

TASK LIST – 360 Days Before Your Event

- Determine the reason and objectives for your event. For example, set fundraising and attendance goals.
- Determine the primary individuals who will be responsible for organizing and managing your event.
- Finalize your event date.
- Select your golf course. We recommend you visit several courses to compare costs and services provided.
- Set up your custom event website on GolfDigestPlanner.com so potential attendees and sponsors can 'Save the Date' on their calendars.
- Check your local community calendar to avoid conflicting with another popular event on the same date.
- Identify potential committee members and prepare a preliminary agenda and guest list.
- Establish your initial marketing and action plans. Use e-mail templates included with your custom Golf Digest Planner website to promote your event.

Visit www.GolfDigestTournamentShop.com for all your contests, prizes, signs and banners. Reserve a complete Tournament Package for \$100 and pay the balance just before your event – you can start promoting your event day contests and selling sponsorships immediately.

TASK LIST – 330 Days Before Your Event

- Finalize your host golf course including a written contract covering your requirements and expectations.
- Determine format and player fees for your event.
- Set up your revenue and expense budget.
- Set up committees using the GolfDigestPlanner.com committee management tool.
- Create sponsorship packages (see sample sponsorships in GolfDigestPlanner.com).
- Finalize event branding or theme, including your event logo.
- Gather photos from prior events and/or your organization to upload on your custom GolfDigestPlanner.com website photo page.
- Invite potential committee members to be a part of your event planning process.
- Identify your tournament chairperson. Successful events have a high profile chairperson to add credibility and attract both players and sponsors.
- Determine committee meeting dates and agendas leading up to your event.
- Book celebrities or special guests for your event, if applicable.
- Negotiate and block hotel rooms and rates if your event is going to have out of town attendees.
- Determine if you'll need general liability insurance for your event. Check with your host golf course to determine if they provide coverage for your event.
- Begin building e-mail lists to promote your event using the Golf Digest Planner marketing tools.

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TASK LIST – 270 Days Before Your Event

- Use the Golf Digest Planner e-mail tools to send out 'Save the Date' announcement to potential players, sponsors and volunteers.
- Be sure your Golf Digest Planner website is 'live' and ready to accept player and sponsor registrations.
- Finalize the types of committees you'll need for your event and set them up using the committee management tool in the Golf Digest Planner. The most frequent committee types are already preset.
- Continue to solicit committee members and volunteers.
- Review revenue projections, expenses and budgets.
- Determine committee meeting dates, location and times. Consider utilizing on-line meetings to save travel time and expense.
- Prepare a event press kit - press kits are an inexpensive but highly effective tool to promote your event.
- Update current sponsorship sales and player registrations to analyze your status versus your projections.

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TASK LIST – 240 Days Before Your Event

- Develop agendas for committee and volunteer meetings.
- Hold scheduled committee meetings to update your group on event status, including sales.
- Start building your sponsor target list and make initial contact to sell sponsorships.
- Send out press releases and follow up with media outlets to confirm receipt and scheduled publication.
- Set up 'Media Sponsorship' packages to trade for local newspaper ads and radio spots.
- Download the e-book, "Putting Contests, Raffles and More: How to Run Event Day Activities" on GolfDigestPlanner.com.

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TASK LIST – 210 Days Before Your Event

- Develop updated agendas for committee meetings.
- Assign target sponsors to specific committee members who are responsible for tracking progress toward selling a sponsorship package.
- Hold scheduled committee meetings to update your group on event status, including sales.
- Review revenue projections, expenses and budgets.
- Schedule second round phone calls to potential sponsors.
- Begin soliciting items for your auction and/or raffle.
- Be sure your Golf Digest Planner website is 'live' and ready to accept player and sponsor registrations.

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Planning a non-golf event? Go to QuickEventPlanner.com – the first online planning tool for meetings, conferences, church functions, fundraising dinners, team events reunions and more.

TASK LIST – 180 Days Before Your Event

- Develop updated agendas for committee meetings.
- Hold scheduled committee meetings to update your group on event status, including sales.
- Review revenue projections, expenses and budgets.
- Update press release with new sponsors and re-send to media contacts. Send copies to target sponsors to show how they will be recognized when participating in your event.
- Contract a photographer or identify a volunteer to take photos at your event and awards reception.
- Continue to solicit auction and raffle items
- Update current sponsorship sales and player registrations to analyze your status versus your projections.
- Set up your 'Event Page' on Facebook and add a link on your custom Golf Digest Planner website using the setup tool in the marketing section.
- Set up a Twitter account for your event and add a link on your custom website using the setup tool in the marketing section.

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TASK LIST – 150 Days Before Your Event

- Develop updated agendas for committee meetings.
- Hold scheduled committee meetings to update your group on event status, including sales.
- Review revenue projections, expenses and budgets.
- Send confirmation letters to invited celebrities and dignitaries.
- Order photography plaques for the event photo sponsor.
- Solicit donation of items to include in the player arrival gift bag.
- Invoice confirmed sponsors to maintain cash flow.
- Gather participating sponsor logos for your custom website, signs and banners.
- Draft your initial menu for the event including on-course food and beverages requirements.
- Continue soliciting auction and raffle items.

Visit www.GolfDigestTournamentShop.com for all contests, prizes, signs and banners. Consider featuring a \$1 million shot at your event to attract more players – the cost is low and affordable and the Golf Digest Tournament Shop pays if someone makes the shot!

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TASK LIST – 120 Days Before Your Event

- Develop updated agendas for committee meetings.
- Hold scheduled committee meetings to update your group on event status, including sales. Consider holding your meeting at the host golf course to familiarize committee members with the venue.
- Finalize your agenda and event day details with the host course.
- Review revenue projections, expenses and budgets.
- Determine your event cancellation policy with your host course, players and sponsors. We recommend you have an alternate event date in case of a weather-related cancellation.
- Design your event day program and begin developing content to solicit sponsor ads.
- Order player arrival gifts.
- Order sponsor appreciation gifts.
- Invoice confirmed sponsors to maintain cash flow.
- Gather participating sponsor logos for your custom website, signs and banners.

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TASK LIST – 90 Days Before Your Event

- Develop updated agendas for committee meetings.
- Hold scheduled committee meetings to update your group on event status, including sales.
- Review revenue projections, expenses and budgets.
- Finalize event day program layout. Schedule phone blitz to sell more sponsor ads in the program.
- Create thank you cards for post-event mailing.
- Invoice confirmed sponsors to maintain cash flow.
- Gather participating sponsor logos for your custom website, signs and banners.
- Consider hosting a pre-event breakfast or luncheon to promote your event. Have committee members and staff invite potential sponsors and players.

Visit www.GolfDigestTournamentShop.com for Hole in One Contests, Putting Contests, Long Drive, Contests, Long Drive Contests and more.

TASK LIST – 60 Days Before Your Event

- Develop updated agendas for committee meetings.
- Hold scheduled committee meetings to update your group on event status, including sales.
- Review revenue projections, expenses and budgets.
- Update volunteer assignments using Golf Digest Planner volunteer management tool.
- Begin ordering signs and banner for your event featuring event branding and sponsor information.
- Confirm photographer and order photo plaques to feature player photos from event day.
- Send Twitter messages and update your Facebook event page to continue promoting your event.
- Order trophies, awards and other player prizes.
- Order player arrival and sponsor appreciation gifts.
- Confirm celebrities or special guests for your event, if applicable.
- Schedule phone blitz to sell sponsorships and increase attendance.
- Offer player referral incentive to fill more spots such as free raffle tickets for anyone they refer who registers for your event.

Visit www.GolfDigestTournamentShop.com for signs, banners, prizes, putting contests, awards and more.

TASK LIST – 30 Days Before Your Event

- Visit your host course to review event day agenda and details.
- Meet with host course pro to confirm event day contests including hole in one and putting.
- Develop updated agendas for committee meetings.
- Hold scheduled committee meetings to update your group on event status, including sales.
- Review revenue projections, expenses and budgets.
- Finalize your event day program and other printed materials.
- Confirm delivery date for player arrival and sponsor appreciation gifts.
- Finalize event logistics such as pairing lists, staff and volunteer assignments, registration process, parking, auction setup and audio visual equipment.
- Finalize post-event awards ceremony including agenda and emcee script.
- Finalize all prizes and awards to be presented during the awards ceremony.
- Send event reminders including date, times and directions to players, volunteers, committee members and staff. Use the Golf Digest Planner e-mail tool for quick and easy communication.
- Design and print bid sheets for your auction.
- Order tickets to be sold for your event raffle.

Did you order thank you gifts for sponsors, volunteers and committee members? Visit www.GolfDigestTournamentShop.com for a great selection of framed prints, golf bags and other unique items.

TASK LIST – 7 Days Before Your Event

- Send event reminders including date, times and directions to players, volunteers, committee members and staff. Use the Golf Digest Planner e-mail tool for quick and easy communication.
- Provide final headcount to the host course for player spots and food & beverage requirements.
- Prepare name badges (volunteers and staff) and registration lists (players) for quick and easy check-in.
- Confirm delivery of all awards, prizes, gifts, signs and other key event materials.
- Finalize event day details with the host course.
- Send out friendly reminders to any unpaid players and sponsors to maintain cash flow.

Want to raise more money at your event? Visit www.GolfDigestTournamentShop.com today! There's still time to order a putting contest, raffle package or \$1 million shot.

TASK LIST – 1 Day Before Your Event

- Finalize name badges (volunteers and staff) and registration lists (players) for quick and easy check-in.
- Confirm coverage for hole in one contests and print rules and regulations.
- Send arrival time e-mail reminder to all staff and volunteers using the Golf Digest Planner e-mail tool.
- Review volunteer assignment and registration procedures.
- Print payment status reports from Golf Digest Planner for any outstanding invoices to be collected at registration.
- Export player list from Golf Digest Planner by last name for quick and easy registration.
- Print player pairings list with hole assignments from Golf Digest Planner.

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TASK LIST – Event Day

- Display welcome banner as well as registration, sponsor, contest and directional signs.
- Hold pre-event volunteer and staff meeting to review final assignments.
- Set-up registration, auction and raffle ticket sales area.
- Set-up player arrival gift area.
- Set-up silent auction area with items & bid sheets.
- Set-up photo area for player pictures before tee-off.
- Set-up tables with awards, prizes and sponsor appreciation gifts.
- Place sponsor signs and scorecards on player carts.
- Check all sponsor signs are displayed properly on the course.
- Check on-course contests are set up and ready to go.
- Have a great event!

TASK LIST – After Your Event

- Review all costs and open invoices.
- Summarize financial results to report to committees.
- Finalize any auction item collections/deliveries.
- Select date and location for next year's event.
- Schedule final committee meeting to discuss financial results and gather feedback about the event.
- Deliver sponsor appreciation gifts not presented during your awards ceremony.
- Send e-mail thank you and survey to players, volunteers and sponsors using the Golf Digest Planner e-mail tool. Include a request for testimonials that you can post on your website to promote next year's event.
- Send thank you notes to host course staff including the golf pro.
- Copy your event over for next year with one-click on GolfDigestPlanner.com.
- Send a 'Save the Date' for next year's event using the Golf Digest Planner e-mail tool.

Thank your for using the Golf Digest Planner! We look forward to serving you again next year.

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