

the
Single Sim

Daytime league
playbook

by

**GOLF SIM
SOCIETY**

YOU'VE JUST BOLSTERED YOUR ARSENAL

Welcome to the Golf Sim Society®. You are in good company - restaurateurs, brewers, country clubs, public courses, enthusiasts, and entrepreneurs from all backgrounds. Having our playbooks at your fingertips provides you with the ammo to get your simulator space buzzing - taking you from a 'cool spot' to 'the place to be,' and well... start making you money.

WHY A DAYTIME LEAGUE?

Because they are awesome, thats why! Oh you need more? Ok, Daytime Leagues are easy to run, easy to promote, and easy to service. They pack a big punch when it comes to making fans and spreading the word about your spot. We'll talk more about making fans, but think about this... with a good daytime league, you'll be giving a fun, exclusive experience to a large group of retired or non-daytime work force customers. These aren't just any type of golfer, though. These golfers engage in social activities, and if they become your fan you can bet that you'll be all the talk during the next social outing. Then those friends come and experience your next league, and watch that snowball roll!

“For our facility, a couples league has been a great way to engage both the avid golfer and the not-so-avid golfer who just want to have some fun on a date night” - Tony

THE PLAYBOOK

QUICK LOOK	4
LEAGUE BREAKDOWN	5
SINGLE SIMULATOR MAXIMIZER	10
SIMULATOR SETUP	11
SCORING & PRIZES	13
CHAMPIONSHIP NIGHT	14
MAKING FANS	15
STAFFING	17

QUICK LOOK SETUP

Number of weeks: 8 + 1 Championship Day Match

Days per week: 2 days for 8 teams (4 each day)

Sim Hours per Day: 4 ((2) 2 hour time slots ie. 9-11am & 12-2pm)

Total Simulator Hours: 72

Number of teams: 8

Price per team: \$360 (\$180 per player)...Assuming \$40 per hour

Number of holes: 9 hole

Format: 2 person scramble

Expected Revenue (with Food and Beverage): \$3,000-4,000+

****GREAT REVENUE BUILDER FOR OFF PEAK TIMES****

LEAGUE BREAKDOWN

“There’s more than one way to shank a drive” (is that how the saying goes?), just as there are many ways to run a successful daytime league. The breakdowns and settings included in this playbook are perfect for just about any type of clientele and have been developed from years of trials, tweaks, and reviews. With that said, we understand your location is unique. Things like payments, handicaps, scoring, etc. can all be modified and that would be totally okay - don’t sweat it if you need to make adjustments.

“It’s all about being nimble, if your customers want something unique you are able to provide that. Run the play until it needs to be tailored otherwise!”
-Tony

LEAGUE BREAKDOWN CONT.

Cost and Payment: \$360 per team. This should be paid-in-full, up front and collected by you or someone on staff. (Consider a higher league fee for weekly prizes or ‘free’ drinks. **See Making Fans pg. 15**)

Commissioner: For your first go at a daytime league, this will be you. After a few leagues and you’ve developed some fans and following, a player will often take up the mantle and handle commissioner duties.

Commissioner Responsibilities: Sign-ups, team sheets, calculating handicaps and weekly scoring, prize distribution and general organization.

LEAGUE BREAKDOWN CONT.

Handicaps: To keep the league fun, it should be fair. That's where handicaps should be brought into the discussion. To keep things simple, it's best to do things "the old fashion way" and manually calculate the handicaps from the teams average weekly score after 2 weeks. You'll then go back to the score-sheet for those first 2 weeks, apply the handicaps, and determine the winners of the matches.

Simple Handicap Method:

Matt/Sarah | Week 1 36 | Week 2 43 | Avg. 39.5 | Handicap 3.5

Scores with Handicap Applied | Week 1 32.5 | Week 2 39.5

LEAGUE BREAKDOWN CONT.

Substitutes: No substitutes. Avoiding substitutes keeps things fair and won't mess up a simplified handicap system. We know what you're thinking. - don't worry - if a team misses their scheduled league night they can play a Make-Up round (on the course of that given week) on another day.

Make-Ups: Teams can play a make-up round for missed weeks (just be sure the simulator settings match the week for fairness **See Simulator Setup pg. 11**). For make-ups, give the couple 50% off of the simulator hour. They have already paid for it with their league fee, and giving what is perceived as a discount for league play is yet another way to grow fans of your simulator

LEAGUE BREAKDOWN CONT.

No-show, No Make-Up: Team will use their best score (so far) for that week.

Team Rotation: Play each team on your day twice (match scorecards)

Scoring: Record weekly score, apply the handicap and mark wins and losses.

Ties allowed. Crown League Champions - **See Championship Night** pg.

14.

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Sim 1	1 vs. 2	1 vs. 3	1 vs. 4	1 vs. 2	1 vs. 3	1 vs. 4
Sim 2	3 vs. 4	2 vs. 4	2 vs. 3	3 vs. 4	2 vs. 3	2 vs. 3

“I’ve been a huge fan of throwing a random special, or a prize hole in the mix on League Night. The customers are happy and know you’re paying attention to them” -Tony

SINGLE SIMULATOR MAXIMIZER

Back to the “many ways to shank a drive” saying... there are multiple ways to develop a fun and profitable league with your sim. We’ve found the most sensible way for a daytime league is to break your league into 2 days. Pick your slow days, Tuesday/Wednesday works great for 1 simulator venues. Teams pick the day they will play and boom that’s it. You’ll have 4 teams playing on Tuesday and another 4 will play on Wednesday. If you really have a need to keep your league to 1 day of the week, you can shrink the size of the league to 4 teams, just understand this will cut into revenue, and also how many golfers you can turn into fans.

SIMULATOR SETUP

Format: 2 Person team scramble

Course Selection: Total of 8 (or 4 if splitting front and back by weeks) pre-determined courses. Each simulator will be playing the same course on a given day.

Holes: 9 holes (should take just under 2 hours to complete)

Course Conditions: Ensure sure green speeds and weather are equal on each of your simulators, and disable the “Terrain Penalty” - not something casual golfers should be dealing with.

SIMULATOR SETUP

CONT.

Players per Simulator: 4 (2 teams)

Handicaps: Avoid the temptation to input handicaps on your simulator. As discussed in the League Breakdown, handicaps will be handled by the score keeper weekly.

Putting: 10 ft. gimmes. What does that mean?!? When a player is (on the green) within 10 ft. the simulator will automatically advance giving that player a gimme and scoring it as their final stroke. This keeps the pace of play and game more enjoyable.

SCORING AND PRIZES

Weekly low score (handicap calculated): Small gift cards work great, and these small prize expenses can be built into the league cost. We love to use free appetizer gift cards to entice more visits and increase food and beverage sales.

League Winner: Overall best Wins vs Losses. An ample gift certificate to your restaurant and/or Pro Shop.

League 2nd Place: Gift certificate of lesser value.

“NEVER go cheap when it comes to prizes! We’ve given out WWE style championship belts, plaques, and even green jackets to the winning couple. Fun and clever prizes go a long way to show your patrons what League Nights mean to you” -Tony

CHAMPIONSHIP DAY

Couples: Invite all league teams in for the event. Top 4 teams will play 2 matches. **Hours:** 3-hour event (11am-2pm would be ideal)

Setup: 11-2p FREE snacks and apps. Free entry drawings for all who attend (prizes can be sleeves of balls, hats, free rounds, etc.). Beer and Wine specials for the League Players only.

Matches: (2) 5-hole matches scored with handicaps. Winners of the first match will play in the second 'Championship Match.' First match 11-12p, Championship match 1215-115p.

Par 3 Challenge: After the Championship Match, use the simulator for a Par 3 closest to the pin challenge. This is open for all league participants, adding a layer of entertainment while the Champions are being determined.

MAKING FANS

Throughout this playbook we've peppered in tips to (and not-so-subtly) hinted at "making fans." This is the #1 goal of when you run this play even above league revenue because once you've made a fan they will come back. They'll do another league. They will rent simulator hours for a date. They'll rent the simulator for their office work party. Your spot will be **THEIR** spot. The net revenue from a fan is incalculable compared to a League night - and the social proof, word-of-mouth marketing, and brand loyalty is invaluable. That's why you run plays.

Our favorite tip to making fans is....

MAKING FANS CONT.

The 'Free' First Drink: This can be built into the league cost and makes the players feel like they are getting special treatment for being in the league. And that's exactly what you want to make a fan - to feel SPECIAL.

Bonus... we've learned they spend even more on food and beverage when their first drink is comped. It gets the ball rolling.

"I make a point to stop by each group to see how they are doing throughout the night and league season. It's a personal touch and this visit makes them feel special... I've seen it work first hand and they'll come for simulator play even after the league is over" -Tony

STAFFING

Servers: Always have at least 1 dedicated server for the simulator. Having an attentive and professional server for your simulator crowd = higher food and beverage revenues... and this is where you maximize \$\$\$\$!

Ranger: It is a good idea to have someone on hand to help out the entire set-up process for each league night to assure all the details are the same and ready to go. If you have a facility with 3 + simulators it makes sense to have the sim ranger position staffed-up during peak times. With so many first timers and questions, this person really helps ensure a positive experience.

WANT MORE?

Check out more awesome playbooks at:

www.golfsimsociety.com

GET IN TOUCH.

We love to hear how our playbooks have helped others grow their business.

Email golfsimsociety@gmail.com