

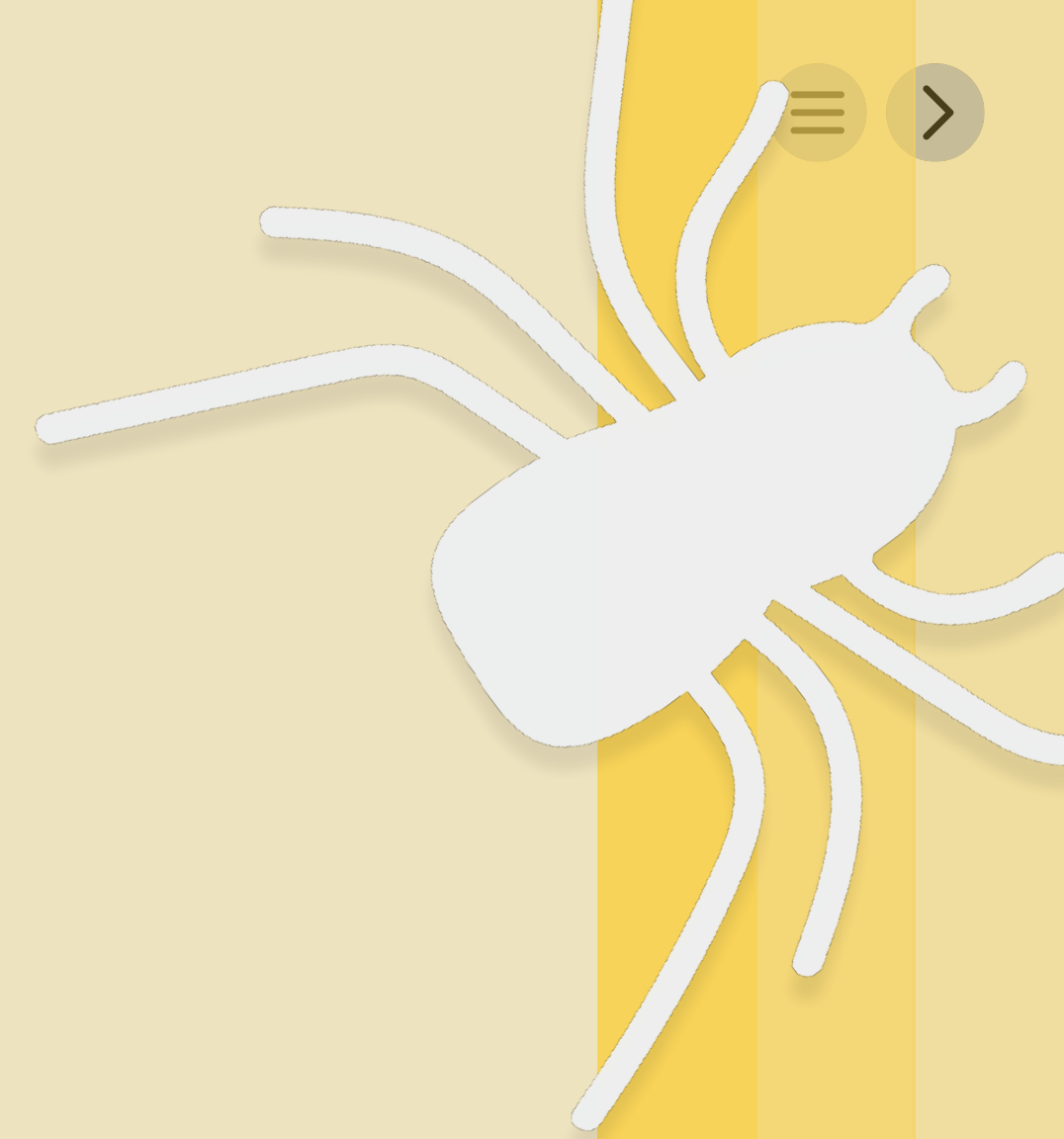
# **HALLOWEEN** Scramble

## **Overview**



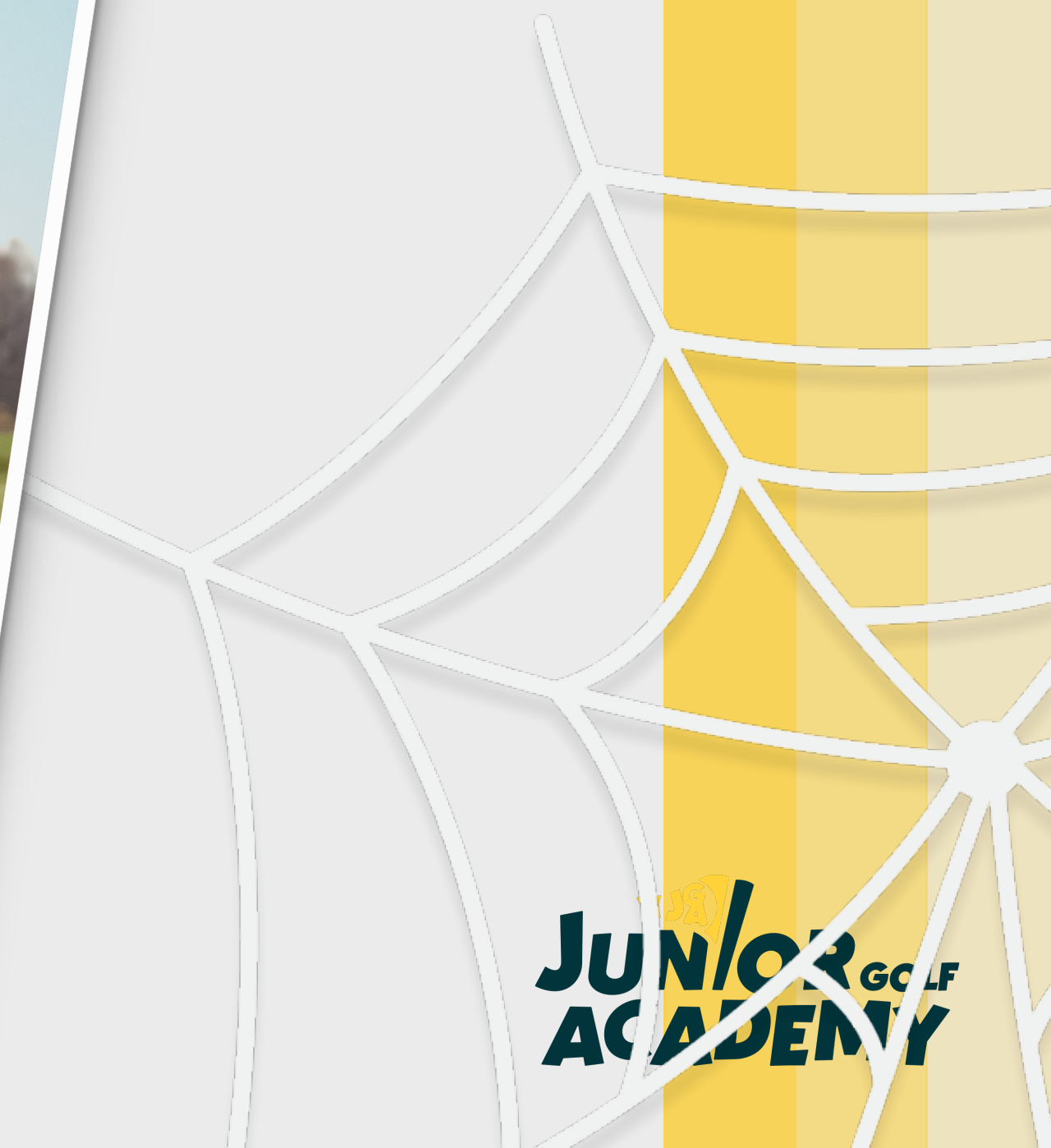
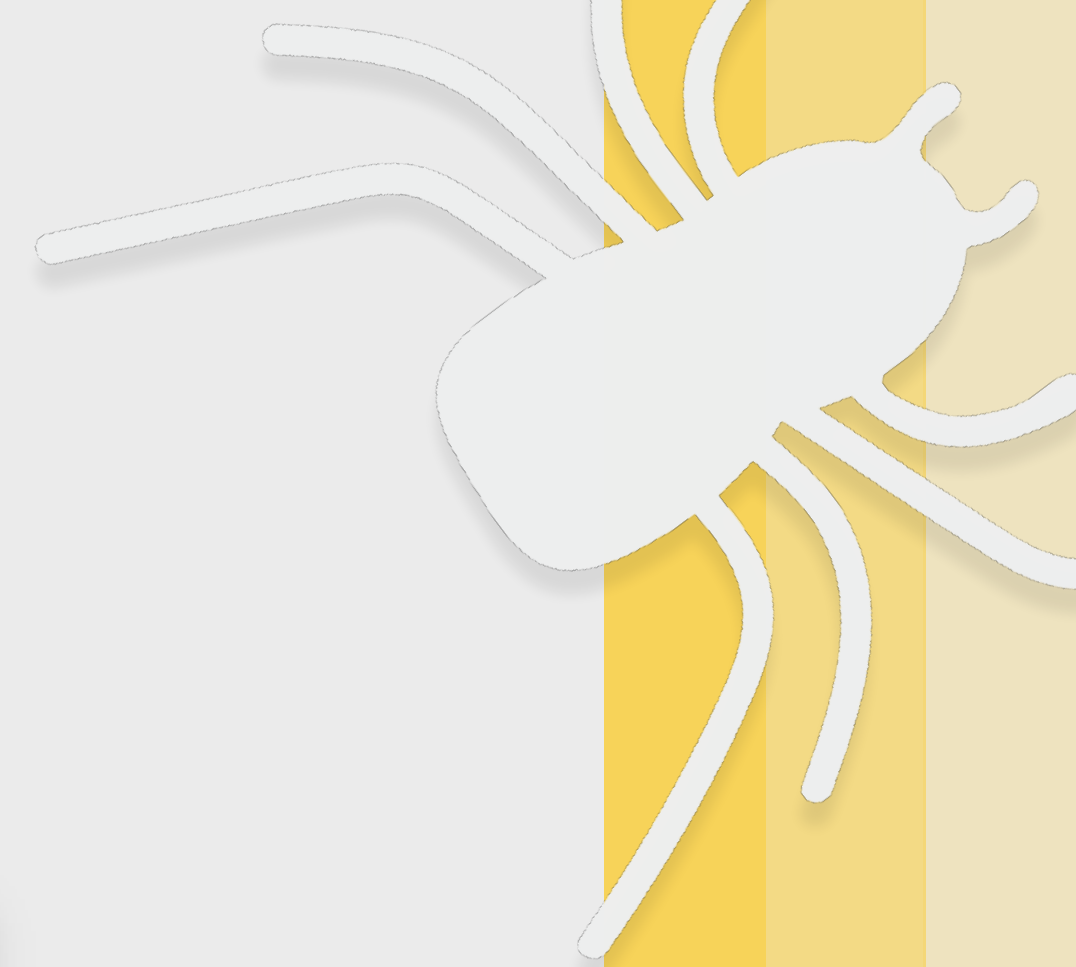
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**JUNIOR GOLF  
ACADEMY**

# Overview



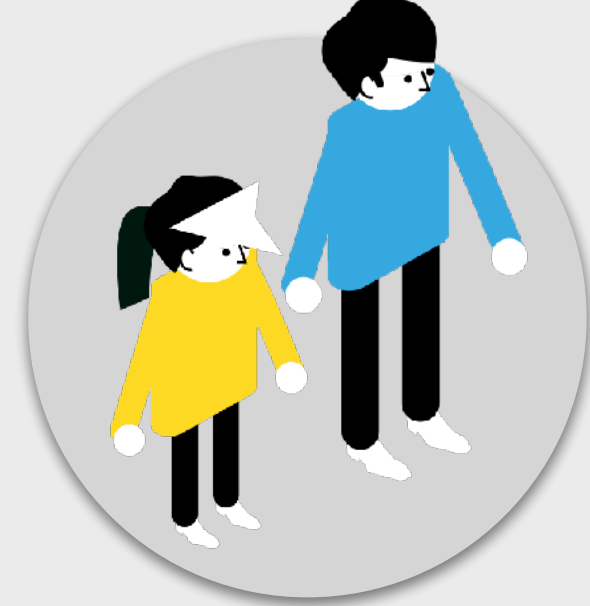
# Halloween Scramble Overview

The Halloween Scramble is specifically designed to provide a fun and welcoming experience to all participating. The event is specially designed to promote inclusivity for those on the program and their friends who may or may not have golf experience. The event is broadly structured as follows...



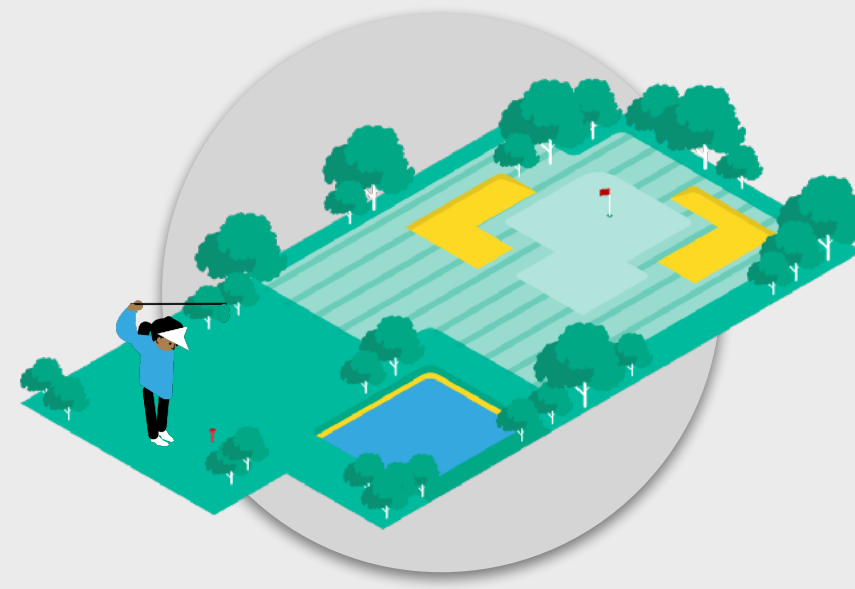
## Team Based, On Course Event

The event is a team based event where attendees participate in a team of 4. Guidance is provided for how teams should be compiled but there is flexibility based on the needs of your club.



## Bring-a-Friend Composition

Participating juniors in your program should be targeted from those enrolled on your Junior Weekly Classes, Junior Camps or from previous Social Play events. Juniors should be encouraged to invite a friend to the event and then made into a team of 4 with another pair.



## Scramble Format

The event runs in a traditional Scramble format across the adapted course where all four players on a team hit drives. The best shot is selected, and each player plays from that selected spot. This process continues until the ball is holed.



## 9 Hole Event and Par 3's Adapted Course

The events should be run over a maximum of 9 holes on your adapted course. It is recommended that you setup each hole as a Par 3. This set-up allows everyone to play from the same "tee", improves pace of play, and creates a fun and inclusive atmosphere for all skill levels!



## Chargeable Themed Event

The event is recommend to be chargeable to participants under a recommended pricing guidance depending on the internal classification of your club. You should aim to theme your event by encouraging juniors to dress up in their favourite costume!

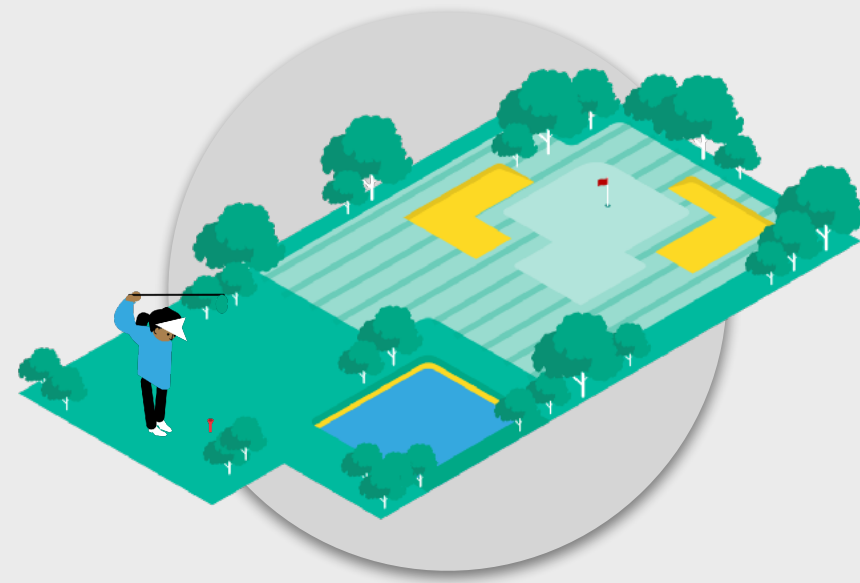
# Purpose of the Halloween Scramble

The Halloween Scramble is one of the four Social Play Events and is integral to the success of the JGA Junior Program at your club. It differentiates itself from other Social Play Events by focusing on integrating new juniors into the club by mobilising current juniors to invite friends to attend the event. The main goals of the event are as follows...



## Engage Non Participants

The event is specifically aimed at welcoming participating juniors' friendship circles to engage in the event. This will drive confidence and enjoyment of those already in the program to harness retention and drive future involvement in the program from non participating juniors.



## Exposure to the Course

The event will provide juniorren engaged in your program with a chance to play the golf course using adapted rules and fun formats. This will drive their love for playing the game and their development. It will also provide those new to the program with a fun first experience!



## Promote Social Connections

The Halloween scramble will promote social connections across those already enrolled on the program by providing an opportunity to meet other juniors who may be attending other on the program.



## Provide a Welcoming Environment

The event will help to provide a welcoming environment to juniors and their families. The themed event will create a relaxed atmosphere showing that your program and club is welcoming to all.



## A FUN Experience and Themed Format

The event theme and format will promote a fun experience of playing and participating above all else. Juniors (and coaches!) should be encouraged to dress up and embrace the event theme!

# Who Can Attend the Halloween Scramble

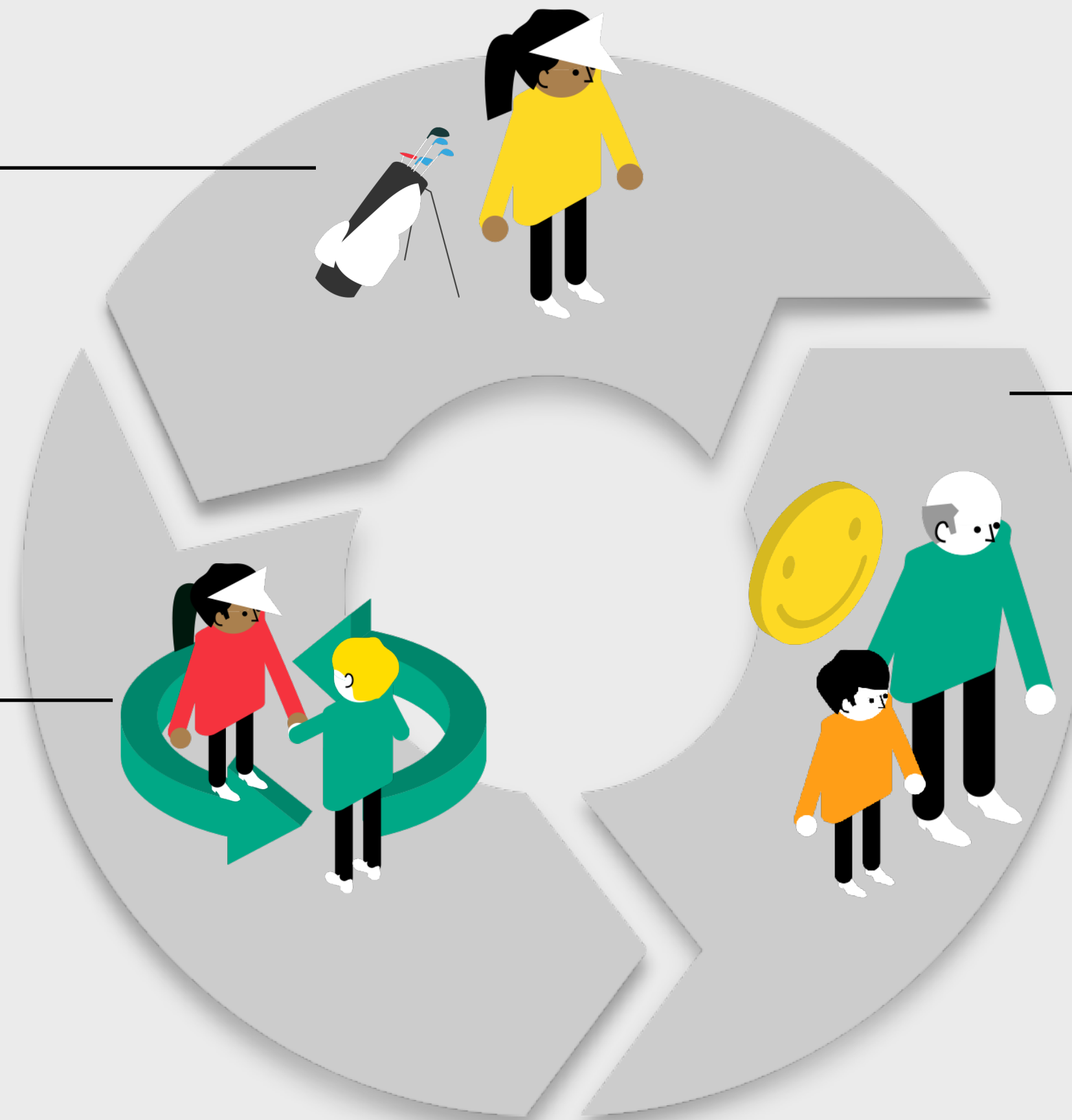
The event is specifically aimed at welcoming participating juniors' friendship circle to engage in the event. This will drive confidence and enjoyment of those already on the program and drive future involvement in the program. When marketing your event you should specifically focus on appealing to the following event participants:

## 1. The Participating Junior

You should aim to attract current juniors on your program to enter a pair into a team of 4. These can be juniors enrolled on your Junior Weekly classes, those that have previously attended Junior Camps, or another Social Play event.

## 2. Non Participating Friend

Juniors should then be encouraged to invite a non participating junior to the event. Ideally, a participating junior would invite a friend to form a pair and these would then be joined with another pair to make a team of four.

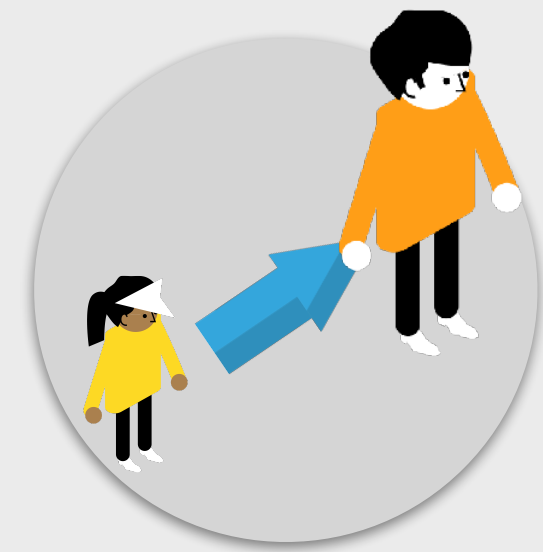


## 3. The Family

The event isn't designed to include family members to play but they should actively be encouraged to attend the event and join in the fun theme. They can watch at a safe distance on the course, and attend the event award ceremony.

# What Else You Need to Know

While we are prescribing a recommended structure for the Halloween Scramble event, we understand that the exact implementation of your event will vary from club to club. This will depend on the number of participants that you can reach in your local area and the facilities you have available. You will also have your own ideas for how you deliver a successful and fun event at your club! Below are some of the additional guidelines you need to follow and areas where you have flexibility in delivery at your club...



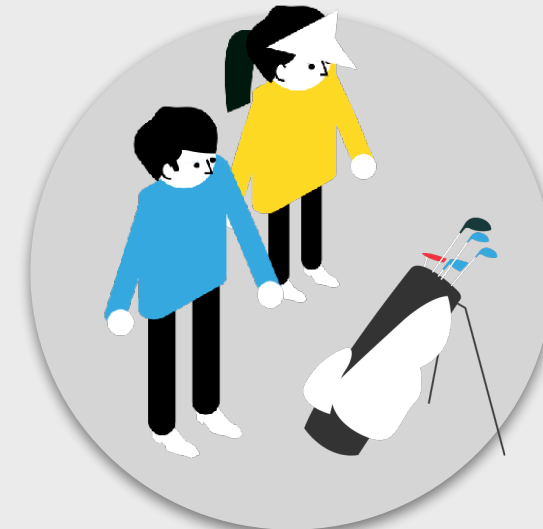
## Age Range

The event has been built to target juniorren within the age ranges of 6-16. Younger juniorren should be invited to take part in family games before or after the round.



## Ability Range

The event is ideally targeted towards juniorren currently enrolled on the program and friends who have limited or no experience of playing.



## Two Pairs and 4 in a Team

The event should be targeted at a participating junior on your program inviting a non participating friend to take part. Pairs should be then joined with another pair to make a team of four. It will be your skill to judge the ability of those taking part and join them up with another pair to ensure the event is competitive but enjoyable for all involved.



## Flexibility for You

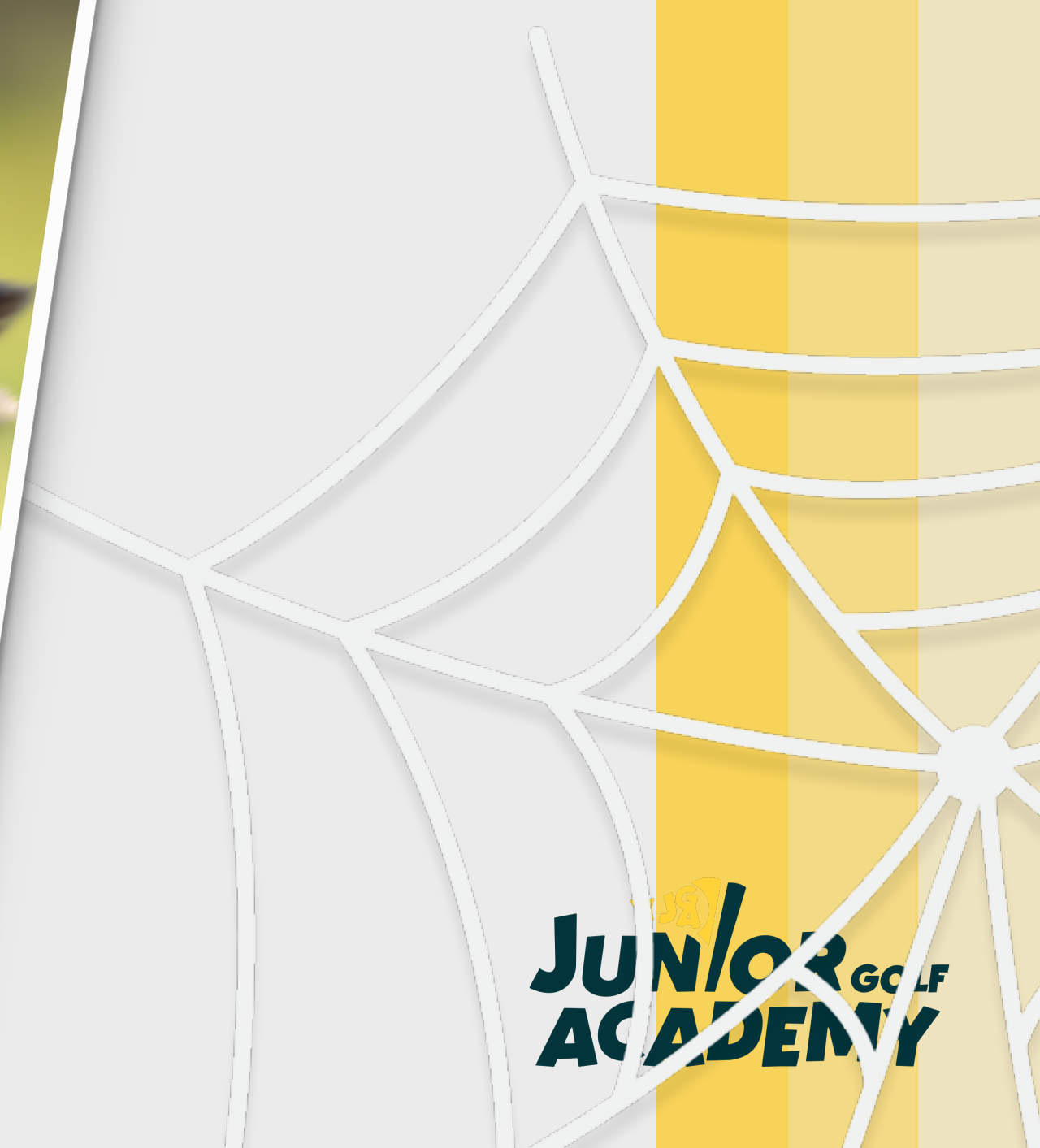
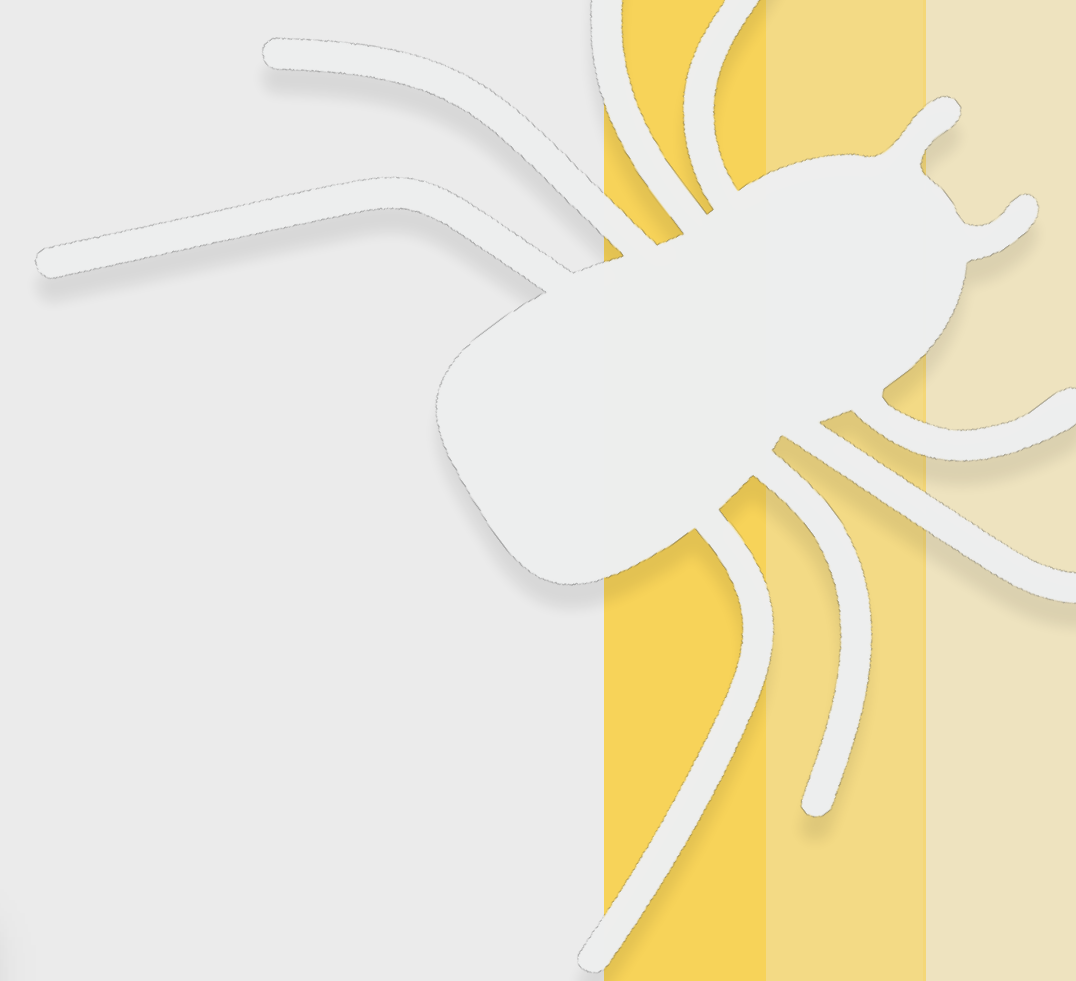
You are the best judge to make a decision on how to best deliver the event to suit the needs of your club and program. You have the flexibility to decide if you want to tailor who the event is targeted towards but you should maintain a focus on introducing non participating juniors to the event.



## Shotgun Start Aimed at 36 Juniors

Your event will best delivered over a shotgun start. The event should be run over a maximum of 9 holes. You should therefore aim to fill 36 places, with 18 participating juniors and 18 non participating juniors.

# Running Your Event





# Scheduling on the Day

This graphic provides an example overview of the suggested date of your event for 2024 and how you can allocate time to your event using a shotgun start format. The event should be 3 hours in length to give enough time for all teams to complete 9 holes and attend the award ceremony.

You have the flexibility to schedule the event on a date and time of the day to suit your requirements but this is recommend to be within a 2 week window before or after Halloween...

| Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|-----|-----|-----|-----|-----|-----|-----|
|     | 1   | 2   | 3   | 4   | 5   | 6   |
| 7   | 8   | 9   | 10  | 11  | 12  | 13  |
| 14  | 15  | 16  | 17  | 18  | 19  | 20  |
| 21  | 22  | 23  | 24  | 25  | 26  | 27  |
| 28  | 29  | 30  | 31  | 1   | 2   | 3   |
| 4   | 5   | 6   | 7   | 8   | 9   | 10  |

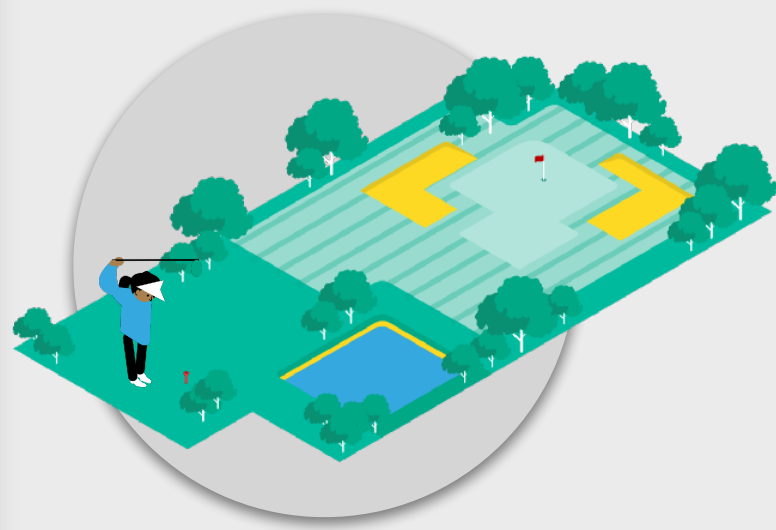
A circular graphic with a golf ball and the text "Junior So HALLOWEEN" is overlaid on the calendar, with a dotted arrow pointing from the Halloween date (October 31st) to the event schedule table on the right.

## Thursday October 31st - Halloween Scramble

| Time            | Session  |
|-----------------|--|
| 2pm             | Preparation / Meet Juniors and Parents             |
| 2pm - 2.15pm    | Welcome, Physical Literacy Warm Up and Event Rules |
| 2.30pm - 4.30pm | On the Course Team Scramble                        |
| 4.30pm - 4.45pm | Scorecard Collection                               |
| 4.45pm          | Award Ceremony and Promotional Activity            |
| 5pm             | Tidy Down  |

# How it Works?

The Halloween Scramble is specifically designed to provide a fun and welcoming experience to all participating. The event is specially designed to promote inclusivity for those on the program and their friends who may or may not have golf experience. We recommend you run the playing component of your event as follows...



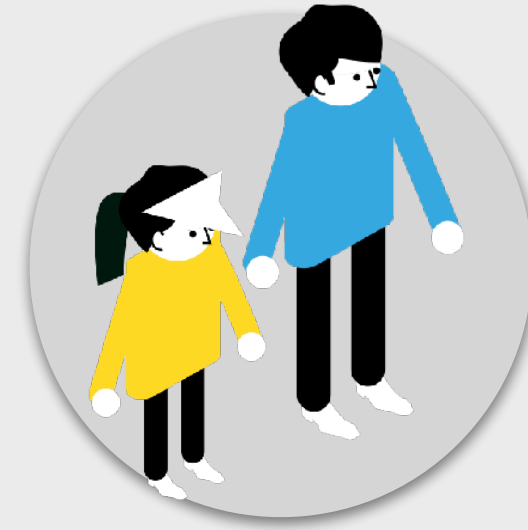
## Traditional Scramble Format

The event should run in a traditional scramble format, where all players on a team hit drives. The best shot is selected, and each player plays from that selected spot. This process continues until the ball is holed.



## Maximum of 9 Holes

The events should be run over a maximum of 9 holes on your adapted course. Guidance is provided on how you should position players on the adapted started positions however you have the flexibility to adapt the event to suit your needs.



## Team Composition

The event is a team based event where attendees participate in a team of 4. Participating juniors on your program should be encouraged to invite a non participating friend to the event and then made into a team of 4 with another pair.



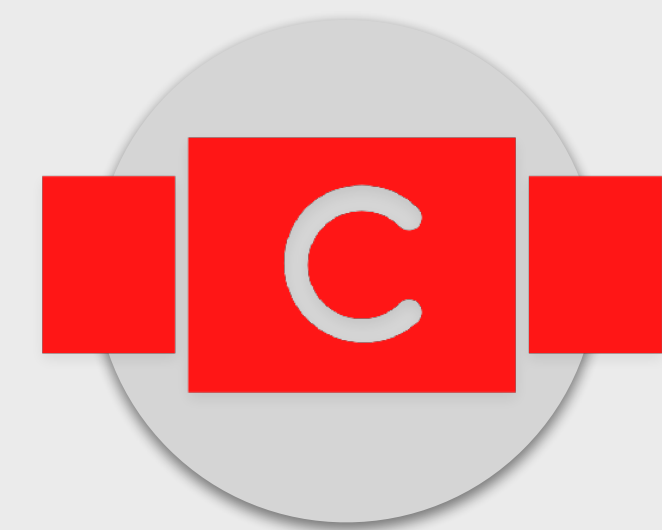
## Par 3 Adapted Course

It is recommended that you setup a golf course with each hole being a Par 3. This set-up allows everyone to play from the same "tee", improves pace of play, and creates a fun and inclusive atmosphere for all skill levels.



## Team Scoring

The scoring system is recommended to be a traditional scramble format with the team entering the score they have achieved for the hole. The lowest score overall for the event will be the winner.



## Team Captains

We recommend that you appoint a team captain who is responsible for helping their team to navigate the course and also for marking the scorecard. You will be best placed to appoint the team captain.

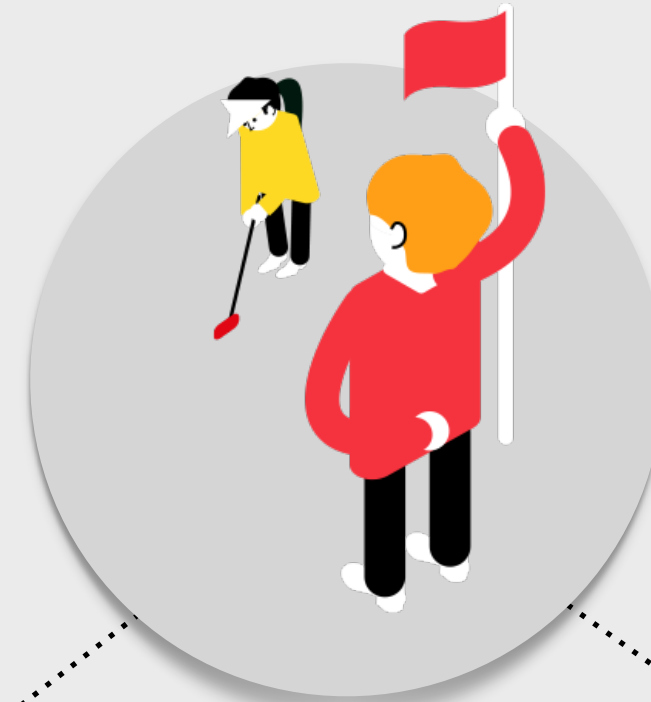
# Recommend Flow of the Event

The exact timings of your event will vary and be specific to the needs of your day. You should plan for your event to last around 3 hours. The flow of the event and recommendations for the role you play are as follows...



## Team Welcome and Registration

You should be ready to confirm registration on the day, welcome families and those participating to the event and distribute scorecards. You should outline the itinerary for the event and also direct participants to their correct starting position.



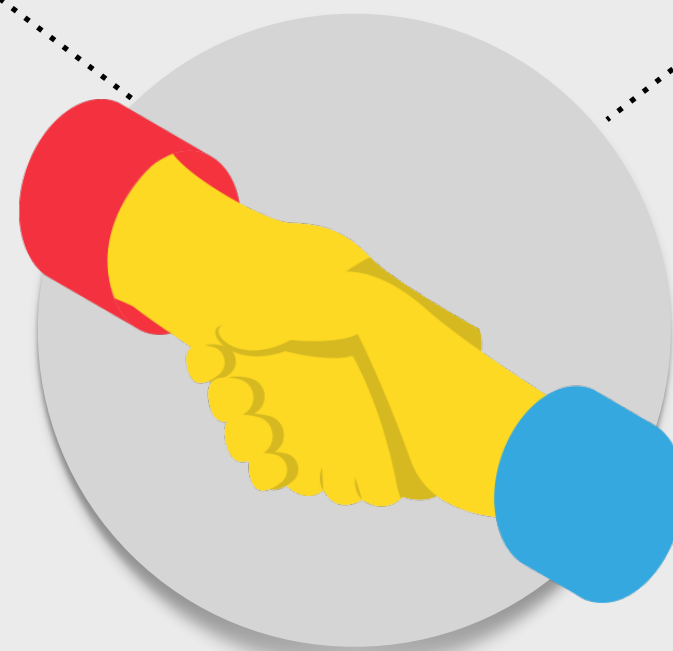
## Play Starts

Be on hand to answer any final questions and direct juniors to their starting position to ensure that attendees arrive at their tee on time. Be on hand throughout the event to support participants and assist with any issues.



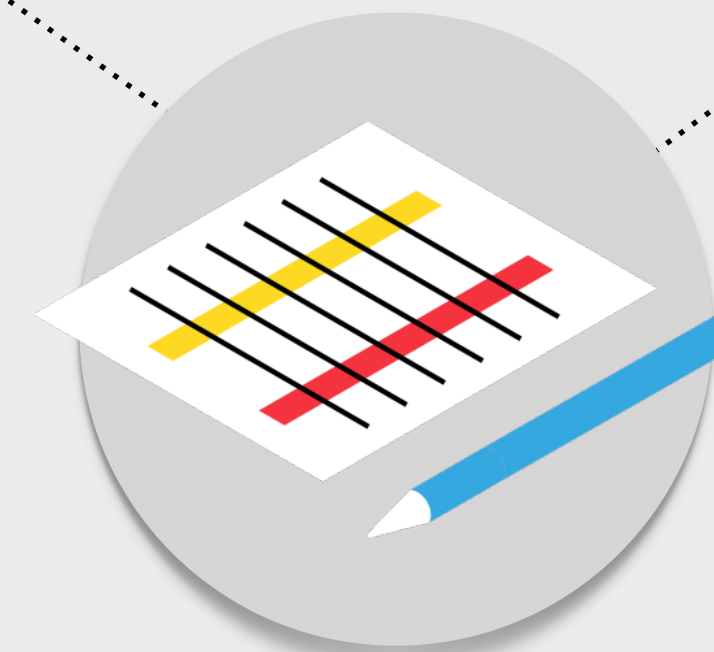
## Award Ceremony And Next Steps

Keep the environment fun by awarding juniors for their participation off the golf course as well and thank families for their support. You should allocate time to chat to families and promote future events and your program as well as life at the club.



## Physical Literacy Warm Up and Event Rules

You should conduct a fun warm up before the juniors head to the course and also outline the event rules!



## Scoring

After the completion of the event, be ready to welcome participants in from playing and collect scorecards. At this stage you can also direct them to award ceremony and the social area where they can wait until participants have finished.

# Using your Adapted Course

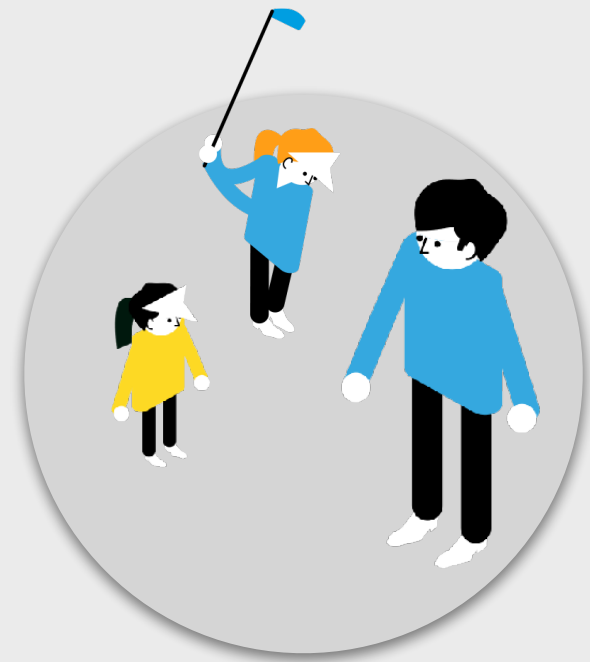
It is recommended that you set your golf course up as a 9-hole, par 3 course, utilizing any yardage from 50-150 yards. This set-up allows everyone to play from the same "tee", improves pace of play, and creates a fun and inclusive atmosphere for all skill levels!

To assist you with this and for ease of running your event, you should use your JGA adapted course that you already have setup. You should choose from either The Ace, Albatross or Eagle Tee on each hole and holes should not be longer than 150 yards. You may need to use your judgement and adapt any teeing positions or use a mixture of teeing positions on your course to keep within these guidelines...



# Ideas to Expand or Tailor Your Event

It is up to you to develop your event to suit the needs of your club and expand on the event to drive engagement and enjoyment. There are additional ways that you can add to the event that have provided successful at other facilities and this includes...



## Fancy Dress Competition and Team Names

As the event is specially themed to Halloween, you should encourage all attending the event to dress up and you could award prizes to those who make the best effort. You can also get the juniors to create a fun team name to use during the event.



## Food and Beverage

Consider including a fun food and beverage component, like a BBQ cookout or a light buffet following the event. This can be included in your event fee or at an additional cost.



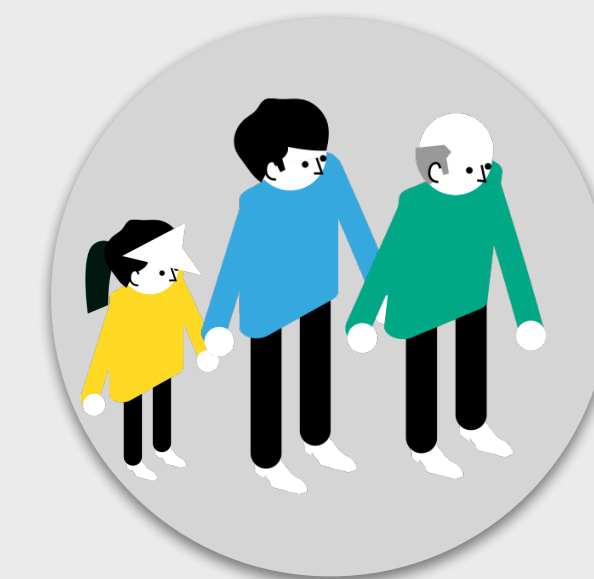
## On Course Challenges

You could add a fun element to your event by incorporating fun skills challenges on the course. This could include a long drive competition or nearest to the pin.



## Specific Rules

Based on the needs of your event and the ability of the participants that you have signed up, you can tweak the rules of the event such as defining the number of drives for each player over the course of 9 holes.



## Family Games

Prior to or after your event you could organise fun games to include the whole family such as a fun putting competition. This will build inclusion for all and sense of fun and comradery.

# Equipment You Need

To run your event effectively, you will need some equipment and you may also need to supply this to your juniors, especially those new to the program. Where necessary, this is available to you within the Coaches Toolbox. The equipment we recommend you will need for your event includes...



## Scorecards

You will need Scorecards for each participant and these can be downloaded from the Coaches Toolbox and this also includes the adapted rules.



## Welcome Table

You should organize a welcome table to add a professional impression of your event and ensure you have all the equipment available to those attending and any information about your event.



## Tee Markers

You should set up your Academy Course and the relevant starting positions using at least colored cones. Where feasible, the starting positions can also be sprayed at the relevant yardage on the cart path or be a permanent addition to the course.



## Halloween Equipment

You should add a themed twice to your event by adding Halloween equipment in the club house, practice facility and on the course. This will add an engaging element to your event and also create great marketing collateral for marking your program success at your club and to your wider database.



## Spare Equipment

Some of the participants attending your event will not have equipment and you need to make sure you can supply left and right handed equipment in the correct size and weight.



## Basic Equipment

You may choose to supply basic on course equipment such as pencils, balls, ball markers and pitchforks. This will also help with the education of those attending.

# Additional Guidance

How well you prepare, plan and execute the event on the day will make your event a success at your club and make a huge impact on your JGA program and activity at the club. Therefore, we have put together some additional best practice guidance below for ensuring your event is a success...



## Promote Your Program

You should be organised with material to help you promote your program and the club. Ensure you allocate enough time in your schedule to engage with juniors and their families at the end of the event.



## Be There to Welcome

Prioritize the time spent at the start of your event. Make sure you are there at the welcome area to meet the participants and their families. This will create a friendly and welcoming atmosphere.



## Supportive and Fun

Remember the day is built to welcome the participants to the club, give them an experience of playing the game and make new social connections. Keep the day fun and be supportive to all.



## Awarding Event Winners

You should award the event winners based on the lowest score achieved across 9 holes. You may decide to make awards based on the first 3, 6 or 9 holes depending on the age of those attending.

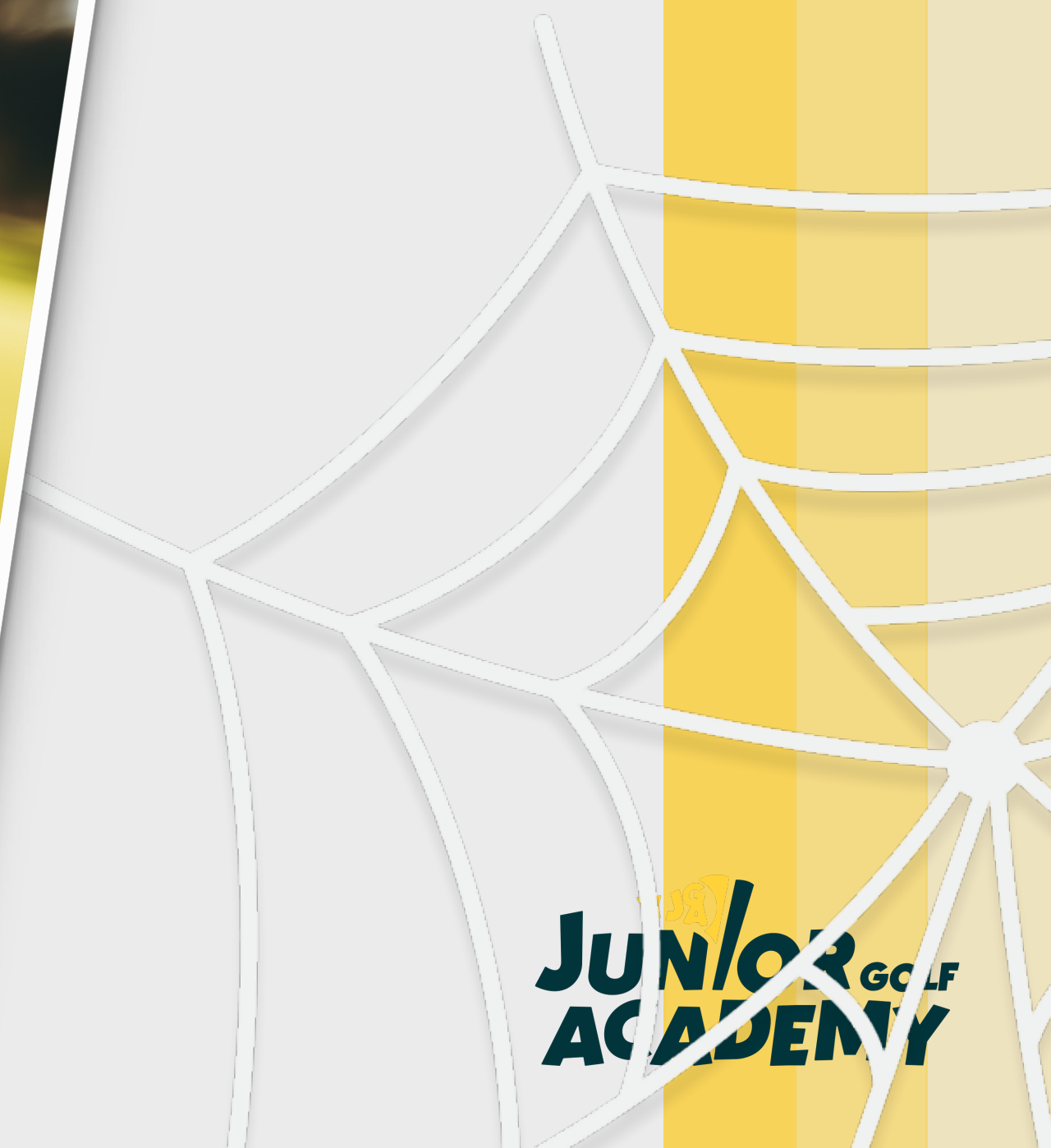
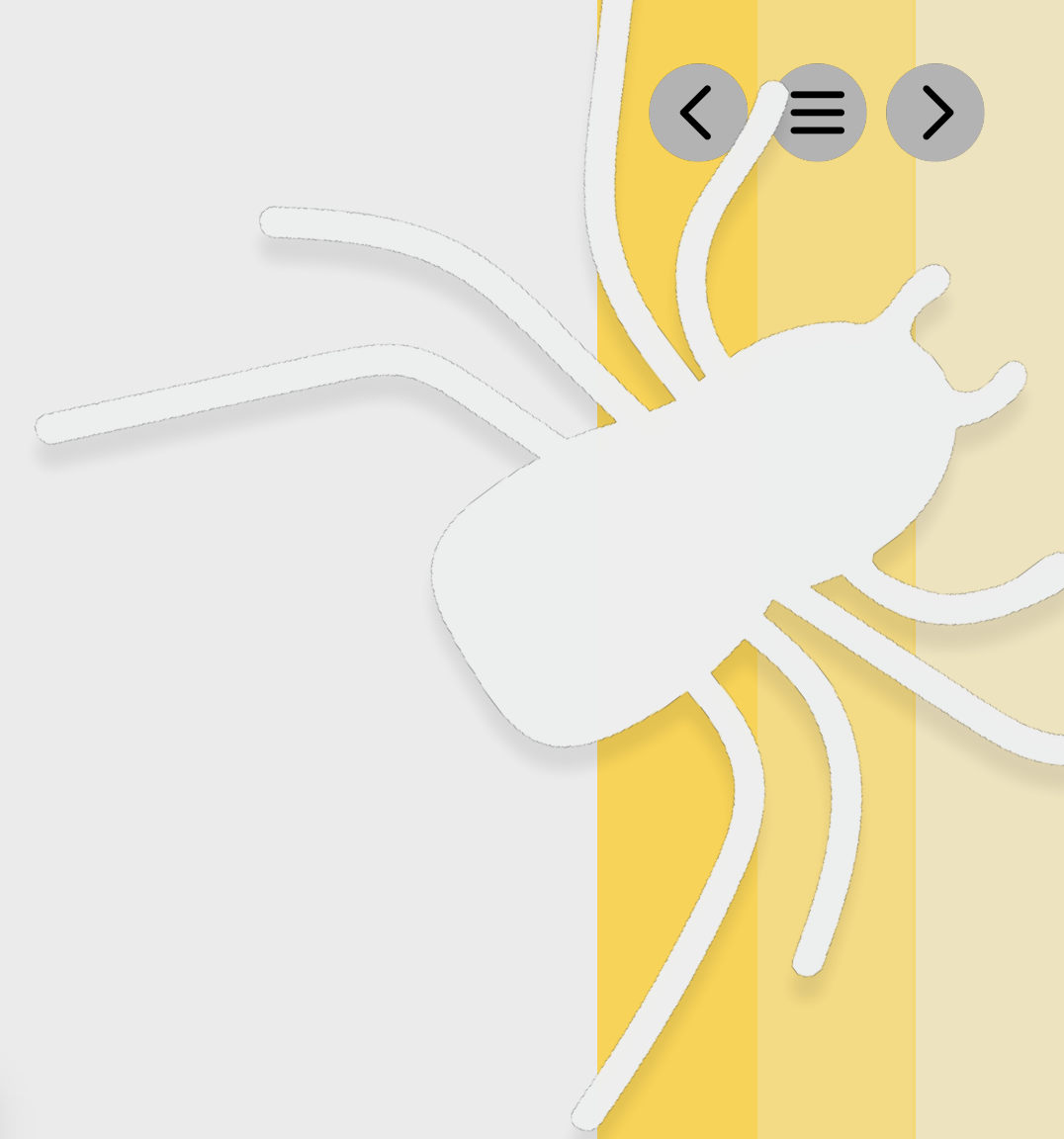
Try not to focus too much on winning as the event is about fun and inclusivity!



## Gather Feedback

At the end of the event, take some time to gather feedback from those attending to help shape any future event you run. You can also gather testimonials, imagery and engaging video content to promote your program and the club.

# Next Steps





# Next Steps

Now you have knowledge of the event, it is time to get started. You should already have your event data scheduled and within the event page on the Coaches Toolbox, you will find step by step guides for each step of implementation. We have identified the next steps to get you started with your Halloween Scramble...



## Step 4 Communication

Follow the Communication step by step guide to communicate with your event participants on the most important information.

## Step 3 Marketing Distribution

Next, follow the most crucial steps to get your marketing distributed to your audience.

## Step 2 Marketing Content

Utilise the assets available to you in the event page on the Coaches Toolbox and follow the most crucial steps to get your marketing ready to publicize your event.

# Thank you.

**Please now review the Marketing Content Step by Step Guide within the Halloween Scramble page of the Coaches Toolbox.**

