director



# Heron Lakes Golf Club

## Golf Outing Packages

<i>Exclusive Shotgun Outing</i>	<i>Modified Shotgun Outing</i>
<ul style="list-style-type: none"> <li>▪ <b>Minimum Golfers:</b> 120   <b>Maximum Golfers:</b> 144</li> <li>▪ <b>Format:</b> “Shotgun Start” – Teams start on different holes; all players start at the same time</li> <li>▪ <b>F&amp;B Options:</b> All Bronze, Silver and Gold Packages</li> <li>▪ <b>Booking Restrictions:</b> Before 8:00am <b>or</b> after 1:00pm</li> </ul> <p>This package gives your group the exclusive use of the entire course to assign teams to starting holes. Double-shotguns require a minimum of 120 golfers per course (allowing for a maximum total of 288).</p>	<ul style="list-style-type: none"> <li>▪ <b>Minimum Golfers:</b> 40   <b>Maximum Golfers:</b> 120</li> <li>▪ <b>Format:</b> “Shotgun Start” – Teams start on different holes; all players start at the same time</li> <li>▪ <b>F&amp;B Options:</b> All Bronze and Silver Packages</li> <li>▪ <b>Booking Restrictions:</b> Before 8:00am <b>or</b> after 1:00pm</li> </ul> <p>This package gives your group the luxury of a “shotgun” format but is designed for smaller events. Two teams are assigned to each starting hole, beginning with the first hole and continuing through the course as needed.</p>
<i>Tee Time Outing</i>	<i>Golf Package Inclusions</i>
<ul style="list-style-type: none"> <li>▪ <b>Minimum Golfers:</b> 16   <b>Maximum Golfers:</b> 144</li> <li>▪ <b>Format:</b> <i>Consecutive Tee Times</i> – Teams start on the first hole, teeing off in 9 minute intervals as needed</li> <li>▪ <b>F&amp;B Options:</b> All Bronze Packages</li> <li>▪ <b>Booking Restrictions:</b> Outings can be booked any day of the week, at any time, per course availability.</li> </ul> <p>This package is ideal for both smaller groups as well as competitive tournaments, is typically less expensive and usually allows for a wider range of booking availability.</p>	<ul style="list-style-type: none"> <li>▪ 18 Hole Green Fee w/Golf Cart &amp; Range</li> <li>▪ Registration table with check-in sheets</li> <li>▪ Personalized cart signs , scorecards, &amp; rules sheets</li> <li>▪ Hole contest markers (Closest to Pin, Long Drive etc.)</li> <li>▪ Professionally written scoreboard &amp; event scoring</li> <li>▪ Free customized GolfGenius web portal to advertise and manage your event registration and payments</li> <li>▪ Dedicated assistance from our entire operations staff for all event preparation, execution and clean up</li> </ul>
<i>Additional Services</i>	
<p><b>Optional Services Available</b></p> <ul style="list-style-type: none"> <li>▪ Food &amp; Beverage Packages</li> <li>▪ On-Course Beverage Service</li> <li>▪ Banquet Tent for larger groups</li> <li>▪ Merchandise &amp; Prize Packages</li> <li>▪ Mobile Pro Shop &amp; Vouchers</li> <li>▪ Hole-In-One &amp; Putting Contests</li> <li>▪ Banners and On-Course Signage</li> </ul>	<p>Our relationships with top vendors such as Nike, TaylorMade, Callaway and Titleist allow us to offer your group the best value on pricing for all of your gift and prize needs. Gift Certificates make great prizes!</p> <p>For more information about our Food &amp; Beverage and Merchandise/Prize packages, please review the corresponding guides which are included in this outing packet and available on our website.</p>



# Heron Lakes Golf Club

## Food & Beverage Packages

### Bronze "On-the-Course" Packages

#### Breakfast Traveler Sandwich – \$6

*Fried egg, cheese and choice of meat served warm on a sesame bun*

#### Hot Dog Lunch – \$7

*Grilled quarter-pound, all-beef hot dog, brat or spicy sausage & chips*

#### Deli Sandwich Lunch – \$10

*Freshly prepared turkey or ham sandwich, chips and cookie*

#### Package Inclusions

##### Beverages:

*Breakfast package includes choice of any individual coffee, tea, juice or bottled water*

*All Lunch packages include bottled water*

### Silver "Banquet" Packages

#### Continental Breakfast – \$7

*Assorted selection of pastries, bagels, and muffins*

#### Pulled Pork Barbeque – \$12

*House-made pulled pork sandwiches with BBQ sauce and coleslaw*

#### Burger Barbeque – \$13

*Grilled hamburgers or cheeseburgers with all of the toppings*

#### Combo Barbeque – add \$2

*Add hot dogs, brats or spicy sausages to any Barbeque*

#### Package Inclusions

##### Beverages:

*Continental Breakfast includes coffee, tea & juice*

*All Barbeque packages include drink station*

##### Sides:

**All Barbeque packages served with potato chips and choice of two (2) additional sides:**

*Tossed salad, potato salad, macaroni salad, pasta salad, baked beans, fruit (add \$1/person)*

### Gold "Banquet" Packages

#### Deluxe Breakfast Buffet – \$11

*Scrambled eggs, hash browns, bacon, ham, and pastries*

#### Oven Roasted or BBQ Chicken – \$18

*Slow roasted chicken with either herbs and spices or BBQ sauce*

#### A La Cart Appetizers – Prices Per 100 Pieces

**Chips & Salsa - \$55**

**BBQ Meatballs - \$75**

**Vegetable Tray - \$95**

**Chicken Wings - \$120**

**Asian Egg Rolls - \$125**

**Fresh Fruit Display - \$125**

#### Package Inclusions

##### Beverages:

*Breakfast Buffet includes coffee, tea & juice*

*All other packages include drink station with lemonade and iced-tea*

##### Sides:

**Excluding Breakfast and Appetizers, all packages served with choice of three (3) sides:**

*Caesar salad, pasta salad, rice, baked beans, vegetables, garlic bread, fruit (add \$1/person)*

- All quoted prices are per person and subject to additional 18% service charge
- Additional services (drink tickets/beverage carts) are available per request
- All special requests or alterations must be approved by Course Management
- All booking inquiries should be directed to the Heron Lakes Tournament Director





# Heron Lakes Golf Club

## Outing Terms & Conditions

1. All group outings require a 10% non-refundable deposit and signed contract with Heron Lakes.
2. Outings will not be considered "booked" until a finalized contract with the correct, non-refundable deposit is returned to Heron Lakes. Upon such confirmation, the outing will be considered confirmed and definite.
3. No outside food and/or beverages are allowed, unless prior written approval has been given by Heron Lakes.
4. A guaranteed number of players must be confirmed, in writing, to Heron Lakes by no later than **10 days** prior to the scheduled date of play. Should the guaranteed number of players fall under the minimum required for the contracted package, Heron Lakes reserves the right to alter event formats as follows:
  - "Exclusive Double-Shotgun" → less than 240 golfers – converts to "Modified Double-Shotgun"
  - "Exclusive Shotgun Outing" → less than 120 golfers – converts to "Modified Shotgun"
  - "Modified Shotgun Outing" → less than 40 golfers – converts to "Tee Time Outing"
5. Billing for the guaranteed number of players will occur, even if they do not all play or eat.
6. A final players list must be provided to Heron Lakes no later than **72 hours** prior to the scheduled date of play.
7. Group is required to finalize all rules sheets and pairings sheets no later than **24 hours** prior to the scheduled date of play as changes may not be accepted after this time.
8. Group must play within USGA pace-of-play guidelines set for each course.
9. Group will be responsible for all lost or damaged course property caused by any of the participants.
10. Full payment for all associated outing charges is required no later than on the day of event, unless prior written agreement has been made with Heron Lakes.

### Alcohol & Behavior Policy

The City of Portland and Heron Lakes wants you and your participants to have fun and enjoy our golf course. While we realize that the consumption of alcoholic beverages may take place during your event, it is important to be aware that unruly or inappropriate situations resulting from excessive drinking will not be ignored. So stated, by signing this agreement, you agree to take responsibility for the behavior of the participants of your event. Any person(s) engaging in offensive or inappropriate behavior toward our staff or other patrons will be asked to leave the premises immediately.

### Inclement Weather Policy

In accordance with the United States Golf Association, Rule 6-8, "Bad weather is not in and of itself a good reason for discontinuing play." Dangerous weather may be a reason to temporarily suspend play; however, total cancellation for weather reasons will occur only if Heron Lakes deems the course to be unplayable and unlikely to return to a playable status in a reasonable time to complete the entire event. In the instance of an event being cancelled or rescheduled, the parties understand and agree that the food and beverage arrangements had they already been prepared will not be cancelled, or that any items ordered through Heron Lakes as tee gifts or prizes will apply regardless.

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# Heron Lakes Golf Club

## Event Planning Guide

### 7 Simple Steps for Planning a Successful Golf Outing

1. **Know Your Purpose** – What are you trying to accomplish with your event:
  - Fundraising
  - Competition
  - Employee/client appreciation
  - Organization teambuilding
2. **Set Goals** – Have tangible expectations in every aspect of your planning:
  - How much money do you hope to raise from the event?
  - What is your budget for prizes, food & beverage?
  - How many sponsors and volunteers will you need?
  - How many participants do you hope to host?
3. **Committee Effort** – Form an Event Committee and delegate responsibilities:
  - Sponsors Chairperson
  - Prize Chairperson
  - Volunteer Chairperson
  - Media Chairperson
  - Honorary Chairperson
  - Outing Accountant
  - Golf Course Liaison
  - Day-Of Organizer
4. **Grow Your Field** – More players means reduced expenses and increased fundraising:
  - If each Committee member can get 6 foursomes, you will have a full field of 144 players
  - Make use of already existing relationships and create new ones
  - Distribute flyers, place ads in newspapers and use social media
  - Set up a website/webpage with information for potential sponsors and golfers
5. **Add Value** – Make your event more than *just* a day of golf:
  - Include a pre/post-event meal or on-course food and beverage service
  - Set up hole contests (hole-in-one, long drive, closest to pin etc.) with additional prizes
  - Host a mobile pro-shop with vouchers included in each participant's entry fee
  - Use donations from sponsors for prizes, to help cover other costs or reduce entry fees
6. **Generate Additional Revenue** – Optional games/events are great ways to add fun and funds:
  - Offer mulligan packages, "Tiger Shots", string/licorice games, colored ball game etc.
  - Hold a 50/50 raffle or skins game, sell raffle tickets for giveaways, or host an auction
  - Set up a putting or chipping contest before/after the tournament
7. **Help Us Help You** – Our dedicated Event Staff is here to help plan and execute your event:
  - We encourage you to contact us with any question or concern you might have
  - At your request, we can set up a tournament micro-website for your event
  - Ask us about our preferred vendors for your insurance, signage and merchandise needs
  - Use the checklist provided with this guide to help stay organized and meet deadlines

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## Event Planning Checklist

Task / Procedure	Deadlines	Status
Choose potential event dates and contact Heron Lakes to begin booking process	6-12 months prior to event day	
Determine budget and decide on package options for golf, merchandise and food & beverage	6-12 months prior to event day	
Finalize contract and deposit with Heron Lakes to secure event date and outing package	6-12 months prior to event day	
Select hotel site and transportation needs	60-90 days prior to event day	
Place merchandise order with Heron Lakes (include logos for custom orders)	60-90 days prior to event day	
Determine the number of sponsorships and volunteers needed for the event	60 days prior to event day	
Decide on format, contest holes, rules, etc.	30-60 days prior to event day	
Finalize all food & beverage details including sides chosen and number of guests eating	30-60 days prior to event day	
Finalize your field of players	30 days prior to event day	
Notify Heron Lakes of final number of players	10-15 days prior to event day	
Submit final players list to Heron Lakes	72 hours prior to event day	
Approve final pairings list and rules sheet	24 hours prior to event day	
Submit event payment and begin rebooking process for next year's event with Heron Lakes	Day of event	

- Heron Lakes accepts outing reservations up to one year in advance and encourages discussing re-booking for the next year immediately following event completion
- Please contact our Tournament Director to get your event booking process started

# Sample Printed Materials



## 2017 Ram Open - Central Catholic H.S.

### Heron Lakes - Great Blue

# Joe Cavalli

# Kevin Cerri '75



Time: 12:00 PM



Hole: 1A

### 2017 Portland Terminal Railroad Company Golf Scramble

	1	2	3	4	5	6	7	8	9	Out
White (68.6/123)	507	378	142	338	457	350	178	357	356	3063
Par	5	4	3	4	5	4	3	4	4	36

Val Shultz										
Ernie Moon										
Bill										
TBA										
Team Score										

### Heron Lakes - Greenback

Time: 8:00 AM | Hole: 1A

Init	10	11	12	13	14	15	16	17	18	In	Total	Hdcp	Net
	455	368	346	452	167	291	144	308	358	2889	5952		
	5	4	4	5	3	4	3	4	4	36	72		

VS													
EM													
BI													
TB													

Record gross team score. Use player boxes to mark when drives are used.  
Remember to fix ball marks and replace divots. Return scorecard to deck.

Competitor: \_\_\_\_\_ Marker: \_\_\_\_\_ Aug 6, 2017  
Powered by **Golf Genius Software** Scorecard #1

### 2017 Adidas Golf Open

## Drink Ticket

- Domestic Beer
- Micro Beer
- Well Drink
- Glass of House Wine
- Any Bottled Soft Drink

Drivers/Bartenders:  
Tickets are pre-paid.  
Write actual item on  
reverse and submit  
with end of day close.

Valid 8-11-2017 Only

### 2017 Adidas Golf Open

## Drink Ticket

- Domestic Beer
- Micro Beer
- Well Drink
- Glass of House Wine
- Any Bottled Soft Drink

Drivers/Bartenders:  
Tickets are pre-paid.  
Write actual item on  
reverse and submit  
with end of day close.

Valid 8-11-2017 Only

Ticket Valid for **any (1) beverage from the above list**. Present this ticket to Bartender or Beverage Cart for redemption.

Ticket Valid for **any (1) beverage from the above list**. Present this ticket to Bartender or Beverage Cart for redemption.