

PRODUCING A SUCCESSFUL GOLF TOURNAMENT

CONTENT

INTRODUCTION		PAGE
Hole #1.	Creating the Plan	3
Hole #2.	Developing Your Committee	6
Hole #3.	Timeline	10
Hole #4.	Budget	12
Hole #5.	Finding the Best Golf Course	16
Hole #6.	Choosing the Right Format	19
Hole #7.	Selling Sponsors	23
Hole #8.	Promoting Your Event	27
Hole #9.	Recruiting Golfers	30
Hole #10.	Gifts and Prizes	33
Hole #11.	Games and Contests	35
Hole #12.	Auctions	37
Hole #13.	Signs and Banners	39
Hole #14.	Photos and Videos	40
Hole #15.	Day of Operations	41
Hole #16.	Awards Ceremony	43
Hole #17.	Tournament Evaluations	46
Hole #18.	Follow Up	50
CONCLUSION		52
APPENDIX		53
	Tournament Business Plan Outline	54
	Time Line, Action Items & Check list	56
	Sample Brochure	58
	Golf Course Contract	59

Produce a Successful Golf Tournament

INTRODUCTION

Your Complete Guide to Success

Hello and welcome to “How to Produce a Successful Golf Tournament” your complete guide to producing a successful golf tournament. We are glad that you could join us and we promise that we will not waste your time.

Whether you are just getting started with a brand new golf tournament or have been doing one for years, this information will help you produce the best golf tournament possible.

We have had the opportunity to work with thousands of golf tournaments across the country. We have seen what works and what does not work. Our goal is to share with you the ideas that can help you host a successful event.

We will cover 18 key steps that will give you all of the tools that you will need to not only host a great event but also to save you time and money and at the same time maximize your income.

Our desire for you is to host the best event in your community, reach your financial goals and have the event grow year after year.

There are over 800,000 golf outings in the US each year. 90% of these events are for the purpose of fundraising. The average fundraising event in the US will net \$5000. Although it is all relative we are sure that you would like to raise more money than that for your cause. There are many events that raise \$50,000 and more. We have seen has high as \$1 Million raised. You can reach your goals with a plan and the right people.

The Phoenix Open is the biggest golf tournament in the world. They get ½ million people in attendance every year and raise an average of \$5 Million per year for charities. Yes, they are now a PGA event on TV but they started off just like you. Over 80 years ago a few guys got together to play golf and now look what they have become. You too can reach your goals.

Even though our focus will be on raising money, most of these concepts can be applied to any type of event.

In this program we will discuss everything that you need to know including; Creating a complete plan, Recruiting, training and maximizing the efforts of your volunteer committee, timeline and actions items, a detailed budget, finding the right golf course and getting the best deal, choosing the right tournament format, selling bigger and more sponsors, promotion and exposure, filling your field with golfers, gifts and prizes, games and contests, auctions, signs and banners, photos and videos, day of operations, awards ceremony, follow up and build your event year after year.

Ok let's get started.

Produce a Successful Golf Tournament

HOLE #1 CREATING YOUR PLAN **“A Straight Path is the fastest way to your Objective”**

The main reason I wrote the book “How to Produce a Successful Golf Tournament” is because I got tired of reinventing the wheel. Every time I would produce a golf tournament I would have to dig up my old files, time line and checks lists and start all over. It seemed like a lot of wasted time.

With this program it will enable us not to have to create a new wheel and start all over every time. It will keep us on track every step of the way.

The first step in planning a golf outing is having a plan. Your golf event is like a small business. Every small business needs a business plan, time line, goals, objectives, budgets, responsibilities and check lists and it all starts with a purpose.

What is your purpose? What are you trying to achieve? What are your goals and objectives? We must have a clear purpose for our event.

PURPOSE

There are many reasons to host an event. None of them are right or wrong. The key is having a top priority and not try and accomplish too much. Your mission is to decide what your top priority is. Here are the reasons people host golf events.

Fundraising – Is the most popular reason that groups host a golf tournament. It is a great way to raise money for non profits, charities, schools, churches and civic groups. When hosting a fundraiser it is important to have a motivated committee with good contacts. Sponsors are the profit and they need to be sold through the relationships of the committee. It will be a heart string sell.

Entertainment – Is the perfect format to entertain customers, donors and members. The objective here is to host a first class event that makes an impression and that people will remember. You do not have to make money the day of the event although it would be great to at least cover your costs. The goal is to do business with participants after the event. Donors will give more, members will stay loyal and customers will do more business with you in the future if you entertain them.

Exposure – Media coverage of your event can be very valuable to your organization. If you get a story on TV, newspaper or on radio, it can be worth thousands to your organization. The key here is doing something unique so that the media will want to talk about it. It cannot be a typical golf tournament. Consider celebrities, golf pros or some type of unique theme.

Networking – This concept is mainly used for Chambers and Associations. The mission is to mingle your members and vendors together. The stronger that your relationships are within your organization, the stronger your group will be. The secret is to incorporate mixers allowing golfers and sponsors to meet each other.

Produce a Successful Golf Tournament

Competition – This is about a serious competition, the type of event where you want to determine the best golfer in any given category. The scoring method is individual stroke play gross and or net. This format can be unique and fun for golfers. It adds a different kind of dynamic. It can still be a fundraiser but the priority is the competition.

Each one of these types of events has a different purpose and objective. Your goal is to determine which type of event works best for your group, then create a business plan that can help you and your group implement it and be successful.

In future steps we will discuss the formats that works best for these events but let's first put together the business plan.

COMMITTEE

The next step in putting together a business plan is the staffing and responsibilities. You will need a complete team to be most effective. Make no mistake that your volunteer committee is the secret to your success. A well trained and motivated committee will take you to levels that you never imagined. This is such an important part of your process that we will dedicate the next step to this topic.

GOLF COURSE

A big part of your business plan is the golf course. Do not take it lightly. The number one question that golfers ask is "What golf course are we playing?" More golfers will play if it is a golf course that they like. In Step #6 we will discuss the golf course and what to look for and how to get the best deal.

TIME LINE

One of the biggest mistakes that tournament organizers make is not giving themselves enough time. You must give yourself plenty of time to do it right. A detailed time line should be included in your plan. Give your team at least 6 to 9 months.

BUDGET

Most of you have a goal of making money or at least covering your costs. A detailed budget will help you stay on track financially. Include a budget in your plan with specific income and expenses. More to come in step #5.

PROMOTION

Getting the word out is an important part of your plan. The more people that know about your event the better luck you will have getting golfers and sponsors. We will discuss in detail how to get exposure for your event and how to reach a certain demographic group.

Produce a Successful Golf Tournament

GOLFERS

Many groups do not take the time to identify the golfers that they want to reach. This is crucial in filling your field. The average event only has 72 golfers. That is half of what you could have. We need a plan on how to identify and recruit golfers. This too shall be discussed in detail.

These are the basic things that need to be in your business plan. We will discuss each one in depth. Remember that it is important to have a specific plan. This will keep you on track and keep your committee on the same page. Plan your work and work your plan and you will have success.

HOLE #2 DEVELOPING YOUR COMMITTEE

“If you help enough people get what they want, you will get what you want”

Your volunteer committee is the key to your success. The bigger, well trained and motivated your committee is the better your event will be. The right volunteers will bring many valuable tools to the event such as; new ideas, excitement, contacts and relationships and most importantly golfers and sponsors.

CHOOSING THE RIGHT COMMITTEE

The right committee is so important. The wrong committee will cause you heartache and drama. If you are the head of the committee or the Executive Director of your organization half of your time should be spent recruiting the right people. The goal should be for you to duplicate yourself. If you can find people that can be as excited as you are, that is half the battle. If you find people that are committed and you train them you can get so much more done. Imagine ten people working as hard as you do. Your event will be 10 times bigger than it is. Take time to recruit people. Spend time with potential committee members and share your vision. Get them excited. Show them the possibilities. Get to know them and help them reach their goals. The more you pour your life into others, the more they will pour their life into what you are doing.

Here are some guidelines in recruiting the right people for your committee.

- 1. Choose the right size committee** – A very big mistake that groups make is not having enough people on the committee to handle everything that needs to be done. As you will see there are tons of details. You need enough people on your committee to handle each area of the event. We will discuss these rolls but we suggest at least 6 to 9 people on your executive team, one to chair each area.
- 2. Make sure that they are committed** – Everyone on your committee must do something. They should be committed to attending the committee meetings, handing in progress and status reports and communicating throughout the whole process. We will show you how to hold them accountable.
- 3. Make sure that they have contacts** – The key to be successful in any event is the relationships of the committee members. They must have many contacts. These contacts will result in golfers, gifts and prizes and sponsors.

MAXIMIZE THEIR EFFORTS

Once you have your team together the key is to have them be productive. Sadly many committees will let you down. 20% of the people do 80% of the work. Our goal should be to get 100% of the people to do 100% of the work. The question is how do we get them there? The way to get the most out of our volunteer committee is to train them properly, give them ownership in your event, motivate them and hold them accountable. Here are those steps.

Produce a Successful Golf Tournament

TRAINING VOLUNTEERS

If you have a job in the public sector most likely you were trained. You were given specific detailed instructions and managers spent time with you to make sure that you knew your job and responsibilities. We should be taking the job of a volunteer just as serious. We need to train our volunteers and give them the tools to be successful. Spend a couple of hours teaching your volunteers how to sell sponsors, recruit golfers and gather gifts and prizes.

PUT IT IN WRITING – Take the time to put their job responsibilities, goals and how they are to accomplish them, in writing. This way there will be no question of what they should be doing. Make it an agreement between you and them and include job responsibilities, goals and time line. Have them sign it. I have found that when we sign something we are more committed to the process.

GIVE THEM OWNERSHIP

We all know that the owners of a company work harder than the employees. Sometimes our volunteers can feel just like an employee. They have no vested interest in the success of the event. They put in their time but have no concern for the results. If we want our volunteers to work harder we must make them feel like owners of the event. We do this by giving them a job title and specific responsibility. Here are the specific job titles and responsibilities that you need to assign.

Honorary Chairman – Every Tournament should have someone that adds credibility to your organization. An Honorary Chair should be someone well known. They may not be involved in the day to day operations of the event but they give you exposure and credibility.

Tournament Chairman – This is the CEO of your event. They should be a volunteer, golfer and well connected. They will offer direction and accountability to your team and the event.

Sponsor Chairman – Sponsors are the main source of revenue for your event. You need a manager over this area. They will act as a sales manager over sponsors, holding everyone accountable for the sponsors that they are calling on.

Golfers Chair – The goal is to fill your field with golfers. You need someone to help you get there. This person will hold the rest of the committee accountable for bringing in foursomes.

Operations Chairman – This person will oversee all of the details, working closely with the golf course and making sure the day of operations run smoothly.

Gift and Prize Chairman – Will ensure that you get all of the gifts and prizes for your event that are needed to make it a first class event.

PR Marketing Chairman – It is important to maximize the exposure for your event and organization as well as sponsors. Find someone who knows marketing and PR to assist getting you this exposure.

Produce a Successful Golf Tournament

Auction Chairman – Can be a major part of your event and raise big dollars if they are done right. Your Chair will ensure maximum income.

NOTE: The Chairman of each department are not responsible for doing all of the work. They train and hold accountable each committee member to help with each area.

MOTIVATION

Volunteer committee members need to be motivated. Unfortunately they are all only doing what they need to get by. They need more incentive to get them excited to go above and beyond. Here are some ways to motivate your committee members.

Appreciation – Show them that you really appreciate them. Thank them over and over again. Give them a thank you gift and spend time getting to know them.

Recognition – We all like to see and hear our name. Give them praise and recognize them. Put their name on your website, in your newsletters, brochures and introduce them at your awards ceremony.

Incentives – Give them a reason to go that one step further. Offer them an incentive program, gift items that they receive when they reach certain levels. They will recruit more golfers and sell more sponsors if there is a monetary motivation. Example: Bring in four foursomes and receive a weekend getaway for two.

ACCOUNTABILITY

One of the best ways to assist your volunteers in reaching their goal is to hold them accountable. Unfortunately, everyone is very busy and our volunteer responsibilities get put on the back burner. It is very easy for us to do what is on our priority lists. If I know that you will be calling weekly I will do more. Here are the ways to hold your committee responsible.

Phone Calls – Call everyone on your committee once a week. They want to reach their goals it is just that things get in the way. If you call them weekly it will show them that you care about them and put your stuff to the top of their priority list.

Weekly Reports – Ask for every Friday a weekly report of their activity, a simple report that shows the people and companies that they are calling on. This will not only make them work harder it will also show you where you stand with your event and help you address the areas that need help.

Volunteers are the key to your success – Recruit the right ones, train them properly, give them ownership, give them motivation and hold them accountable and you will be more successful. You can expect one to two hours per week.

Produce a Successful Golf Tournament

VOLUNTEER AGREEMENT

I (Volunteer name) _____ agree to volunteer for the (Name of the event) _____ to be held (date) _____ to the best of my ability.

I will act as _____ Chairman.

I agree to recruit _____ foursomes.

I agree to sell _____ sponsors.

I agree to bring _____ gifts and prizes.

I will attend all committee meetings.

I will participate the day of the event.

SIGNATURE _____

DATE _____

HOLE #3 TIMELINE

Give your people time to do their job

One of the biggest mistakes that planners make is not giving themselves enough time to get the job done. Time is essential when working with volunteers. They only have a couple of hours per week to give you. Give them as much time to do their job as you can.

Creating a timeline will give everyone direction and a guide to stay on track. Here is a sample of a timeline that you can use to keep your team on track.

1 Year in Advance

Start getting ready for next year's event

If you have just held your event, get a survey out to all golfers and get their opinions.

Find out if they liked the golf course, the format, food and if they feel like they received value.

Pull your committee together and do a wrap-up meeting.

Evaluate what went right and what went wrong.

Choose a golf course and date for next year.

Send out a save the date to all potential golfers; email or postcard.

Contact this year's sponsors and get them committed for next year.

Create sponsor packages and start talking to the bigger sponsors.

Start identifying new potential committee members.

6 Months in Advance

Fill your open committee positions.

Develop the complete business plan

Finalize the golf course and schedule details

Continue selling sponsors

Create a detailed budget

Create golfer packages

Start your committee meetings

Secure Title Sponsor

Create a logo for the event

5 Months in Advance

Build database of golfers

Get quotes on Gifts and Prizes

Create Brochure

Develop Marketing Plan

4 Months in Advance

Create Auction and acquire items

Start recruiting golfers

Secure Media Partner

Set up website

Produce a Successful Golf Tournament

3 Months in Advance

Press Release Out
Start marketing and advertising
Sign up golfers
Continue to sell sponsors

2 Months in Advance

Order Merchandise
Collect gifts and prizes
Finalize games and contests
Secure real time scoring

1 Month in Advance

Get signs made
Confirm all golfers and get payments
Volunteer orientation meeting
Order food & beverage

2 Weeks Out

Committee meeting onsite
Order food and beverages
Confirmation email to golfers
Sign up deadline for golfers

1 Week Out

Send golfer pairings to the golf course
Confirm numbers with golf course

Your schedule may vary but these are the key ingredients to hosting your event. The important thing is to create a detailed schedule comprising each action item and who is responsible for it, when it should be started and when it should be completed. The Tournament Chairman should keep everyone on track and hold everyone accountable for accomplishing their task.

The two most important things for any tournament are sponsors and golfers. The time line will help you get organized and stay on track in getting sponsors and golfers.

HOLE #4 BUDGET

“Don’t Spend More Than You Bring in and You Can’t Lose Money”

Sounds crazy but there are many groups that lose money when producing a golf tournament. Why, because they do not manage their money. For many of you money is the purpose of the event. 90% of golf events are fundraisers. So it only makes sense to make as much as you can. Creating and sticking to a budget will make the difference between making money and losing money. The goal should be to maximize income and minimize expenses, yet at the same time not being cheap. Golfers and sponsors do not want to participate in a cheap event. We should all try and produce a first class event.

When creating your budget let’s remember a few things.

INCOME

SPONSORS – Sponsors are the main source of profit. Sponsors are best sold through relationships and offering them a return on investment. The more sponsors you have the more money you will make.

GOLFERS – Golfer registration fees cover the cost of the event. The key is to ensure that golfers get value, getting more than they pay for. We will discuss how much you should charge in just a moment.

AUCTION – If an auction is done right it can generate a lot of income. The key is big items and promoted in advance through emails and on your website. An auction should be promoted to many others, not just your golfers on the day of the event.

APPEAL – Do not forget to ask for more money at the awards ceremony. If you put together a nice heartfelt presentation of your organization and where the money is going, you will raise additional funds.

GAMES & CONTESTS – Incorporate games and contests that generate additional income. Golfers love them and when they win they will remember your event in the future. We will discuss several of these games in step #12.

SUPER TICKET – Golfers are tired of you asking them for \$5 at every turn. Consider packaging everything into one great deal. Include raffle, mulligans, games and contests and sell this package online in advance and at registration.

RAFFLE – A raffle can generate thousands of dollars. Utilize smaller items with one big grand prize that gets the golfers excited about buying the raffle tickets. Give everyone at least one ticket for the grand prize to keep people to the end of the event.

MULLIGANS – This is a do over. Golfers love to buy do over’s. But do not sell too many. Limit them to 2 per golfer. This way no one can buy the tournament.

Produce a Successful Golf Tournament

DONATIONS – Many companies and individuals will want to offer a cash donation without being involved in the event. Give them that opportunity on the website and include their name somewhere, either on the website or the brochure.

EXPENSES

Our job here is to keep the expenses low but at the same time not to be cheap. Golfers and sponsors want to be involved in a first class event. So we are to watch our expenses carefully but not necessarily go with the lowest price. Here are just a few thoughts on your expenses.

GOLF COURSE – The course is your biggest expense and one of the main reasons golfers play in your event. Golfers want a great golf course in good condition. Do not go with the cheapest rate.

FOOD – Golfers want more than just a burnt hot dog with a drink ticket. Give them food that they get excited about.

BEVERAGE – Pay for the beverages, sodas and water. It goes a long way and golfers will remember it. **DO NOT PAY THEIR ALCOHOL.**

GOLFER GIFTS – The Golfer Gift Package (Goodie Bag) the first thing that they receive when they arrive must have an impact. It shows a quality event if it is a good package. Ideally sponsors will cover the costs.

CONTEST PRIZES – Golfers want to play for something worthwhile. It is great if you can get these items donated but if you must pay for them.

SIGNS – Make impact with signage. Sponsors want to see their name placed prominently and big. Do not settle for the little signs that you have seen in the past (2' x 2'). Make your event look bigger with bigger signs. Get three quotes and the best price.

INSURANCE – Hole- in-one insurance is a fun expense but prices are across the board. Get three quotes and ask what else comes along with that price. Many companies offer additional prizes for the other three holes.

WEBSITE – You must have a website for your event to add credibility. They are not expensive and they come with golfer registration and reports that will help you organize your event.

ADVERTISING – You may want to consider spending a little money on advertising. The goal is to reach golfers and get exposure for sponsors. If there are trade magazines and blast email programs to reach your demographics then take a look at the return on investment.

PRINTING – Brochures can be an added tool to your marketing. Do not print them before you sell sponsors. Sell sponsors first so that you can put their logos in them. The purpose of the brochure is to get golfers.

Produce a Successful Golf Tournament

POSTAGE – You will need to spend a little money on postage. Mainly to mail brochures to potential golfers.

PHOTOGRAPHY – We encourage a team photo for the golfers to take home with them. They love it and hold on to them. This offers you ongoing marketing of your event.

BANK FEES – You should be accepting credit cards. It will stream line sponsor, donor and golfer collections. However, when accepting credit cards comes fees from the bank. Do not forget them and build them into your budget.

OTHER IMPORANT BUDGET NOTES

SETTING REGISTRATION FEES

When setting Registration fees there are some important factors to keep in mind. Your goal is to fill your field with golfers. There are many golf tournaments in your town and you want to price it right so as to offer value to your golfers. Do not over charge. Do not try to make a lot of money from your golfer registration fees. Keep the fees as low as you can to ensure a full field of golfers. Sponsors are your profit. Sponsors like to see a full field. When you are established or have a waiting list then you can consider raising the fees. This is not to be applied when hosting a Pro-Am or Celebrity – Am. You can charge a lot more with these type events because you are offering more value.

Registration Fee Formula

Take your expense per golfer and charge a little more. Example; Green Fees \$75, Food \$25 and Gifts \$25, your total cost per golfer is \$125. You can charge \$130 to \$150 per player. Remember that you are trying to create value, giving the golfers more than they pay for.

STAFF INVOLVEMENT – Your organization staff should not be involved in the event during operating hours. If they are you need to add the time that they spend on the event into your budget. This is why we encourage volunteers.

TRADING

Trading can be a very valuable tool. It allows you to get the items you need without spending real money. Trade for as many things as you can, but make sure the item you want is more valuable than the hard cost of the item you are trading. **DO NOT TRADE FOR THINGS THAT COST YOU MONEY**; Green fees, lunch and gift packages. Trade for sponsorships and exposure only.

Items to Offer in trade:

Sponsor Signage on Hole – The value is \$300 and up, the cost is only \$25.

Name in the Program or Brochure – This is no cost to you, but great value to a sponsor. Include them on the website.

Produce a Successful Golf Tournament

Things to Trade For:

- Advertising – This can help promote your event.
- Printing – Can save you money on your brochure.
- Merchandise – Shirts and caps for golfers.
- Prizes – For contests, raffle and auctions.
- Trophies – For the winners.
- Signs – For your sponsors.
- Discount Green Fees – Get a better deal on the course by giving the course exposure.
- Discount Food – Be nice to the Food & Beverage Manager

NO FREE LUNCH

No one plays for free. Not committee members, sponsors or friends and family. This is one way you will lose money. Make sure that everyone pays. Committee members should sell a foursome and they can play in it or have a goal for them. If they bring in 4 foursomes they can play at a reduced fee. When creating sponsor packages and offering foursomes, make sure that you build in the cost of the golf into the sponsorship.

Your budget is your guideline to your success. Watch it carefully. Make sure that you get several quotes on each item. Do not let anyone on the committee spend money without authorization.

Sample Budget

SAMPLE GOLF TOURNAMENT BUDGET			
Based on 120 Golfers			
INCOME	Cost	Total	Amount
Sponsors	Varies	15	\$25,000
Golfers	\$150	100	\$15,000
Games	Varies		\$2,500
Auction	Varies		\$10,000
Raffle	\$5		\$2,500
Appeal/ Donations	Varies		\$5,000
TOTAL			\$60,000
EXPENSES			
Golf Course	\$75	120	\$9,000
F & B	\$50	120	\$6,000
Player Gifts	\$50		\$6,000
Prizes			\$1,000
Promotion			\$1,500
Operations			\$2,500
Brochure			\$1,500
TOTAL			\$27,500
NET			\$32,500

HOLE #5 FINDING THE BEST GOLF COURSE

“Golfers Play in Tournaments Because of the Golf Course”

Choosing a golf course is one of the most important decisions that you make. Our research shows that one of the main reasons that golfers play in golf tournaments is because of the golf course. It is the first question that they ask. They want to play on a golf course that is special, one that they normally don't get to play. Do not take this decision lightly.

So what do golfers want in a Golf Course?

Here is what they are looking for.

Good Conditions – Make sure that the golf course is in good shape.

Good Customer Service – Friendly atmosphere and treated well.

Good Food and Drinks – Not another burnt hot dog, treat them to good food.

Something Special – Maybe a highly ranked property or Private Country Club.

Courses they normally don't get to play – Maybe a Resort Course.

A Challenging Golf Course – Not a boring flat course.

Steady Play - No more than a 5 hour round. Ideally 4 ½ hours.

And the most important thing is

VALUE – Getting more than you pay for. Give them a good deal. Do not over charge in the name of charity.

When choosing a Golf Course – Remember that your golfers will always make comments, good or bad. It is the part of the tournament that they will remember. If you have a bad course, it will be hard to get them back next year.

Give Golfer's a Choice – Ask what they want? The only way to know for sure is to do a survey. Survey the golfers after the tournament for the following year. Here are a few questions to ask on your survey:

1. Do you want to play a new course?
2. How far will you travel to play in the tournament?
3. What is your best day to play?
4. Would you rather play a private Country Club?
5. What is your handicap?

Here are a few questions to ask yourself when making the decision:

1. What is the driving distance for the golfers?
2. What is the skill level of the golfers?
3. Are our golfers attracted to a new course or traditional?
4. Does the price of the course correlate with the entry fee of the tournament?

Produce a Successful Golf Tournament

HOW DO YOU GET THE BEST DEAL?

One of the best ways to give your golfers value is to make sure that you are getting the best deal on the golf course. We do not want to go with the cheapest course in town, we want the best value.

After you have received the feedback from golfers, choose 5 courses that best fit the description. Sit down with each course and build a relationship with the General Manager or Director of Golf. Here are the eight ways to get the best price on the golf course that you want.

Build a Relationship – If they know you they will want to work with you. They want to help and will give you the best deal possible if you have a relationship with them.

Get them excited about your Charity or cause – Take the time to explain what you are doing, how much money that you are trying to raise and how it will help the community. If they get the vision they will want to help.

Be flexible with your calendar – If you can be flexible with your schedule you can get a better price. Look at the shoulder season when the weather is not perfect. Consider Monday through Thursday in the afternoon. These days and times can be better priced.

Ask for additional services – If they cannot give you a better price, they may be able to give additional things and include services like food, gift certificates, free rounds of golf, sleeves of golf balls. Try asking, they may have something that you need.

Bring them more business - All golf courses need more business. If you can show them how you can increase their business, they will be flexible. Bring other tournaments and events, promote their membership and daily rounds.

Negotiate with other golf courses – If you know the prices of other golf courses and can get a better deal somewhere else, let them know, they want your business.

Bring more golfers – Some golf courses want you to bring additional golfers and will give you a quantity discount, the more golfers that you bring the better the price.

Course buy out – In some situations you may get a better price if you buy the whole course for the day, sometimes even half a day. Ask them the price for a buy out and compare it to the price for individual golfers.

Produce a Successful Golf Tournament

WHAT A GOLF COURSE SHOULD DO FOR YOU

The golf course should be offering you many things but if you do not ask they may not offer. Here are the things that a golf course should do for you.

Help you with your event – offering a planning guide and check list

Advice on how to host an event and get golfers -

Tournament website with Golfer Registration Process

Suggestions on games and contests – Money making games

Ideas on the right tournament format – Scramble, best ball Pro Ams, etc.

Discounts on gifts and merchandise – Shirts, hats, balls, gloves and towels.

Staging and set up – Where registration tables go and the awards ceremony

Put up sponsor signs – With suggestions on where

Scoring and scoreboards – Plus a scoreboard

Golfer pairings – Putting the teams together and hole assignments

Free golf for prizes – Maybe a foursome or two

The golf course is one of your biggest assets. Use it to your advantage and get the best course and best deal possible.

HOLE #6 CHOOSING THE RIGHT FORMAT

Formats can help or hurt your participation and income

Choosing the right tournament format can make or break your event. There are some formats that help your participation and some formats that hurt your participation and there are some formats that generate more money than others.

When determining the right format for your event there are 2 questions;

1. What is the purpose of your event?
2. What is the caliber of your golfers?

THE PURPOSE OF YOUR EVENT

Different formats are used for different purposes. Here are some examples:

Fundraising – Scrambles and modified scrambles, team events

Entertaining – Scrambles and best balls, team and individual play events

Networking - Scrambles

Competition – Individual and team stroke play

CALIBER OF GOLFERS

There are many types of golfers. Try to determine the ability of your players before choosing a format. Here are the different types of golfers.

Handicap – Someone with a USGA Index, serious golfers

Competitive – Someone who plays on a regular basis. For the serious players you want to consider Best ball formats and individual play

Social – Someone who plays once in awhile and doesn't worry about their score.

Annual – Someone who plays once a year, usually in tournaments. For the not so serious scrambles work best.

FORMATS FOR PARTICIPATION

Different players like different formats. If you understand how these formats work and the desires of your golfers, you cannot go wrong. Here are the different formats for you to consider.

Scramble - This is a great format for a variety of skilled golfers. A foursome will play together as a team. Everyone hits their own ball from the tee box. They will pick the best of the four drives. The other three will pick up their ball and hit their second shot from there. Everyone hits their second shot and picks the best one and hits their third shot from there. This is continued until the hole is finished. Having one score for the team on each hole. Many tournaments will ask every player to use at least two to three drives each. This prevents the best player in the group from dominating the round and gives everyone a fair chance to contribute.

Produce a Successful Golf Tournament

Modified Scramble - This format is liked by golfers who want to play their own ball yet still keep up the speed of play. It is similar to scramble in that everyone hits their drive and the best one is chosen. The second shot is hit from there. The difference is each player plays his own ball in from there. The best score is taken on each hole and the total on all 18. This is also a team effort.

Best Ball - This format is for better golfers who like to play their own ball. This is also a team effort. Everyone plays his or her own ball throughout the whole round. The team will take the best score on each hole and add up the total for the 18 holes.

Match Play - This game is played hole by hole. The golfer with the low score on each wins that hole, giving him/her plus 1. The player that loses that hole is minus 1. If they tie, it is considered even. The golfer that wins the most holes is the winner.

Medal Play or Stroke Play - This is the basic and simplest way to score a golf game. You just take the total strokes. The winner is the one with the lowest number of strokes.

Handicapped - This format keeps the playing field even. Frequent golfers have established a rating with the USGA called a handicap. In simple terms it is the average score of a golfer over par less 20%.

FORMATS FOR INCREASED REVENUE

If money is your top priority, there are many formats that can generate more money than your typical scramble. Here are some examples.

Pro-Am - This type of event puts a professional golfer with amateur golfers. Typically there is one pro in every foursome. Using this format you can charge more for the foursome.

Celebrity - This format uses groups comprising one celebrity and three or four amateurs. Using this format also generates more than your typical registration fees.

Night Golf - This is a unique format that is played at night with glowing balls. This is a lot of fun and typically played on an executive course. It opens up your playing field to non-golfers again resulting in more registration fees.

Golf-A-Thons - This format can be a major fund-raiser. Up to forty golfers start at 6:00 AM and play all day. The goal is to play at least 100 holes of golf. Prior to that day, the golfers raise pledges per hole. This can raise thousands of dollars for charity and can generate anywhere from \$50,000 to \$100,000 for your organization.

Produce a Successful Golf Tournament

SCORING

Scoring is an important part of your event and it is designed to provide all of your golfers with an the same chance of winning. Golfers want to win, and they want to win fairly at the same time as understanding the process. The golf course will typically do the scoring for you but you should understand how it is done so that when golfers inquire you know the answers. Here is how some of the scoring methods work.

Scramble Team Event – This is a team score, the team records the score they achieve from the best shot taken.

Modified Team Event – Even though a team drive is used and each team member plays their own ball the rest of the way in, the team records the best score of the four players.

Individual Play – This is counting each golfers score at face value. What they shoot is the score.

REAL TIME SCORING –Real Time Scoring is now available. This allows golfers to see where they stand on the leaderboard at any given time. It is a nice touch to your tournament and can be done on their smart phones.

HANDICAPPING

Handicapping is designed to enable golfers of all skill levels to compete on an equitable basis. Golfers want to know that they have a chance to win the tournament. Bad golfers cannot compete with good golfers unless there is handicapping. So what is handicapping?

The USGA (United States Golfers Association) has a handicapping system. As mentioned earlier it is roughly based on average score less 20%. The challenge is that most golfers do not have an official USGA Index (Handicap). This makes it difficult for most events to use official handicaps.

Consider a couple of options when handicapping your event.

1. **De-emphasize winning** – In others words do not offer really great prizes for 1st, 2nd & 3rd. Offer good prizes, not great prizes. Offer prizes worth competing for but not worth cheating for.
2. **Ask for Average Score** – Find out what a golfer scores on an average, then you can break them into groups.
3. **Flight your Event** – Put different level golfers into different levels of competition. Let the good golfers compete against each other and the bad golfers to do the same. 1st, 2nd & 3rd in each flight.

A Flight – Golfers that score in the 70's

B Flight – Golfers that score in the 80's

C Flight – Golfers that score in the 90's

Produce a Successful Golf Tournament

OTHER SCORING METHODS

If many of your golfers do not have USGA handicaps, you can use alternate ways of calculating a handicap. These systems can be confusing, so remember that the PGA pro at the golf course you are working with will typically assist you with these handicapping methods.

Callaway System

This system is designed for large groups without handicaps. Sometimes referred to as the “worst holes system”. Golfers with higher scores usually end up with scores closer to the better players. The handicap is established after the tournament is over. Adjustments are made to each golfer’s score determined by a formula which takes into account their overall gross score and the highest scores they make on any hole. (The Callaway scoring adjustment tables are included as a download if you wish to use this method).

Scheid System

This system is similar to the Callaway System but is designed for higher handicapped events, and caters for a range of scores up to 151. (The Scheid scoring adjustment tables are included as a download if you wish to use this method).

HOLE #7 SELLING SPONSORS

Sponsors are the profit, give them a Return on Investment

Selling Sponsors is the most important thing that you need to do for your tournament. Sponsors are the profit. The more sponsors that you have the more money you will make.

The challenge for most groups is that they have not been selling sponsor packages. Offering a company a small hole sign and their name in the brochure is not enough to get companies excited and give sponsors what they want.

What all companies want is more business. We need to approach the right companies with the right packages to give them what they want which is a return on their investment. So we need to change our thinking. Our golf tournament is not just a one day event for 144 players. We should look at our event as a marketing tool for sponsors. A four month advertising campaign reaching not just our golfers but others also.

Let's talk about the three key factors that will help you sell sponsors. The audience that you will be reaching, the sponsor packages (what they receive) and the companies that you should approach.

THE DEMOGRAPHICS

Sponsors want to know who they will be reaching if they sponsor your event. They are not interested in 144 golfers. They want to reach a wider audience. Consider who you will be promoting your event to. Here are some things to look at when promoting your event.

1. Who will be receiving your brochure?
2. How many people are in your database?
3. Will you do any blast emails?
4. Who looks at your website?
5. Will you have any advertising on radio, TV or in newspaper and/or magazines? What is the audience for that advertising?
6. Will you be getting any PR?

BUYER DEMOGRAPHICS

Your sponsors want a bigger reach, not just the golfers of that day. They want to sell their products and services. We must take an in depth look at who our marketing efforts are reaching. Your sponsors want to know specific details about the audience that you will be promoting your event to. This is what they want to know.

Occupation – What do they do for a living?

Income – What is their annual income?

Geographic's – Where do they live?

Buying trends – What do they buy?

Produce a Successful Golf Tournament

SPONSOR PACKAGES

Once you have determined your market and potential audience, then we must be able to offer companies items in the sponsor packages that work for them. Potential sponsors are looking for items in their sponsor packages that bring business and that drive traffic.

Return on Investment - If they give \$1 they want \$4 in return

More business - Promoting their company

Exposure - Mass media, blast e-mails, website links

Testing and sampling - On site display, meeting customers

Buying opportunity – Brochure distribution, Coupons, Discounts 2 for 1

EXAMPLES - Here are some examples of what should be in sponsor packages.

Display opportunity – sampling

Website links

Blast e-mails

Brochure distribution

Discounts for sponsor clients

Signage

Meeting customers

Media exposure

Promotion

WHO BUYS SPONSORSHIPS

The final link to this puzzle is who to you approach and sell to. It is true that companies want a return on investment but the number one reason that companies buy sponsorships for a golf tournament is because of a relationship with someone on the committee. You still need a good cause and a quality event, but the reason that they are going to buy is because they have a relationship with you or someone on your committee.

WHO DO YOU SELL?

The next step is to pull together your committee and have them bring all of their contacts and relationships. Here are some relationships to explore.

Industry Vendors - Who do you buy from?

Board Members – With companies who will benefit

Beneficiaries - Look at the alumni of your organization who have benefited from your group.

Accounts Payable – Vendors, they know you and you give them money

Rolodex/ Business cards – Past key relationships.

Partnerships - Big companies with vendors who support your organization.

PRICING – The pricing of your packages will vary. Just remember they want a return on investment.

Sponsors are the key to your financial success. Turn your event into a marketing tool for companies, create sponsor packages that offer them a return on investment and approach people that you know and that can benefit and get new business.

Sample Sponsor Packages

TITLE SPONSOR BENEFITS

- Company Name in Title of the Event.
- Company Name and Logo in all Promotional Material
- Company Name in all Advertising and PR efforts
- Company logo on the front pocket of the golf shirt for all golfers
- Event Signage, Hole Signs, Banners, Tee Boxes, Carts
- Company information given to all participants
- 2 Foursomes
- Display table at the event
- Company Executive to MC Awards Ceremony
- Business Category Exclusivity
- Investment \$7,500

PRESENTING SPONSOR

- Company Name and Logo in all Promotional Material
- Company Name in all Advertising and PR efforts
- Event Signage, Hole Signs, Banners, Tee Boxes, Carts
- Company information given to all participants
- Company logo on the golf shirt sleeve
- 1 Foursome
- Display table at the event
- Company Name and Logo on Winners Trophies.
- Exclusivity
- Investment \$5,000

MAJOR SPONSOR

- Golf for Foursome Included in Tournament
- Recognition as Lunch Sponsor on all print and media promotions
- Large Company Logo on Tournament Website
- Company Banner Displayed at Lunch
- Opportunity to provide promotional items for Goody Bags
- Public Recognition of sponsorship during luncheon & award presentation
- Featured Mention in the Newsletter
- Investment \$2500

Produce a Successful Golf Tournament

HOLE SPONSOR

- Recognition as Hole Sponsor on Tournament Webpage
- Small Company Logo on Tournament Website
- Opportunity to station personnel at hole during the Tournament
- Opportunity to provide promotional items for Goody Bag
- Par 3 holes eligible for Hole In One contest
- Company Banner at Hole
- Investment \$1000

Sample Sponsor Letter

Dear

We would like to present an exciting golf event that will give you an opportunity to entertain clients and gain exposure to potential clients. This will include golfers from around the community and will raise money for a worthwhile cause.

(Describe Organization and who it benefits)

The 1st Annual Phoenix Leaders Challenge will start with a shotgun start at 8:00 a.m. on March 15, 2000, at Arrowhead Country Club in Phoenix. This is a unique golf tournament that will be a full day of exciting events including a Longest Drive, Closest to the Pin and Hole in One Contest as well as a Raffle, Auction and many great prizes.

This is an opportunity for your company to reach many clients and help raise money for this great cause. Please consider participating as a sponsor. As a sponsor you will receive:

- Company Name in all Promotional Material
- Extensive marketing campaign.
- Display Table with Company Services.
- Foursome in Tournament.
- Company Sign in Tee Box.
- Company Name Mentioned in Awards Ceremony.

A contribution of \$5000 is tax deductible and will provide you will the benefits mentioned above. We appreciate your consideration. If you have any questions, please feel free to call us.

We will be in touch soon.

Sincerely,
John Smith
Phone #
Website & Email

HOLE #8 PROMOTING YOUR EVENT

Target Market Your Efforts

It is important to promote your event. The reason we need to promote our event is to add credibility to our organization, recruit golfers and give exposure to our sponsors. We do not need to spend a lot of money on marketing our event but it does need to be cost effective.

The two main themes that we need to remember when promoting tournaments are quality and target marketing.

QUALITY

In all of your promotion and marketing the key is to present yourself as a first class event. There are too many efforts that are not first class and you want your golfers and sponsors to come back year after year. They will happen if you present a quality event. Invest in a graphic artist to design your logo, website and collateral. Establish your brand by ensuring that all of your event material utilizes this format consistently. This process will get you more sponsors and offer something that you are proud of.

TARGET MARKETING

Focus your marketing efforts on a specific group. It is easier to get your arms around an industry than trying to mass market. Trying to reach the masses becomes expensive and there will be a lot of waste. Pick out one industry and go after it. This will allow you to get more specific sponsors that want to reach this group.

PROMOTION IDEAS

Here are some different ways that you can promote your events.

Website – Every tournament needs a quality website. It shows that you are real. Most people go online and a website gives you the opportunity to tell the whole story and allows you to give sponsors more exposure. A website will also help you streamline the golfer registration process and provide you with blast email capabilities.

Internet and Social Media – Social media sites such as Facebook, Twitter, LinkedIn and YouTube enable you to maximize exposure. You will reach friends, family and neighbors when applied properly. The best part is that it is free. You can spend money on social media but if you have a well connected committee you can still maximize your reach with contacts.

Blast Emails – The bigger your reach the more exposure you will receive. Build a complete database with golfers and sponsors. You can reach them regularly and it too is free.

Advertising – Placing ads in magazines, newspapers, tv and radio can work if it is a targeted market. Make sure that you are not wasting circulation. The best idea is to get a media partner that will promote your event for free.

Produce a Successful Golf Tournament

Brochure – A quality full color brochure is a great tool to recruit golfers. If it is well designed and distributed to the right group, you can use it as a sign up tool. An email brochure can also be sent out. But remember that a follow up phone call is key.

Promotion – There are hundreds of types of promotions. You can do early bird specials, group discounts, add products to sign up and sponsor give a way's. Pull your committee together and get creative.

Networking – This is the most valuable tool that you have. Golfers and sponsors get on board through a relationship. Send out your committee to get involved in the community. Go to mixers, open houses, conferences and seminars. Meet people and get the word out. That is how you recruit golfers and sell sponsors.

Public Relations – PR is editorial coverage in the media. The media is always looking for good content and news worthy information. Find a unique twist to your event and organization and get the media excited. Media coverage is very valuable to your organization.

FREE PUBLICITY - There are many other ways to get PR for your tournament and organization. Here are just a few.

- **Press Release** – Information sent to all media.
- **Grocery Bag Stuffers** – Flyers printed and given to Grocer's to hand out.
- **Free Billboard Coverage** – Contact billboard companies one year in advance and ask for free exposure.
- **Posters & Displays in Banks and Public Buildings** – Print up display board and ask to display it in lobbies, cafeterias, and retail outlets.
- **Letters to Editors** – Have friends send letters to newspaper editors.
- **Surveys** – Do surveys of golfers.
- **Luncheons** – Have luncheons explaining your group and event.
- **Speeches at Civic Groups** – They look for speakers.
- **Public Service Announcements** – Announcements sent to the media.
- **Radio Contests** – Give away spots in the tournament.
- **Participation in Telethons** – Get involved in outside activities.

Working with the Media

If you present a press release, try to be unique to ensure your release is chosen and not lost in the sea of news the media gets every day. But remember to follow up with a phone call. Here are some key ideas to get media coverage. Try every idea.

Unique Concept – Come up with an idea that is rarely presented, like snow golfing.

Celebrity Participants – Any celebrity is a good celebrity. Let the media know. They like to talk about their own.

Offer Different Prizes – Try to get Touring Pro's that live in your area.

Produce a Successful Golf Tournament

World Records Set – Think of some record that can be broken, like fastest round of golf ever played.

PSA's – Public Service Announcements

Send out in advance a brief description of your event and your organization to all of the radio stations. Many times they will announce your event. For better results, follow up with phone calls.

Promotion is an integral essential part of your event. Put together a detailed promotion and marketing plan and you will reach more golfers and get more exposure for your sponsors.

SAMPLE MARKETING PLAN

Direct mail	Blast e-mails
Press Release	Local Newspapers
Letters to donors	Telemarketing Campaign
Radio	Networking
Partnerships	

TOURNAMENT NAME

The name of your event is very important in the marketing process. A good name can make your objective clear. Typically your event name will give your Title Sponsor exposure. A unique name can gain the media's attention. Brainstorm on the name of your event and make a list of all possible tournament names and write down several variations of potential names. Take a vote on the best names and go with the winner. Here are some ideas:

Typical Tournament Names

Annual Fund Raiser	Pro-Am Classic
Celebrity Classic	Charity Tournament
Open	Memorial Scholarship
Golf Tournament	

Unique Tournament Names

Take a Swing against Domestic Violence	Aid to Adoption for Special Kids
Mundus Triple Threat Open	Duffers for Dare
Swing for Sight	Champions for Charity
Day on the Green	Tee Off for Humanity
Sunstroke Open	

When developing a name, try to include the Title Sponsor, name of your organization and what you are trying to accomplish.

Example: *The AT & T Celebrity Pro-Am, Benefiting Boys & Girls Club, Presented by Cadillac*

HOLE #9 RECRUITING GOLFERS

“Golfers will pay you more if you give them more”

Why are we doing this in the first place? Many of us think that it is just for the money. If we lose sight of the golfers and focus just on the money we will miss the point. The objective is to create an enjoyable outing for everyone. Golfers do not need to play in your event. They have plenty of options. If they believe in your cause they can just write you a check. But to play in your event you need to give them something special, an event where they have a great time and will come back year after year. Do not go cheap. Give golfers what they want and they will return.

WHY DO GOLFERS PARTICPATE?

Here are the things that golfers want and are looking for.

Great Golf Course – All golfers want to play on a great golf course. They will pay you more if you give them more.

Good Food and Beverages – They do not want another burnt hot dog. They love good food. Pay for their drinks, it goes a long way (not alcohol).

Tee Package – The Players Package (Goodie bag) makes a great first impression and becomes a marketing tool for you and your event. Give them stuff with your logo and they will remember you long term.

To Win – All golfers want to win. Whether it is the main competition or a game and contest, they want to win something. Make as many winners as possible and they will keep coming back.

Prizes – Golfers love to win something of substance. Not trinkets. Make sure that you get great prizes, donated if possible, but if not buy them. They are that important.

Clients – In many cases they get invited by clients or they bring out their customers. It is a great opportunity to spend quality time with someone and get to know them.

Contacts – In many cases golfers will come to an event to meet new people and potential customers. Promote your event as a networking tool for them.

Unique event – Golfers love something special, not just another scramble. Give them something different like a pro am, celebrity am or maybe a themed event.

Sense of Urgency – When your event becomes well known it can become the event that everyone has to play in. This is the ultimate goal. Produce a first class event and you will get there.

The Cause – Yes it is important to have a good cause. Golfers and sponsors want to know where their money is going. Make it clear where their money is going.

Produce a Successful Golf Tournament

Recognition – Many golfers want to be seen and participate in the happening events in town. Introduce them and make them feel important.

Value – Is getting more than they pay for. Create a package of all these items and they will feel that they are getting value.

#1 Reason – Their buddy asks them – Friends ask friends

HOW DO YOU RECRUIT GOLFERS?

Now we know why golfers play in golf tournaments, the question is how do we recruit them? Here are the steps to fill your field with golfers.

1. Make sure you have a great event
2. Make sure that you have a great cause
3. Develop a great golfers package
4. Get your website up to speed with registration process and payment options
5. Create a quality brochure
6. Build your database of potential golfers
7. Send out a blast email
8. Mail out brochures
9. Send out press release
10. Start the advertising and marketing
11. Committee calling their contacts
12. Sponsors bringing clients
13. Call all of last year's golfers

Don't take it for granted that golfers will sign up. Your golfer Recruiting Committee must continue to ask golfers and assist them with getting signed up.

FILL YOUR FIELD GUARANTEED

Do you want to sell out year after year? Follow this simple formula.

9 people on your committee asking four people to bring a foursome. You are sold out. It is that simple. Just remember that you must give your committee plenty of time, 6 months is recommended.

KEEP THEM COMING BACK

Most of your golfers have played in other tournaments and outings. They expect certain things done a certain way. Let's make sure that golfers have a great time and become winners and do not forget you for next year.

Produce a Successful Golf Tournament

What golfers should receive?

- Fun golf course in good condition
- Golf course staff that is helpful and polite
- A smooth registration and sign in process.
- Plenty of time to stretch and warm up with free range balls
- Maybe a shirt clinic or golf lesson on the driving range.
- A Tee Package or goodie bag with quality products
- A welcome letter with instructions and schedule of the day
- Opportunity to buy mulligans, raffle tickets and any games and contest
- Opportunity to win games and contest
- Handicap system that allows them to win the tournament
- Good food and beverage tickets
- A welcome and instructions
- A team photo
- A clear scoring system
- A 4 to 4 ½ hour round, no more than 5 hours
- A fun awards ceremony that is organized and simple
- An auction that worthwhile items
- Raffle items that everyone can win
- Opportunity to give an additional donation

Give your golfers what they want and a fun experience and they will be back year after year.

Golfer Pairings

PAIRINGS							
#	Gp	Hole	First	Last	Comp	PD	SZ
1	1	2	Bryan	Hargis	Gilbert Hospital	Y	L
2	1	2	Dennis	Rutherford	Gilbert Hospital	Y	L
3	1	2	Brian	Zernich	Gilbert Hospital	Y	L
4	1	2	Derek	Brown	Gilbert Hospital	Y	L
5	2	3	Nick W.	Burge	Frito Lay	Y	XL
6	2	3	Dale	Schloss	Frito Lay	Y	XL
7	2	3	Nick	Torres	Frito Lay	Y	XL
8	2	3	Fred	Goodolf	Frito Lay	Y	XL
9	3	4	Stephen	Heyer	Firefighters	Y	L
10	3	4	Dale	Crogan	Firefighters	Y	XL
11	3	4	Bryan	Jeffries	Firefighters	Y	XL
12	3	4	Tony	Robledo	Firefighters	Y	XL

HOLE #10 GIFTS AND PRIZES

“Your event will be judged for the Gifts and Prizes you give out”

Gifts and Prizes are very important for your golf tournament or outing. Golfers love walking away with cool stuff. Gifts and prizes serve many purposes. The main reason is that they offer your players value. When golfers receive a nice player’s package it shows them that you are a first class event and that they are getting value for their entry fees.

Gifts and prizes are also used as a marketing tool for you and your sponsors. With properly placed logos on merchandise that they will use all year round, they become marketing tools. Golfers will remember your event and the sponsors.

And finally gifts and prizes are used to make money. When they are promoted correctly, golfers will get excited when they have the chance to win, play for or buy certain gifts and prizes.

Here are the different types of gifts and prizes that you will need.

TEE PACKAGE

The Tee Package is the most important thing that you will hand out to your golfers. All of your golfers should get this package at registration. If it is a good package it will make an impact and a great first impression. Some of the more popular items that we have seen in a tee package are: Golf shirt, golf hat, golf towel, golf balls and golf glove. You do not have to limit yourself to these items. Some golfers like when you give them unique and different things.

CONTESTS

Golfers love to win contests, it is in their competitive nature. They want to play for something substantial, although you must be careful not to offer something too substantial or golfers will cheat more than normal just to win. Offer prizes worth competing for but not cheating for. Here are some suggestions on the prizes for contests

First Place Team – \$100 to \$150 Value (Golf Bag or Driver)

Second Place Team - \$75 to \$100 Value (Putter or wedge)

Third Place Team - \$50 Value (Box of Golf Balls)

Closest to the Pin – \$75 to \$100 Value (Foursome of Golf)

Long Drive - \$50 to \$75 Value (Dinner for 2)

Putting Contest – \$10,000 (Covered by Insurance)

Hole in One Contest – Car (Covered by Insurance)

Produce a Successful Golf Tournament

TROPHIES

Trophies can be great prizes for the more competitive events. If your golfers play in individual play amateur events and want the trophy for their mantel, then give them trophies. Most golfers are not that serious and would rather just get cool stuff that they can use.

RAFFLE ITEMS

Most charity events offer a raffle. The purpose of a raffle is to raise money but also to allow golfers to win something and walk away feeling like a winner. Raffle items should be lower priced items that you get donated. Ideally you have one big item that everyone has a chance to win and at the same time justify a more expensive raffle ticket.

AUCTION

Auctions can be a major money raiser if they are done right. We will discuss auctions in detail but in the meantime you should be gathering items all year round. Auctions should be higher end items that people cannot get in the stores, things with perceived value. The hottest selling items are EXPERIENCES. Dinner with celebrities, golf with athletes. These items will be set at a higher price because you normally cannot just go and buy them.

OBTAINING GIFTS AND PRIZES

So how do we get all of this stuff? Ideally you would like to get everything donated and we encourage you to try. Here are the steps.

1. Create a list of companies that can donate.
2. Send out a letter explaining your program.
3. Follow up with a phone call (essential)

GET THEM PAID FOR

The best way to get the items that you want for the golfers is to get them paid for by sponsors. If you build the cost of the item into a sponsor package and offer to put the sponsor's logo on that item, it will be paid for by sponsors.

HOLE #11 GAMES AND CONTESTS

“Winners come back”

Games and contests are a great tool to engage golfers. There are several purposes for games and contests.

THE PURPOSE OF GAMES AND CONTESTS

Build Memories – When a golfer wins a contest they will remember for a long time and remember your event.

Excitement – Most golfers are not serious golfers. 5 hours of golf could get a little boring. You can break it up with unique and fun games.

Award Winners – Winners come back. The more winners that you have the more golfers will return next year.

Make Money – You can increase your bottom line 25% if you utilize the right money making games and contests.

TYPES OF GAMES AND CONTESTS

There are many types of games and contest. Here are a few of the most popular ones.

Tournament Winners

Every Tournament has winners. This would include first, second and third place team or individuals. Remember that you need to have many winners. Do not be afraid to offer 4th and 5th place and maybe even last place.

Closest to the Pin – This is an individual contest on par 3s. It is the golfer who hits it closest to the pin. There should be a men’s and woman’s contest. The golf course should provide a tool for golfers to measure and record their distance to the pin.

Long Drive – This too should have a men’s and woman’s winner category. It is also an individual contest that rewards the person who hits the ball the furthest, as long as it is in the fairway.

Straightest Drive – A chalk line can placed down the center of the fairway. The golfer that hits their drive closest to that line is the winner.

Long Putt – This is simply the longest putt on the green made that day.

Hole in One Contest – This is typically done on a par 3 at around 160 yards. A golfer is offered the chance to win a car for a hole in one. This would be covered by Hole in One Insurance.

Produce a Successful Golf Tournament

MONEY MAKING GAMES AND CONTESTS

All of the games are fun but really do not make the tournament any money. Here are some ideas on games and contests that are designed to make money.

Putting Contests – There are many variations of this contest. The most popular is when golfers have the opportunity to putt for prizes. They normally would pay \$10 for 3 putts at 10 feet. If they make it, they come back at the end of the tournament for a chance to win \$10,000 making a 40' putt.

Gambling Hole – Offering golfers to double their money by hitting their ball on a par 3 inside a 20' circle.

Selling String – Selling string in 5' increments giving golfers the opportunity to move the ball the distance of the string without a penalty stroke.

Pay the Pro – A Golf Pro hits the ball for the golfers for a small fee of \$5 to \$20.

Mulligans – This is selling a “do over”. A golfer can buy a chance to hit the ball again, typically \$5 or 3 for \$10.

Buy the Drive – You can sell golfers for \$5 a chance to either hit from the forward tees or place the ball in the middle of the fairway.

There are many more games and contests available. The key here is to make the event fun for golfers but not to overdo it. Too many games and contests will slow down play. Use them to make money and make winners.

HOLE #12 AUCTIONS **“The number 2 big money maker”**

If you are wondering how some groups are raising \$100,000 to \$300,000 with their golf tournaments, it is because of their auction. It is very hard to make that kind of money with a golf tournament alone. Unless you have a Pro-Am or Celebrity Am with major sponsors and/or television, it is very difficult to raise big money. Auctions are the key to getting there. In many cases Auctions will make more money than the golf tournament if they are done right.

Why Auctions with Golf Tournaments?

I know that auctions are very popular and many groups will host their auction with other functions. So why have an auction with your golf tournament? The main reason is that it gives men the opportunity to shop. You see, men don't shop. They definitely don't shop for Sports Memorabilia. Auctions give men the opportunity to buy stuff that they would not normally buy.

Plus auctions are a great mixer and time filler. You see many of your golfers will finish their rounds earlier than others. By hosting an auction you will give your golfers something to do so they won't leave early and they will get a chance to mingle and get to know each other.

Most importantly auctions can generate big money. Handled properly you can take your event to the next level and raise major funds.

Acquiring Auction Items

The key to big money with auctions is big items. It is important to have many smaller items to fit everyone's budget but the key is getting big items that people want. Some of the popular auction items include: Sports Memorabilia, Trips, Appliances, Jewelry and rounds of golf. There are 4 main ways to get items for your auction.

#1. Get Items Donated. Obtaining items for your auctions is just like selling sponsors. You must contact companies that know you and/or have a passion for what your organization is trying to accomplish. You must offer these companies something in exchange. They all want more business, so if there is way that you can offer them additional business, exposure and marketing, they are more likely to give you bigger and better stuff. Just remember that they get many requests every week.

#2. Buy Them. You can buy items at wholesale and sell them at retail and double your money. Many manufactures will sell you items from their warehouse and just need to cover their cost. But remember you must have a good cause.

#3. Packaging. Putting separate items together in packages. They have more value. For example if you get hotel rooms and golf donated, buy an airline ticket and put them together in a package. It will sell for more.

Produce a Successful Golf Tournament

#4. Auction Companies. There are now companies that will give you Sports Memorabilia on consignment. This is at no risk to you. They will ship it to you at no charge. There will be a minimum bid on the item. Whatever money you get over the minimum bid, you will get to keep. This is a win-win for you. There is no risk. If you don't sell it you just send it back.

The key to successful auctions are good items. Take the time to make your auction a priority. Have an Auction Chairman that focuses on the auction and makes it successful.

Tips to Remember

Having great items for your auction is the beginning, but there are a few things to remember to ensure your success. When doing an auction keep in mind these helpful tips.

Start in Advance – Post your auction on your web site and promote it to others. Non golfers may bid and win.

Have a Professional Auctioneer – They make the evening fun.

Accept Credit Cards – People will spend more.

Collect Money That Night if Possible – Hard to collect after.

Get Buyers Contact Information – Follow up with thank you letters.

Don't have too many small and unwanted items – People will get bored.

Serve cocktails and food during silent auction – They will mingle and spend more.

End the evening with a live auction with the most valuable items – People will stay for the whole evening.

100 items or more, bring in an auction company – They will pay for themselves with the time you will save.

Invite Other People – Others would love to participate in your auction if you invite them to come.

Auctions can add a whole new dimension to your event. They are fun and your participants and they will love them if they are organized and the items are worth bidding. Take your event to the next level with Auctions.

HOLE #13 SIGNS AND BANNERS

“Make Your Event Look Big”

There is a lot of competition in the Charity Golf Tournament World. Our job is to make our tournament look bigger and better than the others to impress players and sponsors. We can make our events look bigger and better using signs and banners. Almost all charity events have the same type of signs, 1' x 2' plastic on a wire stand. These signs show that it is a small charity event. Professional golf tournaments use big signs, banners and billboards. Make your event look professional by making your signs bigger and more colorful. Your sponsors will love you and other companies will want to be involved next year.

SIGNS THAT YOU NEED

Tournament Banner - The Tournament Banner should be large enough and in full view of everyone. It should include the name of the event and Title Sponsor. An average size banner should be 3' high x 6' wide.

Sponsor Sign - One large sign can be placed at the registration table and include all of the sponsor logos. Size should be 3' wide x 6' high.

Hole Signs - A sign can be placed on the tee box of every hole. If you have more than 18, you can put 2 on each tee box or 1 on the tee box and 1 on the green. The size should be 18" x 24", and can be placed on wooden stakes and pounded into the ground. Some signs are made to be placed on wire stands. We suggest that you put the name of the hole sponsor with their logo on this sign and the name of the tournament at the bottom of this sign.

Cart Signage - These are small 8-1/2" x 11" signs placed on the all of the carts, usually on the front of the cart. This sign should include the name of the tournament and the Title Sponsor.

Flags - Special flags can be created to put on the pins of each hole. The name of the tournament and Title Sponsor should be included. Make sure that you get permission from the golf course to replace the flag signs for the tournament.

OTHER GREAT SIGN IDEAS

Flex Banners – These add a tremendous impact to your event. 15' tall and lined up at the entrance and driving range shows a major event.

Cart Path Sign – These are new and unique. Placed along the cart path and have a big presence and show major sponsor logos.

Sand Bunker Logos – These are very special and not many groups are using them but also make a major impact as they are seen by every golfer.

Signs and banners will help make your event look like a major tournament.

HOLE #14 PHOTOS AND VIDEO

Make Memories

Documenting your event will ensure participants remember your tournament for years to come. We recommend that you take many pictures of your tournament and its participants. Videotaping the tournament is a great idea and can be shown during the awards ceremony. There are several ways to leave your golfers with lasting impressions of your event.

Team Photos - Choose a tee box where you set up a tri-pod and still photographer. Photograph each team and then display the photos for all to see. You can give the photos away as a gift or sell them for additional revenue. If you frame the photo, be sure your tournament name or company name is on it, so when it is displayed they will remember you.

Individual Photos - Photos of the golfer in action are great giveaways with the group photo.

Action Photos - Have a photographer drive around the course during the tournament in a golf cart and take photos of the golfers out on the course. Take some unique photos, golfers looking for their ball in the trees, etc. You can display these photos during the awards ceremony. They will get some laughs.

Group Photo – It is really fun to get a group photo at the beginning of the event.

Winners – Take pictures of the winners to put on your website, newsletters and trade magazines.

Videos - There are video companies that can do two things with video:

1. Take footage of all of the golfers throughout the event and put together a collage of the tournament to sell and show at the awards ceremony.
2. Stage the video cameras on a par 3 hole. Video each golfer from start to finish; give or sell the video to the golfer for a complete video of his/her performance. On these videos you can include a commercial for your sponsors to give them additional exposure.

HOLE #15 DAY OF OPERATIONS

This is game day. You have worked for several months leading up to this day. You want it to be perfect or at least run smoothly. The more that you are prepared for this day the better chance of success you have.

Volunteers – As mentioned before your volunteers are the key to your success, especially the day of the event. Volunteers add excitement to that day but also serve many needed functions. Make sure that you have enough to fill all of your needs. It would be great if you can get all of the volunteers together before the event and have a walk through making sure that they all know where to be and have the answers to all of the questions that golfers may ask.

Volunteers Needed

Here are the volunteers that you will need.

Golf Course Set up – 2 to put up signs and set up awards ceremony

Registration – 6 to manage golfer check in

Spotters – 4 to watch the hole-in-one contests on par 3s.

Water Distribution – 2 to hand out water to the players and act as ambassadors

Photos - 2 to take action pictures of the day

Make sure that you offer the spotters on the contest holes a break.

Course Set up – You will want to make sure that your volunteers are there early to set up the course. Signs, contest holes and goodie bag stuffing.

Check list – Make sure that you have a complete check list for everything that you will need for the day. If you do not have a check list you will forget something.

Registration – The registration is the face of the tournament. It needs to be organized and look inviting.

Photography – Get the photographer there early to take a group picture and set up on a hole to take pictures of each foursome.

Games and Contests – The golf course will help you with contest set up but make sure that everything is in place in advance.

Weather – You will normally plan your event when the weather is good but in the event that it rains what should you do? If the weather is bad enough the golf course will reschedule and give you a makeup day. If you have finished 9 holes and then it starts raining, be prepared with fun games in the awards ceremony like an indoor putting contest.

PACE OF PLAY – The length of a round of golf is a major concern. The biggest complaint of golfers is slow play. A round of golf should be 4 ½ hours and no more than 5. There are many ways to ensure an acceptable place of play. Here are a few.

Produce a Successful Golf Tournament

Golf Course Difficulty – If you understand the golfing ability of your golfers it will help you determine the type of golf course that you choose. You do not want a difficult golf course if you have a bunch of beginner golfers.

Rangers – The golf course will provide you with rangers. These are individuals that keep track of the golfers. Make sure that the Rangers are doing their job and are keeping the golfers moving along. Slower golfers should be asked to skip holes.

Format and Rules – Scrambles are designed to keep up the pace of play. Make the rules clear to golfers in the beginning so that they do not take too much time looking for lost golf balls.

Games and Contests – Too many games and contests can slow play. Four to six is a good number but make sure that you have volunteers running them and keeping up the pace of play.

Spotters – These individuals are strategically placed to watch for golf balls. If you have lots of trees, golfers could spend all day looking for balls.

Fore Caddies – This is a great addition to your event. They not only keep up the pace of play they also make golfers feel like pros. These are individuals that help golfers read the distance to the ball, help read putts, rake the sand traps and serve the players.

Keep up the pace of play. Golfers will have more fun and will not complain at the end of the round.

Sample Schedule

8:00am	Volunteer Meeting
8:30am	Course Set up
9:30am	Golfer Registration
10:00am	Golf Clinic on the Range
10:30am	Golfer warm up
11:30am	Golfer Group Photo
11:45am	Golfer to Carts and Instructions
12:00pm	Shot Gun Start
5:00pm	Awards Ceremony
8:00pm	Event Conclusion

HOLE #16 AWARDS CEREMONY

“Leave a lasting impression”

So you have been working on your event for 6 months. You are done with the golf and all you want to do is give out these silly trophies, go home and forget about the golf tournament for 6 more months. **BIG MISTAKE.**

You are not done. Just as registration is the first impression of your golf tournament, the awards ceremony is the last impression. You want people to leave happy, content and satisfied. The last thing you want to do is leave people with a sour taste in their mouth of your event because of the Awards Ceremony. Award Ceremonies must be fun, exciting and most importantly should raise even more money.

IDEAS FOR AN EVENING TO REMEMBER

Here are some things to remember when hosting your awards ceremony.

Good MC – It is important to have someone who can keep the evening going that is upbeat and fun. Make sure to choose an MC that knows how to work the crowd. Bad MC’s can ruin the evening. One thought is to bring in a professional comedian or local TV personality.

Upbeat Evening – Have fun, enjoy the evening and make it fun for everyone. Tell some jokes, point out some people tell some stories. Make it fun.

Introduce Volunteer Committee – Highlighting your volunteers shows them that you appreciate them. Volunteers love recognition.

Allow Sponsors to say a few words – This is a great opportunity to give your sponsors exposure. They love to talk and it adds value to their sponsor package.

Keep the Pace – Golfers hate an evening that drags on. They have been golfing all day and if the ceremony is slow and boring they will leave you.

Do a Mixer – You can add value for your golfers by allowing them to meet other people. Whenever you can meet a potential customer or new relationship it makes the day worthwhile. Implement a mixer to give golfers a chance to meet someone new.

Slide Show with action photos – Another fun idea is to take photos of action shots throughout the day. Create a slide show with the day’s activities and your golfers will love it and have fun seeing themselves in the show.

Raffles – Raffles are fun and they can make a lot of money. Most importantly they allow you to have many winners. Don’t spend all evening calling raffle numbers. Draw some winners before the awards ceremony and save a couple of the big prizes to give away at the end of the evening.

Produce a Successful Golf Tournament

Auctions – Auctions are not only fun they can add more revenue to your event.

Many groups think that the money has already been made from their golf event and they do not capitalize on the awards ceremony. The Awards Ceremony on its own can make a lot more money.

MAKE MORE MONEY

Awards Ceremonies can make more money. Consider turning your Awards Ceremony into a party. Invite more people. You already have the start of something. You have the golfers there, invite others. Invite the spouses of the golfers, invite other people in the industry that want to network and invite partiers. Charge an additional fee to attend. You will have more people there to participate. You will have more people for your raffles and auctions. Create a party by bringing in additional activities such as: A band, DJ, dance floor, casino night.

SAMPLE SCHEDULE

5:30pm	Silent Auction
6:00pm	Welcome/ Dinner
6:15pm	Action Photo Slide Show
6:30pm	Introductions/ Dessert
6:45pm	Sponsor Recognitions
7:00pm	Organization Message
7:15pm	Raffle
7:30pm	Awards (Contests & Winners)
7:45pm	Raffle Grand Prize & Auction
8:00pm	Conclusion & Wrap remarks
8:15pm	Party & Entertainment
10:00pm	Party is over

The Awards Ceremony is a very important part of your golf tournament. Do not take it for granted. Leave your golfers with a good last impression and make some additional money. Good luck with your next event.

Produce a Successful Golf Tournament

HOLE #17 TOURNAMENT EVALUATION

“Know where you have been to know where you are going”

If you do things the way you have always done them you will get the same results. Our goal is to improve year after year and get more sponsors, more golfers and make more money. The best way to do this is to evaluate what went right and what went wrong. How can we improve on last year's event?

If you have not done an event yet you can still ask the important questions in advance. Here are the questions to ask when evaluating your event. Take them seriously.

At the end of each section write down some suggestions for next year. Do not hold back. Get creative.

BASIC INFORMATION

Did we have a great name of the tournament?

What is the purpose of the event?

Where is the money going?

What is our long term goal?

How much did we gross?

How much did we net?

COMMITTEE

How many active people on our committee?

Did we have a good Chairman?

Do you have written responsibilities?

Have you assigned responsibilities?

Chairs in each area; Sponsors, Golfer, Prizes, Logistics, PR, Auction

Did we set goals for committee?

Is there an incentive program in place for them?

GOLF COURSE

What type of Golf Course did we have?

What services did they offer?

What was the rate per golfer?

Did they do a good job?

How far did golfers have to drive?

Can we get a better place?

FORMAT

What is the caliber of your golfers? Beginners, advanced

What format did we use?

Have you surveyed your golfers? Did they like it?

Do you have a handicap system?

Produce a Successful Golf Tournament

GOLFERS

What do you charge your golfers?
What are you offering?
What is the value of what you are offering?
What is the price of a foursome?
How many golfers last year?
What is your goal in the numbers of golfers?

SPONSORS

Did we have sponsors?
How many sponsors?
What are the different sponsor packages?
What is the value of your sponsor packages?
Do we have these packages?
Title, Presenting, Major, Luncheon, Skills, Hole.
How can we beef up the packages?
Who else can we go after?

PROMOTION

When did we start promoting the tournament?
What markets are you targeting?
Do you have a web site? Was it good?
Do you have a Full Color Brochure?
How are we promoting the event?
Do you have any media partners?
Do we have social media?
What else can we do?

GAMES & CONTESTS

What games did we have?
How much money did your games produce last year?
What contests do you have?
1st, 2nd, 3rd etc.
Do we have flights?
Do we have a game package?
Do we except credit cards?
Do we have a raffle?
Do you have a hole in one contest?

GIFTS & PRIZES

What is in your Tee Package? (Goodie Bag)
What prizes for your games?
What prizes for the winners?
Do you have a hole in one prize?
Can we do better?

Produce a Successful Golf Tournament

INSURANCE

Do we have a hole in one contest? Should we?
What is the value of the prize?
How many holes do we have a contest?
What do we pay for HIO Insurance?
Who is our carrier?
Do you have liability insurance?

AUCTION

Do you have an auction?
What did we raise with your auction last year?
What types of items?
How many items?
Do you have a memorabilia company?
Did we put the items on the website?
Did we promote it in advance?
Can we expand the promotion of the auction?

TIME LINE

When is your event?
When did we start planning?
How many committee meetings do we have scheduled?
When did we reserve the golf course?
When did we start selling sponsors?
When did we start promoting your event?
What is our deadline for sign ups?
Did we give ourselves enough time?

BUDGET

What was the income?
Sponsors
Golfers
Raffle
Auction
Games
Donations
Total Gross

What were our expenses?
Green fees
Food & Drinks
Gifts & Prizes
Insurance
Signs and banners
Brochure & Web site
Total expenses and Net?

Produce a Successful Golf Tournament

SCHEDULE DAY OF

When is registration?
What is the tee time start?
When is the awards ceremony?
How long is awards ceremony?
Did we have a check list?
Did we forget anything?

AWARDS CEREMONY

Did we have a good MC?
Did we have any entertainment?
Are we giving sponsors the opportunity to speak?
Did we invite other people?
Did people stay?
How can we make the ceremony better?

PHOTOS

Did we offer a team photo?
Are you taking action shots?
Do you give your players a team photo?
How are the photos presented?
In what format? Will they keep it around?

SIGNS

Did we have sponsor signs?
What size are they?
Do we have other signs?
Where are they placed?
Did it look like a big event?

FUTURE PLANNING

Have we set a date for next year's event?
Did we gather the contact information from all golfers?
Do you have long term agreements with sponsors?
Have you given golfers the opportunity to sign up next year?
What is your plan to stay in touch with golfers?

HOLE #18 FOLLOW UP **“Build on what you have started”**

The wrap up can help ensure that your tournament will be even more successful next year. The wrap up will allow you to evaluate this year’s event and determine what went well and what needs work for next year. Follow these guidelines:

- **Committee Evaluation Meeting** – 2 weeks after the event, bring everyone together and discuss the things that went well and the things that need improvement.
- **Pay all of the Bills** – Make sure that you pay all of the bills in a timely manner; it will ensure that everyone welcomes you back next year.
- **Clean Up the Mess** – Have the committee do a walkthrough of the registration area and awards ceremony area and clean up.
- **Thank all of the Golf Course Employees** – Be professional.
- **Send out all Unclaimed Prizes** – This shows integrity; golfers will appreciate it and sign up for next year.
- **Pick up the Sponsor Signs** – Use them next year or send them to the sponsors.
- **Collect all Fees** – Collect all sponsor money and golfer money before the event. It is hard to collect after the event.
- **Balance Budget** – Make sure you determine how much money you made on the event. You can let everyone know and send out a press release.
- **Determine money raised for Charity** – Make it known that your tournament was successful in raising the money it set out to.

NOW FOR THE IMPORTANT STUFF

Most Tournament Planners will forget about the tournament for 6 to 8 months and then start all over with 0 golfers and 0 sponsors. Let’s think about building on what you have started. Added to what you have done instead of starting over.

Here are some ideas to build on what you have started.

Golf Course – Book the golf course one year in advance so you can get the jump on other events and you can start sending out save the date messages so that golfers will put it in their calendars.

Produce a Successful Golf Tournament

Golfers – Offer your current golfers at the awards ceremony to sign up now for next year. Make them a special offer, get a \$10 deposit and give them a sleeve of golf balls. You will have your field half sold out for next year.

Sponsors – Sit down with your sponsors at the awards ceremony and ask them what they think of the event. Get their ideas and then sign them up for next year now. You can promote them all year round and they will receive more value. Plus sign them up for a 3 year agreement so you do not have to renew them year after year.

If you try this stuff you will get a head start on next year and not have to start from scratch.

CONCLUSION

Now get started

We have now covered the 18 steps in hosting a successful golf tournament. Every event is a little different and you may want to adjust these concepts to best serve your situation. But the key principals will stay the same so remember a few key things.

Have a Clear Purpose and Plan for your event

Build a strong committee that is well trained, motivated and have contacts

Give yourself plenty of time, at least 6 months to do it right.

Create a detailed budget and stick to it

Find a great golf course that golfers get excited about and get a good deal.

Choose a format that the golfers can understand and feel like they can win

Build sponsor packages that offer a return on investment

Promote your event to a target market and show quality

Fill your field with golfers through contacts and relationships

Offer gifts and prizes that Golfers will come back for year after year.

Start you auction well in advance, get big items and promote them to everyone

Make your event look bigger with big signs and banners

Build memories and create a marketing tool with photos and videos

Make sure that you are organized the day of the event

Have an awards ceremony that is fun and upbeat and generates more money

Follow up with golfers and sponsors to insure success for next year

We hope that this information will help you produce your best event.

Good luck with your next event and stay in touch.

We are here to serve you

This is Phil Immordino thanks for reading

APPENDIX

Additional Tournament Needs

- Golf Tournament Business Plan Outline
- Time Line & Action Items
- Sample Check List
- Brochure Samples
- Golf Course Contract

Produce a Successful Golf Tournament

Golf Tournament Business Plan

Consider the following topics for inclusion in your Golf Tournament Business Plan.

Start Date:		
Objective:		
Organizing Group:	Contact:	
	Address:	
	City, State, Zip:	
	Phone:	
	Fax:	
	Website:	
	E mail:	
Benefiting Group:	Purpose:	
Tournament Date:		
Registration Fees:		
Golfers Package:		
Committee Members:	Honorary Chair:	
	Tournament Chair:	
	Sponsor Chair:	
	Golfer Chair:	
	Logistics Chair:	
	PR/Marketing Chair:	
	Auction Chair:	
Marketing Plan:	Website:	
	Brochures:	
	E mails:	
	Direct Mail:	
	Posters:	
	Invitations:	

Produce a Successful Golf Tournament

Golf Course:	Name:	
	Location:	
	Contact:	
	Cost:	
	Services:	
Format:	Scramble/Best Ball/Modified Scramble/Pro Am/Celebrity Am/Night Golf/Golf-a-Thon/Callaway	
Budget:		
Income:	Sponsors:	
	Golfers:	
	Auction:	
	Raffle:	
	Mulligans:	
	Donations:	
	Total:	
Expenses:	Golf Course:	
	Food:	
	Beverage:	
	Brochures:	
	Postage:	
	Insurance:	
	Merchandise:	
	Signs:	
	Trophies:	
	Total:	
	Net:	
Goals:	Sponsors:	
	Golfers:	
	Auction:	
	Net:	

Time Line & Action Items

Produce a Successful Golf Tournament

Action Item

1 Year in Advance

First Committee Meeting
Determine Purpose, time and date
Choose the golf course
Create sponsor packages
Start selling big sponsors
Recruit new committee members.

6 Months in Advance

Develop the complete business plan
Finalize the golf course and schedule details
Continue selling sponsors
Create a detailed budget
Create golfer packages
Start your committee meetings
Secure Title Sponsor
Create a logo for the event

5 Months in Advance

Build database of golfers
Get quotes on Gifts and Prizes
Create Brochure
Develop Marketing Plan

4 Months in Advance

Create Auction and acquire items
Start recruiting golfers
Secure Media Partner
Set up website

3 Months in Advance

Press Release Out
Start marketing and advertising
Sign up golfers
Continue to sell sponsors

2 Months in Advance

Order Merchandise
Collect gifts and prizes
Finalize games and contests
Secure real time scoring

1 Month in Advance

Get signs made
Confirm all golfers and get payments
Volunteer orientation meeting
Order food & beverage

2 Weeks Out

Produce a Successful Golf Tournament

Committee meeting onsite
 Order food and beverages
 Confirmation email to golfers
 Sign up deadline for golfers

1 Week Out

Send golfer pairings to the golf course
 Confirm numbers with golf course

Sample Check List

CHECK LIST	CHECK LIST	
Purpose	Brochure	
Goal	Golfer Pairings	
Date	Media List	
Committee	Press Release	
Golf Course	Games & Contests	
Website	Photographer	
Media Partner	Tee Package	
Marketing Plan	Schedule	
Volunteers & Responsibilities	Registration Table	
MC	Mulligan Tickets	
Time Line	Raffle Tickets	
Budget	Auction Items	
Tournament Name	Auction Set up	
Banquet Location	Rules Sheet	
Food & Beverage	Golf Carts	
Format	Score Cards	
Sponsors Packages	Scoring Method	
List of Sponsors	Cash boxes	
List of Golfers	Credit Card Process	
Signs and Banners	Golfer Survey	
Golfer Package	Tournament Evaluation	

Sample Brochure



No Horse n A Round

Charitable Golf Tournament
and Luncheon



The Two Hearts Horsemanship Program
at Sunshine Acres Children's Home
Invites You To A Fundraiser
on Firday, Sept. 26th, 2014
at the Arizona Biltmore Country Club
(Adobe Course)

6 am Registration
8 am Tee Time

Chance to Win 1 of 4 Vehicles With a "Hole-In-One"
Raffle Prizes and Silent Auction

Event details, registration, and
sponsorship opportunities can be found at:
www.twoheartsgolf.com



 <https://www.facebook.com/events/439629006173829/>

Golf Course Contract

Produce a Successful Golf Tournament

Arizona Biltmore Golf Club
 24th Street & Missouri Avenue
 P.O. Box 10719
 Phoenix, Arizona 85064-0719
 Golf Shop # (602)955-9796
 Fax # (602)955-6013



Group Golf Contract

DATE: March 25, 2014

Group Name: Two Hearts Hoersmanship
 Contact: Cindy
 Address:

Telephone:
 Fax:
 Email:

Group Packages Include:

Green Fees, Cart Fees, Practice Balls, GPS, Group Event Fees, and Tax per player

PER PERSON:	\$59.15	GROUP TOTAL:	\$7,098.00
Date of Play	Players	Tee-Time(s)	Start Course
September 26, 2014	120	8:00	Shotgun ADOBE

We can arrange for the following items to be charged to a Master Account for your group.

Please indicate Yes or No to each of these items.

Green Fee/Cart Fee	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Food & Beverage On Course	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Club Rental	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Adobe Restaurant	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Shoe Rental	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Beverage only On Course	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Merchandise	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Golf Instruction	Yes <input type="checkbox"/>	No <input type="checkbox"/>
			Gift Cards	Yes <input type="checkbox"/>	No <input type="checkbox"/>

GROUP TERMS AND CONDITIONS

- 1.) Group events are considered any groups of 16 players or more.
- 2.) Off-season promotional plans do not apply to group events.
- 3.) A group, which cancels any number of players between the date of booking and 14 days prior to the date of play, will receive a full refund for the total number of players cancelled.
- 4.) A group, which cancels any number of players between the period of 14 days and the date of play, will receive no refund for the number of players cancelled.
- 5.) All cancellations must be made in writing via fax or email.
- 6.) SHOTGUN START TOURNAMENTS
 The maximum number of players is 144 and the minimum is 72. The Arizona Biltmore Golf Club must approve any request for deviation from the numbers. A group less than 144 players may have to share the golf course with other players. Shotgun tournaments may not be delayed for any reason. The Arizona Biltmore Golf Club suggests that all players in a shotgun event arrive at least 30 minutes prior to the scheduled start time.
- 7.) The group will be responsible for any lost or damaged equipment caused by the group participants.
- 8.) Group pairings sheets must be submitted to the Arizona Biltmore Golf Club at least 48 hours prior to the date of play.
- 9.) Once this contract is written, the advanced deposit (if required) is due on the date shown below. Your group may be cancelled if the deposit is not received.
- 10.) **This contract must be signed and returned to the Arizona Biltmore Golf Club within 14 days of the date in which you receive this contract. Your group may be cancelled if the contract is not received.**
- 11.) Cancellations outside of 30 days are subject to a full refund of the deposit. Within 14-30 days a 50% refund will be awarded. Any cancellations made within 14 days of the event will be subject to forfeit of the entire deposit

TOTAL DEPOSIT DUE		DUE DATE	
BALANCE DUE	\$7,098.00	DUE DATE	September 26, 2014

Group Signature _____ DATE 4/9/14

A.B.G.C. Signature _____ DATE _____

Produce a Successful Golf Tournament
