# Golf Digest Planer.com Tournament planning guide BEST BEST BRACTICES BRACTICES

BUDGET BASICS TOURNAMENT PLANNING 101

**GOLF EVENTS** 

PLUS 365 DAY Tournament Timeline

9 STEP FORMULA FOR SUCCESS INSIDE PG. 18

# GolfDigestPlanner.com

This book
is a guide to the
best practices for
planning, organizing,
and running a
successful
golf tournament.

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# Choose the Right Golf Course

Choosing the right golf course is one of the most important parts in creating a successful golf tournament. Golfers will remember your event in part by their experience on the golf course.

Make sure you choose the right course to keep participants coming back year after year. Get at least three proposals based on your needs and pick the course that best fits your event needs.

Begin your golf course search early and negotiate your deal at least six months in advance when feasible.



# Things To Consider

# When Looking For A Golf Course

- 1. How far will golfers have to travel to attend the event?
- 2. What is the average skill level of the golfers?
- 3. Do you have any ties to a golf course owner or manager to negotiate a good price?
- 4. Does the golf course offer adequate space for a dinner/awards ceremony afterward?
- 5. Does the tournament entry fee correlate with the price to use the golf course?
- **6.** Would your golfers feel more comfortable at a public or private golf course?

# Finding The Right Season And Date For Your Tournament

Once you've found a golf course you must decide when to hold your event. The time of year and day of the week will dictate the price. Course rates are highest during the months that offer the best weather and lowest during the months that offer the worst weather.

The best value is found during the 'shoulder season.' This is the time between the peak season and off season when the weather is less predictable and activity at the course is slow.

The day of the week is as important as the time of year when setting a date for your event. Friday, Saturday and Sunday are the busiest days for a golf course and costs will be the highest on those days. The best rates are offered Monday through Thursday. Keep in mind that most private golf clubs are closed to members on Mondays and will host public golf events on those days. Most private courses will require that you get a referral from an existing member to gain access to the golf course for your event.

The best value is found during the 'shoulder season.' This is the time between the peak season and off season. The biggest mistake a tournament organizer can make when negotiating a contract with the golf course is to not get everything in writing. Do not depend on verbal agreements with the golf course management. Make sure all agreements are in writing before committing to the course.

# Things that should be covered in the contract:

- 1. Date
- 2. Location
- 3. Contact Person
- **4.** Number of Players
- 5. Underestimate the number of golfers, you can always add later.
- 6. Maximum Number of Golfers
- 7. Cost Per Player
- 8. Is food & beverage included?
- **9.** Services Offered
- **10.** Are you asked to provide volunteers?
- 11. Tax & Gratuity
- 12. Deposit & Payment Schedule
- **13.** Event Cancellation Policy/Rain Check

# Things the golf course should provide:

- **1.** Greens Fees
- 2. Carts
- **3.** Golfer Names on Carts
- **4.** Range Balls
- 5. Rules Sheet
- 6. Scoreboard with Scoring Assistance
- 7. PGA Professional to Host the Start of the Tournament
- **8.** Private Area for Dinner/Awards Ceremony
- **9.** Food & Beverage (Extra Charge)
- **10.** Gift Certificate or Free Foursome for Prize Giveaway
- **11.** Proximity Markers for On-Course Contests (i.e. Longest Drive)
- **12.** Displaying Sponsorship Signage on the Golf Course and in the Clubhouse

You can raise more money if you treat your event like a business. Revenue is the key to raising money for your cause. Turn every expense into a revenue stream by selling sponsorships to cover the cost and more. Keep track of all income and expenses and stay conservative with prizes and brochures until you have a successful event.

Income	Source	Minimum	Maximum
Title Sponsor	1 @ \$5,000.00	\$	\$5,000.00
Major Hole in One Sponsor	1 - 3 @ \$1,000.00	\$1,000.00	\$3,000.00
Hole In One Sponsor	1 - 4 @ \$500.00	\$500.00	\$2,000.00
Longest Drive Sponsor	1 - 4 @ \$500.00	\$500.00	\$2,000.00
Closest To The Pin Sponsor	1 - 4 @ \$500.00	\$500.00	\$2,000.00
Hole Sponsors	10 -18 @ \$200.00	\$2000.00	\$3,600.00
Golfers	100 - 144 @ \$125.00	\$12,500.00	\$18,000.00
Mulligans	100-200 @ \$10.00	\$1,000.00	\$2,000.00
Raffle	200-400 @ \$5.00	\$1,000.00	\$2,000.00
Auction		\$500.00	\$1,500.00
		***	*** *** **

# Take a look at some sample budgets below. Your budget may be different but should have similar categories.

**TOTAL:** 

\$19,500.00 \$41,100.00

Expenses	Source	Minimum	Maximum
Green Fees	100 - 144 @ \$50.00	\$5,000.00	\$7,200.00
Food and Beverages	100 - 144 @ \$15.00	\$1,500.00	\$2,160.00
Player Gifts	100 - 144 @ \$25.00	\$2,500.00	\$3,600.00
Prizes and Awards		\$250.00	\$500.00
Signs and Banners	10 - 18 @ \$25.00	\$250.00	\$450.00
Printing and Creative*			\$1,000.00
Postage**			\$500.00
TOTAL:		\$9,500.00	\$15,410.00
NET:		\$10,000.00	\$25,690.00

Utilize online registration services such as those offered at www.GolfDigestPlanner.com

# Comparative Analysis

Expense	Actual	Budget	\$ Variance	% Variance
Administrative				
Postage				
Mail Correspondents				
Golf Course				
Green Fees				
Cart Fees				
Food & Beverages				
Gratuities				
Service Fees				
Course Beverages				
Course Food				
Sub Total	\$	\$		
Promotion				
Trophies				
Place Awards				
Photo Plaques				
Photographer				
Sub Total	\$	\$		
Prize Gaurantee				
\$1 Million Shootout /\$100,00 Package				
Putting Contest				
Hole In One Contest				
Sub Total	\$	\$		
Prizes/Gifts				
Arrival Gifts				
Sponsor Recogntion Pictures				
Committee Appreciation Pictures				
Sub Total	\$	\$		
Miscellaneous				
Signs & Banners				
Travel				
Event Photos				
Flags				
Sub Total	\$	\$		
TOTAL EXPENSE	\$	\$		
TOTAL REVENUE	\$	\$		
Net Proceeds	\$	\$		

# **1.** Gather Donations.

Ask for donations for all your expense items such as food and beverage, auction items and raffle prizes.

# 2. Make Trade Deals.

Trade sponsorships for services. For example, create a "Print and Creative Services" sponsorship and give it to a printer in exchange for printing your event marketing materials and program.

# 3. Sell Sponsorships.

Set up sponsorships for other key expenses. For example, have sponsors for your player gifts. The sponsor pays for the gift in exchange for having their logo on the item.

# **Checklist for Success**

# Follow a Timeline.

Creating a successful golf tournament can take 6 months to a year of planning. There are many things that must be done in advance, some of them simultaneously. As the tournament organizer, the biggest mistake you can make is thinking you can remember everything and forgetting the small details that will help to make your event stand out above the rest. Create a timeline of things that need to be done and assign a date by which they should be completed.

Signing a contract with a golf course, securing your top sponsors and seeking media coverage should be at the top of your list.

If you are working with a tournament committee, assign tasks to each person and follow their progress.

Being organized prior to your tournament will minimize logistical mistakes and make your event enjoyable for everyone involved.



When you build your event using the Golf Digest Planner, you will receive automatic task list reminders based on your event date. These task list reminders provide you with critical tasks to be completed by specific dates to keep your event on schedule.

# Sample Timeline

Days From Event	Tasks	Person Responsible	Due Date	Date Done
365	Select Tournament Date			
	Select Course And Negotiate Contract			
330	Finalize Tournament Logo/Brand Identity			
270	Send Out 'Save The Date' To Players, Sponsors And Volunteers			
	Identify Committees For Your Event			
	Solicit Committee Members			
	Develop Tournament Budget And Objectives			
	Finalize Tournament Logo/Brand Identity			
	Determine Committee Meeting Dates And Location			
	Post Event In Golfdigestplanner.com National Golf Event Database			
240	Develop Agendas For Committee Meetings			
	Hold Scheduled Committee Meeting			
	Develop Sponsor Packages			
	Begin 1st Round Phone Calls to Sponsors			
210	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meeting			
	YTD Budget Review			
	Begin 2nd Round Phone Calls to Sponsors			
	Begin to Solicit Items for Auction and Raffle			
180	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meeting			
	Review Expense and Revenue Projections vs. Objectives			
	Develop Press Release and Media List for PR			
	Solicit a Hole-In-One Sponsor and Purchase a Hole-In-One Package			
	Contract a Photographer or Find a Volunteer to Take Photos at Event			
	Continue to Solicit Auction and Raffle Items			
150	Develop Agendas for Committee Meetings			
	Open Website for Registration - Support with Email Blast to Players			
	Hold Scheduled Committee Meeting			
	YTD Budget Review			
	Send Solicit Letters/Invites to Celebrities and Dignitaries			
	Order Photography Plaques (or when Sponsor Confirms)			
	Solicit Donation of Sponsor/Player Gifts or Establish Gift Budget			
	Invoice Sponsors YTD, Send Confirmation Letters, Request Logos/Ads			
120	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meetings			
	Committee Meeting at Golf Course			
	Finalize Details with Golf Course			
	YTD Budget Review			
	Layout Event Program for Sponsors to DIsplay Advertisements			
	Order Arrival Gifts (or When Committee Decides)			
	Order Sponsor Gifts (or When Committee Decides)			
	Invoice Sponsors YTD, Send Confirmation letters, Request Logos/Ads			

# Sample Timeline

Days From Event	Tasks	Person Responsible	Due Date	Date Done
90	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meeting			
	YTD Budget Review			
	Finalize Event Program - Confirm Sponsor Ads			
	Finalize Thank You Cards			
	Invoice Sponsors YTD. Send Confirmation Letters, Request Logos/Ads			
60	Develop Agendas for Committee Meetings			
	Hold Sponsor Lunch With Potential Sponsors Invited			
	Hold Scheduled Committee Meeting			
	YTD Budget Review			
	Discuss Volunteer Assignments			
	Order Signage - Banners, Hole Signs, Golf Cart Signs, etc.			
	Confirm Signage Inventory and Assiign Sponsor Holes			
	Confirm Photography and Plaques			
	Order Awards			
	Confirm Celebrity Emcee			
30	Hold Scheduled Committee Meeting			
	Finalize Event Program and Event Day Printed Materials			
	Confirm Arrival Gift Delivery			
	Confirm Sponsor Gift Delivery			
	Event Logistics - Radios, Volunteer Name Tags, Etc.			
	Finalize Award Program (script) and Send to Emcee			
	Develop Agendas for Committee Meetings			
	Send Out Event Reminder with Dates, Directions to Everyone			
	Committee Meeting			
	YTD Budget Review			
	Review All Print Materials			
	Review All Gifts/Prizes			
	Deisgn Player Information Sheets			
	Finalize Pairings/Player Roster			
	Arrange Hole-In-One Vehicles			
	Design/Print Bid Sheets			
7	Send Pairings/Player Roster to Golf Course			
	Send out Email Reminder to Players, Sponsors and Volunteers			
1	Deliver All Signs, Gifts, Prizes and Awards to the Course			1

# Sample Timeline

Days From Event	Tasks	Person Responsible	Due Date	Date Done
EVENT DAY	Set Up Welcome Banner and Directional Signs			
	Hold Volunteer Meeting			
	Set Up Registration, Mulligan and Raffle Ticket Sale Area			
	Meet With Emplyees to Go Over Event Agenda			
	Set Up All Signage			
	Set Up Arrival Gift Area			
	Set-Up Silent Auction Area with Items and Bid Sheets			
	Confirm Carts Have Sponsor Signs			
	Check All Sponsor Signs are on the Course			
	Check Contest Holes			
	Assign Photographer Location			
	Raffle Volunteers			
	Scoreboards			
	Set-Up Awards Table and Prizes			
	Assist with Awards Ceremony			
	Silent Aution Close Out			
AFTER EVENT	Review All Cost from the Golf Course			
	Finalize any Auction Item Collections/Deliveries			
	Sign Contract and Deposit with Golf Course for Next Year			
	Final Committee Meeting - Debriefing			
	Deliver Sponsor Thank You Gifts			

# How to Find Sponsors for Your Golf Event

Sponsor dollars are the life blood of your event. The monies raised from selling sponsorships are your profit. Selling individual golf slots will cover the expenses associated with your event but, filling your sponsorships will guarantee your tournament as a successful fundraiser.

The key to selling sponsorships is to understand how to market your golf event to prospective sponsors. As a tournament organizer you must understand why companies would contribute to your event and what they get in return.

# Why companies would support you event:

- 1. To get more business
- 2. To gain more exposure
- 3. To give back to the local community
- 4. To entertain clients
- 5. To meet prospective clients
- 6. They have a relationship with the tournament organizer(s) This is the #1 reason



# How to Sell Sponsorships:

Selling more sponsorships means more profit for your event. Create several sponsorship options for companies to buy and provide the marketing value for each sponsorship option. Following are several bullet points to guide you through the process of selling sponsorships.

# **Recruit a Sponsor Committee**

Companies are more inclined to sponsor your event when asked by someone they have a previous relationship with.

# **Create Intriguing Opportunities**

Companies have different needs; have plenty of opportunities for everyone.

# **Develop a List of Prospective Sponsors**

The sponsor committee needs to create a list of possible sponsors. Hold each committee member responsible to bring in a certain number of sponsors.

# Send Out a Mailing to Possible Sponsors

Promote your event by sending letters to prospects. Have the letters come from the contact person or your event Chairman. You can also take advantage of tournament software such as www.golfdigestplanner.com and send information via email.

# **Make Follow Up Calls**

Always follow up your mailing with timely phone calls. Sponsors are more likely to respond to a phone call. Continue to follow up until you receive a definite 'yes' or 'no' answer.

# **Use Relationships To Your Advantage**

Use your inside contacts at companies or form new relationships to gain access to the decision makers of larger companies.

# **Explain the Marketing Value**

Show your sponsors how they will benefit from supporting your event. For example, sponsor logos will be on all electronic communications.

# Sample Sponsorship Solicitation Letter

Date

Name Organization Address City, State, Zip Code

#### Dear <PROSPECTIVE SPONSOR NAME>:

Please allow this letter to introduce you to **<YOUR ORGANIZATION'S NAME>** and **<YOUR EVENT'S NAME>** for which we are seeking your support.

<THIS PARAGRAPH SHOULD INCLUDE A BRIEF DESCRIPTION OF YOUR ORGANIZATION'S MISSION STATEMENT, AND HOW SUPPORTING THE GOLF EVENT WILL IMPACT YOUR CAUSE> EXAMPLE: "The Detroit Institute for Children is the oldest organization providing comprehensive medical care and therapy for disabled children in Detroit. In fact, over 1,600 physically and neurologically disabled children come to The DIC an astounding 21,439 times each year. This is the care and treatment that they can't find anywhere else and no child, regardless of ability to pay, is turned away."

This is a great opportunity for your company to receive exposure and help to support a worthy cause. As a participating sponsor you will receive:

#### Sponsor Benefits:

<SPONSORSHIP NAME> Reference in all promotional materials Opportunity to include branded item in player gift bags Two (2) premium hole sponsorships Sponsor recognition plaque Reserved table seating Extended right to retain sponsorship on a 1-year continuum

Enclosed please find details of the sponsorship and participation opportunities for the **<TOUR-NAMENT NAME>**, which will be held at **<GOLF COURSE NAME>** on **<DATE OF EVENT>**. We have also included a brief synopsis about **<ORGANIZATION'S NAME>** and the work we do. Your involvement will make this year's event an extra special celebration.

We appreciate your consideration and look forward to hearing from you soon. Please mail your commitment form back promptly or register online at www.golfdigestplanner.com/<**Tournament Name>**. We have asked **TOURNAMENT DIRECTORS NAME>**, our Tournament Director, to contact you within the next few weeks. Should you have any questions, feel free to call **HIM/HER>** at **PHONE NUMBER>**.

Sincerely,

<CHAIRMAN'S SIGNATURE> <CHAIRMAN'S NAME>



Consider the **Total Tournament Package** from the Golf Digest Tournament Shop for your event. This is a complete package with **28 sponsorship opportunities built into one package**. The Total Tournament has a welcome banner, 18 hole signs, exciting contests and events including prizes, tournament prizes for the winning group and more. The package is customized with your event name and sponsor names. Go to www.GolfDigestTournamentShop.com and click under the Event Package tab.

# Sponsorship Opportunities

These are sample sponsorship opportunities from an existing event that the Golf Digest Planner has managed for many years. The event raises over \$350,000 per year.

## **Presenting Sponsor**

# \$25,000.00

Twelve (12) golf tickets Presenting Sponsor reference in all press releases and promotional materials Name/logo on photo folder Opportunity to include item in participant giveaway bag Center spread ad in program book Editorial page in program book Two (2) premium hole sponsorships on each course with signage Sponsor recognition plaque 2' X 10' arrival banner with name/logo Reserved table seating Extended rights to retain Presenting sponsorship on a 2-year continuum

#### Title Sponsor (2 Available) Eight (8) golf tickets

\$15,000.00 Title Sponsor reference in all press releases and promotional materials

Name/logo displayed on golf caddy or golf vest arrival gifts Opportunity to include item in participant giveaway bag Inside front or back cover ad in program book One (1) premium hole sponsorship on each course with signage Sponsor recognition plaque Reserved table seating Extended rights to retain Title sponsorship on a 1-year continuum

# Major Sponsor

Eight (8) golf tickets Prominent mentions in selected press releases and promotional materials Opportunity to include item in participant giveaway bag Full-page ad in program book One (1) premium hole sponsorship on each course with signage Reserved table seating Sponsor recognition plaque

## Awards Ceremony Sponsor

Four (4) golf tickets Prominent mentions in selected press releases and promotional materials Opportunity to include item in participant giveaway bag Full-page ad in program book Recognition at Awards Ceremony One (1) premium hole sponsorship on each course with signage Banner in reception area Sponsor recognition plaque

## **Photo Sponsor**

Four (4) golf tickets Name/logo on keepsake photo plagues Opportunity to include item in participant giveaway bag Full-page ad in program book Recognition at Awards Ceremony

Sponsor recognition plaque

# **Golf Cart Sponsor**

# \$5,000.00

Two (2) golf tickets Signage on 150 golf carts Opportunity to include item in participant giveaway bag 1/2-page ad in program book Recognition at Awards Ceremony Sponsor recognition plaque



# \$12,500.00

\$10,000.00

These are sample sponsorship opportunities from an existing event that the Golf Digest Planner has managed for many years. **The event raises over \$350,000 per year.** 

# Hole-In-One Sponsor (4 Avail.) \$5,000.00

Two (2) golf tickets Signage on two (2) par 3 holes Opportunity to include item in participant giveaway bag ½-page ad in program book Contest branding Recognition at Awards Ceremony Sponsor recognition plaque

# Longest Drive Sponsor \$5,000.00

These sponsors will sanction the Longest Drive contest via four (4) winner prizes.

Two (2) golf tickets Signage on four (4) contest holes ½-page ad in program book Contest branding Recognition at Awards Ceremony Sponsor recognition plague

## Closest To The Pin Sponsor \$5,000.00

These sponsors will sanction the Closest to the Pin contest via four (4) winner prizes. Two (2) golf tickets Signage on four (4) contest holes

> 1/2-page ad in program book Contest branding Recognition at Awards Ceremony Sponsor recognition plague

# Putting Contest Sponsor \$5,000.00

Golfers that make consecutive putts from 20 and 40 feet win Sponsor provided prizes.

Two (2) golf tickets Signage at one (1) putting green Signage at registration table ½-page ad in program book Contest branding Recognition at Awards Ceremony Sponsor recognition plaque

# Guess Your Distance Sponsor \$5,000.00

These sponsors will sanction the Guess Your Distance contest via prizes for the contestants guessing closest to their driving distance.

Two (2) golf tickets Signage on two (2) contest holes ½-page ad in program book Contest branding Recognition at Awards Ceremony Sponsor recognition plaque

# Executive Hole Sponsor \$4,100.00

Four (4) golf tickets Signage at your assigned hole ¼-page ad in program book Recognition at Awards Ceremony Sponsor recognition plaque

# FOURSOME SPONSOR

## \$2,700.00

Four (4) golf tickets

# Driving Range Sponsor **\$2,500.00**

Signage on the Driving Range ¼-page ad in program book Recognition at Awards Ceremony Sponsor recognition plaque

# Beverage Cart Sponsor \$2,500.00

Signage on the Beverage Carts ¼-page ad in program book Recognition at Awards Ceremony Sponsor recognition plague

# **Hole Sponsor**

# \$2,500.00

Signage at your assigned hole ¼-page ad in program book Recognition at Awards Ceremony Sponsor recognition plaque

# Supporters/Friend Of Your Event

# \$2,499 Or Less

Friend listing in program book Patron Appreciation Certificate

# Individual Golf Tickets \$675.00

Each Golf Ticket Includes: Continental Breakfast Practice Facility Player Gift Package Lunch 18 Holes of Golf with cart Snacks & Beverages

# Dinner and Silent Auction Only \$50.00

# Sponsorship Opportunities

These are sample sponsorship opportunities that Golf Digest Planner uses for over 200 events each year. **These events raise \$10,000 - \$25,000 per year.** 

# Title Sponsor \$5,000.00

Eight (8) golf tickets Title Sponsor reference in all press releases and promotional materials Name/logo displayed on golf caddy or golf vest arrival gifts Opportunity to include item in participant giveaway bag Inside front or back cover ad in program book Two (2) premium hole sponsorship on each course with signage Sponsor recognition plaque Reserved table seating Extended rights to retain Title sponsorship on a 1-year continuum

# Major Sponsor \$1,000.00

Four (4) golf tickets Prominent mentions in selected press releases and promotional materials Opportunity to include item in participant giveaway bag Full-page ad in program book One (1) premium hole sponsorship on each course with signage Reserved table seating Sponsor recognition plaque

# **Hole-In-One Sponsor**

#### \$500.00

Two (2) golf tickets Signage on two (2) par 3 holes ½-page ad in program book Contest branding Recognition at Awards Ceremony Sponsor recognition plaque

# Closest To The Pin Sponsor \$500.00

These sponsors will sanction the Closest to the Pin contest via four (4) winner prizes. Two (2) golf tickets Signage on two (2) contest holes ½-page ad in program book Contest branding Recognition at Awards Ceremony Sponsor recognition plaque

## Longest Drive Sponsor \$500.00

These sponsors will sanction the Longest Drive contest via four (4) winner prizes. Two (2) golf tickets Signage on two (2) contest holes ½-page ad in program book Contest branding Recognition at Awards Ceremony Sponsor recognition plaque

# Hole Sponsor \$200.00

Signage at your assigned hole ¼-page ad in program book Recognition at Awards Ceremony Sponsor recognition plaque

# Executive Hole Sponsor \$600.00

Four (4) Golf Tickets Signage at your assigned hole ¼-page ad in program book Recognition at Awards Ceremony Sponsor recognition plaque

# Individual Golf Tickets \$125.00

Each Golf Ticket Includes: Continental Breakfast Practice Facility Player Gift Package Lunch 18 Holes of Golf with cart Snacks & Beverages The internet can be a useful tool for your event. The first step is to create an online tournament website with online registration and payment. You can then publish a link to the site in e-mails and other marketing materials.

If you are going to have the event every year, consider purchasing a domain name (at godaddy.com for example). This helps you build a brand for your event. You can easily point this domain name to the website you create using the online Golf Digest Planner.



**Over 93%** of the golfers and sponsors we surveyed said they expect to register and pay online for a golf event. **Use GolfDigestPlanner.com** to set up your event website to accept online registration and **accept credit cards online**.

# How to Run a Committee

Every successful golf event has a tournament committee. Your tournament committee should be made up of motivated individuals who have more than a casual interest in your cause. Seek out business people whom have contacts outside of your organization's network; this will help to secure more sponsors.

#### Below are several tips for running a successful committee:

- Be selective. Don't accept every applicant for the committee. Choose your committee members based on their network of contacts and past experience with charitable organizations.
- 2. Before accepting an application, tell prospective members what will be expected of them. (e.g. 4 hours per month and regular, mandatory, committee meetings) You might lose a good candidate, but you will know that they would not have devoted enough time to the committee.
- Prepare an agenda and distribute it to each committee member before meetings. Have extra copies available. This will help to keep the meetings on schedule and will keep committee members' attention on the agenda.
- **4.** Assign definite, challenging and reasonable tasks to each committee member that will provide benefits to the golf event. Each task should be assigned with a goal and a completion date.
- **5.** When assigning tasks to committee members, emphasize the importance of their task in relation to tasks other committee members are working on.
- **6.** Committee members must be active contributors. The presence of any members who do not meet objectives or who do not contribute should not be on your committee.

# How to Ensure a Sell-Out for Your Golf Event

If you're going to have a successful golf tournament, you need to sell all of your available golf spots. That means having 100 - 144 players on event day. Like selling sponsorships, the key to filling all your spots is relationships. An individual golfer could be responsible for filling as many as 2-3 foursomes. There can be hundreds of golf tournaments taking place in your area each year. Here's why golfers play in golf events and how to get them to choose yours:

## Why?

Philanthropy - They support the work of the organization hosting the golf event.

Opportunity - They have a chance to play a golf course they normally would not play.

Networking - They want to meet new potential clients.

Publicity - They want to gain publicity for themselves or for their company.

Friends - They have a friend who asked them to play.

Clients - They have a client who asked to play.

Fun - They play golf to relax and enjoy the outdoors.

## How?

**Personal Relationships** - One golfer can be responsible for filling up an entire foursome. Encourage your contacts to ask their friends to play in your golf event.

**Business Relationships** - Involve your vendors and ask them to participate and solicit potential golfers.

Mailings - Develop a mailing list and follow up on it continuously.

Advertisements - Reach out to the general public through TV, Radio & Print Media.

**Print & Creative** - Brochures, especially emailable brochures like those provided by www. golfdigestplanner.com.

**Previous Supporters** - The best way to keep filling up your field is to make sure last year's players keep coming back.

Social Media - Facebook, Twitter, Linkedin

#### Keeping track of your players.

In the pages that follow you will find two sample lists. The first is called a pairings list. The pairings list organizes all the golfers according to hole number. This list is helpful for volunteers to direct golfers to their designated hole at registration. The second list is the alpha list. The alpha list should be given to the golf course prior to event day. The golf course will use the alpha list at the bag drop to make sure each golfer's bag is put on the correct golf cart. The alpha list can also be used at registration to check-in golfers.

\*If you use www.GolfDigestPlanner.com the system will automatically store your player names and their contact information for future use.

## Dont Doom Your Event Before It Even Happens.

- **1.** Offer online registration. 93% of players and sponsor surveyed said they expect to register and pay online for a fundraising golf event.
- 2. Start early. Allow 9-12 months to plan and execute your event.
- **3.** Meet several times with the golf course to go over your plans for event day. Be sure they understand your agenda, your planned contests and events and your plans for functions such as the awards ceremony.
- **4.** Train your volunteers. Nothing kills an event faster than a staff that does not know how to handle registration, questions on your agenda, directions to the various contests and events and more.
- **5.** Understand the rules for your contests and events especially hole in one contests. There are rules for hole in one contests with regards to witnesses. Make sure you have everything right so there are no problems if someone makes a hole in one.
- **6.** Watch the money. Be sure to have systems in place to track and report on all funds. This is especially important on event day with auctions, raffles, mulligan sales and more.
- **7.** Treat sponsors like gold. Sponsors are the key to the financial success of an event. Recognize them often during the event and call each one after the event to get feedback (and their commitment for next year).

# The Nine-Step Formula that Ensures Success for Your Golf Event

- 1. Set the date early
- 2. Set up a tournament website with complete information and online registration and payment.
- **3.** Organize great committees and communicate with them often.
- 4. Meet with golf course staff so everyone understands event day activities.
- 5. Develop a large database of potential sponsors and focus on selling sponsorships aggressively.
- 6. Ask players and sponsors who register for referrals to other potential players and sponsors.
- 7. Hold a pre-event luncheon 90-120 prior to your event to build momentum.
- 8. Develop a press release and distribute to media outlets and potential players.
- 9. Track the money!

# Pairings List

Hole #	Course	Company	Player 1	Player 2	Player 3	Player 4
1A						
1B						
2A						
2B						
3A						
3B						
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16A						
16B						
17A						
17B						
18A						
18B						

# Alpha List

Last Name	First Name	Hole #	Course	Company
		1A		
		1B		
		2A		
		2B		
		3A		
		3B		
		4A		
		4B		
		5A		
		5B		
		6A		
		6B		
		7A		
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		13B		
		14A		
		14B		
		15A		
		15B		
		16A		
		16B		
		17A		
		17B	1	
		18A	1	
		18 <u>7</u>		



# Volunteers

In order to host a successful golf event you need to have volunteers you can count on. You need people you can trust to perform under pressure when you are not available. As the tournament organizer it will be your job to recruit volunteers. There are potential volunteers everywhere although your own organization is still the best place to recruit volunteers. It seems the great majority of volunteers recruited are directly linked to the volunteers already working within your organization: friends, neighbors, relatives, colleagues.

When you have found your volunteers you must focus on keeping them. Having a core group of volunteers every year will ensure a successful outing for many years to come.

# Here are a few ways to keep your volunteers loyal to the golf tournament:

- Once volunteers are recruited develop opportunities for them to get involved right away. They could brainstorm gift ideas, make follow up phone calls, help prepare mailings, etc.
- Have clear goals and expectations for each volunteer. Hold them accountable to meet all objectives.
- Make sure volunteers understand the importance of the job they are doing and how their success will impact the entire event.
- If your budget allows, give gifts to your volunteers.
   If your budget does not allow for gifts, give each volunteer a personal "Thank You."
- 5. Recognize all the volunteers and their work during the dinner/awards ceremony after golf.

On the following page you will find a volunteer activity grid. This grid breaks down all the volunteer responsibilities and the timing of each volunteer position. Timing, responsibilities and the number of volunteers may vary but should include much of the same information.

# **Volunteer Activities**

#	Volunteer Task Listed By Activity	Placement	Timing	Volunteer 1	Volunteer 2	Volunteer 3	
13	Registration						
4	Sign In	Reg. Table	Reg. Time				
3	Arrival Gifts	Reg. Table	Reg. Time				
2	Greeter	Reg. Table	Reg. Time				
2	Silent Auction Set Up	Clubhouse					
2	Bag Drop Assist	Bag Drop	Before Play				
10	Contests						
4	Hole In One Witnesses	Golf Course(s)	During Play				
2	Guess Your DIstance	Golf Course(s)	During Play				
2	Putting Contest	Putting Green	Before/After Play				
2	Raffles / 52 Card Pick/ Winners Square Board	Golf Course(s)	All Day				
	Volunteer Relief Staff	All Over	All Day				
5	Dinner and Awards						
2	Set Up Awards	Clubhouse	During Play				
2	Set Up Prizes	Clubhouse	During Play				
1	Present Awards/Prizes	Clubhouse	After Play				
6	Silent Auction						
3	Runners	Clubhouse	After Play				
3	Check Out	Clubhouse	After Play				
9	Miscellaneous						
2	Collect Scorecards	Staging Area	After Play				
1	Collect Longest Drive	Golf Course(s)	End of Play				
1	Collect Closest to the Pin	Golf Course(s)	End of PLay				
1	Player/Guest Liason	All Over	All Day				
2	Scoring	Clubhouse	After Play				
2	Beverage Station	Golf Course(s)	During PLay				



You can set up and manage volunteers using the Golf Digest Planner including easy e-mail communication tools. Many events provide volunteers with hats or logoed shirts so they are easy to recognize on event day.



# Little Known Tricks

# To Keep You On Track for Event Day

- **1.** Verify with the golf course that you can hang signs and banners for your event so sponsors are happy.
- **2.** Publish your committee meeting schedule and agenda in advance so everyone knows the key dates and key action steps.
- **3.** Develop a sponsor "target" with a dollar goal for each sponsor.
- **4.** Encourage everyone involved to send a link to your tournament website to everyone in their e-mail address book to increase awareness for your event.
- **5.** Check with the golf course to be sure you can bring donated beverage and food items to the course.
- Hold a volunteer meeting 2 hours before your event to go over final details so players have a great experience.
- 7. Order your signs and banners to arrive 1 week before your event so you can check for any issues. It is important that sponsor names are spelled correctly and that no sponsors are missing.
- Set up a central point for all money to be received on event day including last minute registration payments, raffle and mulligan sales and auction item sales.



# Arrival & Sponsor Gifts

Golfers will remember the arrival gifts you give long after your tournament is over. Many participants will choose what golf events they play in based on the gifts they receive. The most important thing is to give golfers practical gifts that they will use and display. Giving gifts helps to promote your event to other golfers outside of the event and serves as an additional reminder to play in the event year after year. Sponsors will pay for arrival gifts with their logo on them in order to get more exposure, and those savings add to your profits.

The same applies to sponsor gifts. Giving a sponsor a recognition gift by your supporting companies is a kind gesture and will serve as a reminder of your event. Sponsors will be proud to display their gifts in recognition of their support at the office.



Review your budget and choose the appropriate arrival and/or sponsor gift. The gift should have the event name, date, location, sponsor level, and company name. Popular sponsor gifts the past few years have been custom framed golf art with personalized plates. A framed picture is always a nice fit for the office wall and something your sponsors will be proud to take home with them after the event.



Plan ahead when ordering player and/or sponsor gifts to be sure they arrive in time for your event. Sponsors will pay for your player gifts if you provide them the opportunity to place their logo on the item. For a complete selection of player and sponsor gifts to fit any tournament budget, visit www.GolfDigestTournamentShop.com.

# Signs & Banners

Golf tournament sponsors expect to receive exposure for the money they contribute to your golf event. The best way to please them is through sponsor signage. Each sign or banner should have the companies name or logo and their sponsor level. It is very important to provide the best possible signage options that fit within your budget. All signs should be a minimum of 18"x 24", banners a minimum of 2'x 6' and both printed in full color digital quality.

Sponsors that have contributed more money to the event should receive larger and more prominent signage. For instance, your presenting sponsor would receive a 3'x 6' custom banner, while your title sponsors would receive one (1) or two (2) 24"x 30" signs and your hole sponsors would receive one (1) 18"x 24" sign.

Location is also very important when considering sponsor signage. The presenting sponsor's banner should be hung close to registration the morning of the event and then brought to the area where dinner and awards will be help after golf. In terms of other sponsor signage, most events will place a sponsor's sign on the hole that they will be starting at. Most importantly is that you provide each sponsor with quality signage that they would be proud to display as their own. Giving your sponsors excellent exposure is the best way to ensure they will support your event for many years to come.

Below are some signage options for you to consider:



#### Welcome Banner

To be displayed near the golfer registration area, should have the name of the event and the Presenting or Title Sponsor name on it.



SPONSORED BY

## SPONSOR NAME





## **Sponsor Thank You Sign**

To be displayed near registration and the dinner/awards ceremony area. Should have all the sponsor names on it; the Presenting or Title Sponsors' logos should be more prominent than the rest.

# Hole Sponsor Signs

To be displayed at the hole where the sponsor will be starting from. Each sign will have the sponsor name on it and be placed in full view on the tee box.



Your can order all the signs and banners shown above in the Golf Digest Tournament Shop. Just go to www.GolfDigestPlanner.com and click on the tournament shop. Each sign is 4-color and is customized with your event and/or sponsor name.

# Signs & Banners



# **Contest Sponsor Signs**

These include hole-in-one, closest to the pin, longest drive, putting contest and Shootouts. Each sign should have the sponsor name on it and be positioned at the tee box where the contest is taking place. The putting contest sponsor sign will be positioned at the practice green or at the green of the hole where the contest is taking place.



# **Contest Sponsor Signs**

To be displayed in and around the clubhouse while the golfers are being served the meal. The sponsor name will be on the sign and placed in full view.



# **SPONSOR NAME**

# **Golf Cart Signs**

To be displayed on each golf cart with sponsor name or logo. Golf cart signs are typically 4"x 6" or 5" x 8". If your event has a beverage cart sponsor, you may display sponsor signs on the beverage carts. Check with the golf course staff before ordering the signs.



# Raffle Ticket 52 Card Pick Winner's Square Signs

To be displayed where tickets, cards or squares are being sold. You may want to add the Presenting or Title Sponsor's name to the sign. If your prize was donated, be sure to add that person's name or company name to the sign.

# **Contests & Events**

Contests and events will make your golf tournament a more enjoyable experience for your participants and a good way to sell additional sponsorships. There are many different contests and events golfers can participate in during the course of play.

Below are several different contests and events for the day of your event:

### Hole-in-One

This contest is held on a par 3. Prizes range from cash prizes to new automobiles and more. If a contestant makes a hole-in-one they win the prize offered at that hole. Some tournaments will have the prize donated from a local company. If your event cannot have the prize donated, have the hole-in-one contest guaranteed for the value of the prize. You can sell a hole-in-one sponsorship to cover these costs and add to your profit at the same time. www.GolfDigestTournamentShop.com offers many different hole-in-one packages to fit your budget.

#### Shootout

The shootout is a new concept and a high profile event at golf tournaments everywhere. It works like this: one to four golfers are chosen to go back to the 9th or 18th fairway after golf has been completed. They may be chosen at random, or some events will choose the closest to the pin contest winners. Each of the golfers will have the chance to make a hole-inone for a much larger prize than offered in the traditional hole-in-one contest. Prize values can be as high as \$1,000,000!! This is a great opportunity to gather all the participants outside after golf and before the dinner/awards ceremony. This is another opportunity for a sponsor to gain tremendous exposure and for you to make more profit.

www.GolfDigestTournamentShop.com can provide your tournament with Shootout packages; all it takes is the click of a button.

## **Putting Contest**

A putting contest can be held before, during or after your golf tournament. The putting contest will serve as an additional fundraiser by charging the golfers for each attempt to qualify for the grand prize. Most putting contests offer a grand prize of \$5,000.

Putting contest prize packages can be purchased through www.GolfDigestTournamentShop.com.



## **Longest Drive**

The longest drive event will be the most recognizable contest to your golfers. Choose a hole that is long and fairly straight. The object is to hit the longest and straightest drive during the course of play. In order to win the contest, a golfer's shot must be in the fairway when it comes to rest. A marker is provided by the golf course to mark the distance of the longest drive and identify the winner. You should have a contest for men and women and can have a many as 4 contest holes. 2 for men and 2 for women. Take advantage of the longest drive contest as an opportunity to sell sponsorships.

## **Closest to the Pin**

This contest is also held on a par 3 and can be run at the same time as your hole-in-one contest. The object is to be the golfer that hits the ball closest to the hole for the day. A marker will be provided by the golf course for golfers to identify the closest shot to the hole. It is a good idea to have a measuring tape near the green in case two shots are very close. There are typically 8 par 3s on a golf course, you can have 4 contests for men and 4 contests for women. Remember, the closest to the pin contest is also a great opportunity to sell a sponsorship and add to your profit.

## **Straightest Drive**

This contest is held on a hole that is long and fairly straight. Draw a chalk line down the center of the fairway. The object is to be the golfer that hits the ball closest to the line. A marker will be provided by the golf course to identify the winner. This is another chance to sell a sponsorship and add to your profit.



Visit the Golf Digest Tournament shop for all your contests and events including 11 different hole in one prize packages.



# Prizes & Awards

Creating a successful golf event means creating a fun atmosphere for all of your participants. An easy way to do that is to give away as many prizes & awards that your budget will allow. Popular awards are custom framed golf prints, plaques and resin golf figures. All awards should be imprinted or engraved with your tournament name and logo, date, location, and the contest or event the award represents.

# Contests and Events Your Tournament Can Provide Prizes and Awards for:

- 1. 1st, 2nd, 3rd Place
- **2.** Last Place
- **3.** Shootout Contestant(s)
- **4.** Putting Contest Contestant(s)
- **5.** Longest Drive Men and Women
- 6. Closest to the Pin Men and Women
- 7. Straightest Drive Men and Women
- 8. Raffle
- 9. 52 Card Pick
- **10.** Winner's Squares

# **Auction Items**

An auction is a great way to create additional revenue for your event. They are fun and give the golfers something to do in-between golf and the dinner/awards ceremony. You can invite people who did not golf to come join you for the silent auction to create more excitement. There are two options if your event is going to have an auction, a silent auction or live auction.

The silent auction is the most popular choice for golf events and the easiest to run. Display all your auction items on 8' tables with a bid sheet in front of each item. On the bid sheet you will list the name of the item and the starting minimum bid. Below that there will be space for bidders to write their name and phone number. If the item was donated, it is a good idea to list the donors name on the bid sheet as well. On the following pages are a sample bid sheet and a grid to keep track of your auction items. If your golf tournament is fortunate enough to have premium items like vacation packages, cruises or even new cars donated to the event, a live auction may be the best way to raise the appropriate revenue for those items. In order to run a live auction you will need an experienced auctioneer that knows how to get the most for each item. It is customary to start with the lowest priced item and work towards the highest priced item. You may have a live auction in conjunction with a silent auction if all your items do not warrant a live auction.

The key to creating large revenues with your silent auction is to have a good mix of big and small items to fit all your participants' budgets. Popular items include: memorabilia, event tickets, jewelry, travel and entertainment packages, and complimentary rounds of golf at exclusive courses.

# How to get the Best Items for Your Auction

# **1.** Gather Donations.

This is the best way to cut down on costs and add to your bottom line. Start with your sponsors. Many corporate companies have access to event tickets and have gifts that cannot be kept by employees and give them to charity. Get to them well in advance. If you do not have corporate sponsors, reach out to your local community. Companies may not have purchased a hole sponsorship for your event but they could be interested in gaining exposure through your auction by donating some of their products or services. Be creative, and if you have several small items, pair them together to create more value.

## **2.** Buy Wholesale Items.

Some companies will sell you their items at wholesale if they are familiar with your organization, then you can sell the items at retail in your silent auction. That way you cover the cost of the items and still make a profit. Offer them a sponsorship of the silent auction if they are reluctant to participate, it's a win-win for everyone involved.

# **3.** Contact Auction Companies.

There are many highly regarded companies that specialize in auction services. They offer auction items on a consignment basis, which means you do not pay for the items until they are sold, and any items that do not sell are simply sent back to the supplier. Your organization keeps all the money you get over the consignment cost. For example, if the consignment cost for a Tiger Woods photograph is \$100.00 and the item sells for \$150.00, your tournament just made \$50.00.

# Silent Auction Tracking Sheet

# **Organization:**

# Location:

#### ltem Description Cost Cash Check Charge Profit \$125.00 1 Ryder Cup Framed Flag \$225.00 \$100.00 2 Phil Mickelson Leap \$120.00 \$145.00 \$25.00 3 Chevy Chasy Auto'd Bushwood Pin Flag \$210.00 \$250.00 \$40.00 4 Pistons Photomint \$70.00 \$80.00 \$10.00 5 Tom Brady Auto'd Full Size Helmet in Case \$520.00 \$600.00 \$80.00 \$20.00 6 Arnold Palmer Farewell 8x10 \$75.00 \$95.00 7 Chauncy Billups Auto'd Jersey \$160.00 \$303.75 \$143.75 8 Pudge Rodriguez Auto'd Baseball \$95.00 \$125.00 \$30.00 Nick Lidstrom Auto'd Jersey 9 \$230.00 \$260.00 \$30.00 \$98.00 10 Ben Wallace Auto'd 16x20 \$165.00 \$263.00 11 Lance Parish Auto's Baseball \$35.00 \$50.00 \$15.00 12 Tigers Forever \$190.00 \$225.00 \$35.00 13 Barry Sanders Auto'd Helmet w/ case \$475.00 \$525.00 \$50.00 Richard Hamilton Auto'd 8x10 \$90.00 \$110.00 \$20.00 14 15 Ernie Harwell Autod Scorecard \$150.00 \$220.00 \$70.00 Steve Yzerman Auto'd 16x20 \$250.00 \$40.00 16 \$210.00 17 Phil Mickelson Collage \$120.00 \$190.00 \$70.00 Pistons Panoramic \$90.00 \$182.50 \$92.50 18 19 Pistons Team Plaque \$20.00 \$30.00 \$10.00 20 Brett Favre Auto'd Jersey \$350.00 \$430.00 \$80.00 \$350.00 \$400.00 Ben Hogan Auto'd Check & Photo \$50.00 21 22 Tayshuan Prince Auto'd Plague \$40.00 \$50.00 \$10.00 23 Steve Yzerman Auto'd Jersey \$240.00 \$280.00 \$40.00 \$15.00 24 Ben Wallace Plaque \$20.00 \$35.00 25 Darko Milicic Auto'd Jersey \$80.00 \$100.00 \$20.00 26 Darko Milicic Auto'd Jersey \$80.00 \$100.00 \$20.00 27 Arnold Palmer Amen \$120.00 \$145.00 \$25.00 29 Barry Sanders Auto'd 16x20 \$200.00 \$245.00 \$45.00 30 Tayshaun Prince Auto'd Plaque \$50.00 \$85.00 \$35.00 31 Ben Wallace Auto'd 16x20 (For Gary) \$150.00 \$150.00 \$--.-32 Boyne USA Weekend Getaway \$335.00 \$485.00 \$130.00 Wandering Gourmet Dinner & Massage 33 \$225.00 \$275.00 \$50.00 \$275.00 \$25.00 34 **Cigar Humidor** \$250.00 SUB TOTALS: \$5,780.00 \$450.00 \$--.--\$6,894.00 \$1,564.25 Auction Fee 3% Credit Charge Fee \$213.43 **TOTALS:** \$1,350.82

Date:

# **Silent Auction**

# Auction Item:

**Starting Price:** 

# **Donated By:**

Name (Please Print)	Telphone Number	Bid Amount

Bids must be at least \$10.00 Higher than the previous bid.

# Auction Item List

#	ltem	Donated By	Minimum Bid	Winning Bid	Profit
1					
2					
3					
4					
5					
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9					
10					
11					
12					
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# Awards Ceremonies

As your event day comes to a close, the dinner/awards ceremony will be the last chance you have to make a lasting impression on your guests. Use it as another opportunity to stress the important role your golf event plays in supporting your organization and thank everyone involved in the event. In order to make a positive last impression you will need to keep the attention of your guests and make the awards ceremony fun for everyone.

# Tips to get players looking forward to next year:

- Have a master of ceremonies Choose a master of ceremonies that is recognizable to everyone, perhaps a celebrity or CEO of a local company. Get someone who can keep the ceremony upbeat and move things along.
- 2. Give your sponsors an opportunity to speak Use the awards ceremony as an opportunity to give your top sponsors more exposure. Have them say a few words about their involvement with your organization. This will add more value to the sponsorship and solidify their involvement in the future.
- Acknowledge your volunteers Introduce your tournament committee and the volunteers that make the golf event possible. It will show that you appreciate them, and give them incentive to support the event in the future.
- **4.** Invite additional guests Invite the spouses of your guests to join the event for the dinner/awards ceremony and the silent auction.
- **5.** Make everyone a winner Try to send every participant home with something. Give out as many prizes that your budget will allow.

# Sample Schedule

5:30 p.m.	Silent Auction Opens
6:00 p.m.	Welcome/Dinner
6:30 p.m.	Introductions/Dessert
6:45 p.m.	Sponsor Recognition
7:00 p.m.	Organization Message
7:15 p.m.	Awards (Contests and Winners)
7:30 p.m.	Raffle Drawing
7:45 p.m.	Closing Remarks
8:00 p.m.	Silent Auction Closes

# **Awards Ceremony Key Points & Sample Script**

## (Speaking) <Event Chairman>

#### I. Greetings

A. Thank participants on behalf of **<Organization President> <Name>** 

B. This golf classic, now in its <#> year has raised over
 <\$> dollars to support <*description of programs and services>*. You should all feel very proud to know that your participation in today's event will add over <\$> to that total.

C. Please check the silent auction area. We have a number of fabulous items and please don't hesitate with the pen. The auction will close shortly after the awards presentation.

D. Introduce the MC for the night.

#### <Background information about the Emcee>

#### (Speaking) <Emcee's name>

II. **Acknowledgements** - "When I call your name will you please stand and be recognized for your contribution."

A. Presenting sponsor

<Sponsor name> <sponsor description and history
of their involvement with the organization>

B. Title sponsors

<Sponsor name> <Sponsor name>

#### Re-introduce event chairman.

#### (Speaking) <Event Chairman>

#### III. Event chairman remarks

A. Once again this has been a great year for this golf outing thanks to the sponsors, companies and individuals, especially all of you here today. I thank each of you on behalf of the <your organization>, who are the true winners on this course today.

B. Special thanks to the committee.

C. Look forward to seeing you at next year's outing, <date>

D. Please welcome <your organization> president <president's name>

## (Speaking) < Organization President>

#### IV. Gift presentation

A. Present committee with their gifts

B. Ask mc to return for the award presentations

#### (Speaking) **<Emcee>**

#### (On stage) < Organization President & Emcee>

#### V. Award presentations

A. before we begin with the awards presentation, we'd like to once again remind you to check your bids in our silent auction area. I've seen some activity in that area and there are some truly great items, so make sure you are the highest bidder!!

B. We'd like to congratulate all of you for a great day of fellowship and golf for a great cause. We sincerely thank you for being here today.

C. 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place finishers overall:

"when i call your name please come forward, receive your prize and have a photo taken with our president."

3<sup>rd</sup> place winners each receive a <gift>

3rd place: <Name> <Name> <Name> <Name>

2<sup>nd</sup> place winners each receive a **<gift>** 

#### 2<sup>nd</sup> place: **<Name> <Name> <Name> <Name>**

1<sup>st</sup> place winners each receive a *gift>* (and bragging rights for one year!)

#### 1<sup>st</sup> place: **<Name> <Name> <Name> <Name>**

VI. *More acknowledgements* - when I call the name will a representative from each company please come forward to accept your recognition gift. Please hold your applause until we are finished with this group.

A. Major sponsors, <**sponsor names**>

B. Awards & reception sponsors, <sponsor names>

- C. Foursome photo sponsors, <**sponsor names**>
- D. Print & creative sponsor, <**sponsor names>**

VII. **Contest winners** – when i call your name please come over to the prize table and a volunteer will assist you.

A. Closest to the pin - winners receive a <gift>

Ladies - <Name>

Men - <Name>

B. Longest drive - winners receive a <gift>

Ladies - **<Name>** 

Men -<**Name>** 

C. Straightest drive - winner receive a **<gift>** 

Winner - <Name>

D. Putting contest - winners receive a <gift>

Winner - <Name>

VIII. **Sponsor acknowledgements** - read from list, please pick up your gift immediately following the presentation

IX. **Special contests** - will announce winners at this time if there are any. Script will be altered that day if necessary.

(A. Hole-In-One Winner - <Name>)

#### (Speaking) **<Emcee>**

X. **Raffle** - I'm going to ask **<event chairman>** to join me in picking the winner of our raffle.

#### <Event chairman> & <Emcee>

A. For those of you who purchased a ticket today to be eligible for the raffle please take them out now. The prizes are <prize>. And the winners are ... **<Winner's name>**!!

#### (Speaking) <Emcee>

#### Closing remarks

A. Thank you to **<event chairman>** for your dedication and support to **<organization name>**.

B. There are many other companies and individuals who contributed to the success of this event. To each of these individuals, i want to thank you.

C. Again thanks to our host <golf course manager's name> and the entire staff of **<golf course>**.

D. Thanks to all of the volunteers.

E. The silent auction will be closing in 5 minutes. Please check your bids. Congratulations in advance to all of the high bidders.

F. Don't forget to pick up your foursome photos and plaques on your way out.

G. Look forward to seeing you all next year, drive safely!



# Post Event Wrap Up

Congratulations! You have made it through event day. Now you must begin to wrap up this year's event and begin looking to next year. Use the wrap up as a way to sustain the momentum from your event and carry it right into next year's tournament.

Here are a few things that need to be done after your event wraps up:

# Clean Up.

Do not leave the golf course a mess. Do a walk through after your event and make sure everything has been picked up.

## Hold a Committee Evaluation Meeting.

Within 2 weeks of your event you should schedule a follow up committee meeting to discuss areas of your event that went well and areas that will need improvement. You should also review your budget, profit numbers, and discuss how to retain your sponsors for next year.

## Pay the Bills.

Make sure to pay all of your bills on time. The golf course and your vendors will appreciate it, and be ready to get to work when you come calling next year.

# Pick Up Sponsor Signage.

Most sponsor signage can be used for several years. Make sure you tell the golf course staff you plan to keep your event signage and pick it up from the course as soon as possible.

# **Collect All Fees.**

Collect all sponsor and golfer money that was not collected before the event. It becomes harder to collect money as time passes so contact your sponsors and golfers early and often.

## Send Thank You Letters.

Be professional. Send letters to everyone that helped make your event a successful fundraiser. This includes but is not limited to: the golf course, sponsors, golfers, committee members, volunteers and vendors.

## Manage Your Database.

Enter all sponsor and golfer contact information into a database. This allows you to continue to maintain contact with your supporters for years to come. Focus on adding to your database every year and keep it up to date.

# **Reserve the Golf Course in Advance.**

Within several weeks of your tournament you should have a contract signed for next year's event. Also discuss any changes that can be made to make the event more successful.

#### Sell Sponsorships.

It is never too early to lock in your sponsors for next year. Some events will sell sponsorships on a 3 to 5 year continuum, guaranteeing the sponsors a place in the event for years to come.



Golfers and Sponsors plan their schedules well in advance. Set your date for your next event and send a "Save the Date" e-mail to everyone who participated in your event this year. You can use the e-mail templates built into the Golf Digest Planner to communicate. You can also easily copy your event information over to your new event site so you are ready for next year with a few clicks.

# <section-header><text>

GolfDigestPlanner.com

If your golf event is a fundraising event, then your contests, auctions and raffles are a great way to raise more money. If your event is not a fundraising golf event, these activities still add to the overall player experience at your event.

One important goal of a golf event is to provide the players with a memorable experience in an addition to the actual golf. This is why these activities are so popular.

However, it is important to run the activities properly so that players feel everyone had a fair opportunity to win

