

GOLF EVENT CONTESTS & FUNDRAISING ACTIVITIES

TOURNAMENT
PLANNING
TIPS,
TRICKS
& TOOLS

HOW TO PLAN
AUCTIONS
& RAFFLES

UP THE ANTE
WITH A
\$1 MILLION SHOT

NEW
PLANNER
TOOLS

LOOK INSIDE

**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.





***This book
is a guide
to organizing
and running
the most popular
events for your
golf event.***

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Raise money.

Sell a sponsorship for all four holes to generate profit.

Promote the contest.

Players are attracted to events where they can win prizes.

Hole in One Contests

Hole in one contests are great for fundraising. Sell a sponsorship for each Par 3 hole to raise money for your event. Hole in one contests provide four sponsorship opportunities for your event. You can sell a sponsorship for each hole. This will cover the cost of your hole in one prize package and generate a profit for your event if you are holding a fundraising golf event.

This will cover the cost of your hole in one prize package and generate a profit for your event if you are holding a fundraising golf event.

This contest is held on the par 3 holes at the golf course hosting your event. Most golf courses have 4 par 3 holes so you would offer a prize package on each Par 3. Each golfer has a chance to win a prize if they make a hole in one. If they make the hole in one, they win the prize package offered on that particular hole.

The minimum yardage for the shot is usually 150 yards for men and 135 for women. This may vary depending the prize package so check with the Hole in One provider.

Promote the hole in one contest on your event website. Players are attracted to events with contests where they can win prizes.



Putting Contests

Putting Contests are great ways to entertain golfers at your golf event. Most putting contests are held before the event but they can also be held during your event. We will outline both ways below. The prizes for putting contests can range from merchandise, travel or cash.

One version of a putting contest offers a guaranteed prize to the winner. The putting contests for cash are not guaranteed but require the golfer to sink a putt from 60 feet to win the prize.

Your putting contest is the perfect fundraising tool. Charge players an entry fee (\$5, \$10) plus sell the a sponsorship for putting contest.

Invite your putting contest sponsor to help you run the contest. This increases the value of the sponsorship and allows the sponsor to interacts with the players.

Guaranteed Winners Vs. Cash Prizes:

The most popular putting contest format provides the winner with a prize at the end of the contest. For example, we offer putting contests in the our Tournament Shop that offer a “guaranteed” winner. You receive the prize, a Carnival cruise or Disney Park Tickets, to give to the winner right at the event.

Some events want to offer a cash prize (\$5,000 for example) to attract golfers. These putting contests do not offer a “guaranteed winner.” For these contests, the winner of the putting contest gets to take one extra putt from 60 ft. to win the cash prize. You purchase a putting contest package from the our Tournament Shop and if the winner makes the cash putt, we pay the winner directly.

When to Hold Your Putting Contest

A putting contest **before** your event:

1. Players sign up for the contest. Most events charge a fee to play to raise more money.
2. You can let the player purchase more than one putt to raise more money - limit it to 3.
3. Set the putt length somewhere between 20 and 30 feet.
4. Putters qualify for the final round by being the closest to the hole (including making the putt).
5. Depending on the number of players, 5 or 10 players qualify for the final.
6. For the finals, you have the finalists putt from 40 feet. The first one to make the putt wins. If no one makes it the first time, move in 5 feet and putt again. If more than 2 putters make the putt, they continue and the rest are eliminated.
7. The winner receives the prize. If this is a cash putting contest, the contestant closest to the hole gets to take the single putt for the cash prize from 60 feet

A putting contest **after** your event:

If you have an early tee time for your event, you do not have time to run a putting contest before the event. You can still run have a successful putting contest.

1. Set up your putting contest on the putting green.
2. As groups make the turn from the 9th hole to the 10th hole, they stop to enter the contest.
3. Each pays an entry fee if this is a fundraising golf event. You can allow them to buy multiple putts but limit them to 3 so you do not hold up other groups.
4. Players putt from 20 to 30 feet. Each putt is measured to determine their distance from the hole.
5. After all the groups have finished, you will know the winner.
6. The winner receives the prize or, if this is a cash putting contest, will have a chance to putt for the cash after your event.



Chipping Contests

Chipping contests are much like the putting contests outlined previously except that the golfer chip from off the green towards a target.

The winner of the chipping contest wins a prize or can win a chance at a large cash prize. One popular option is to give the winner a chance to take a shot for \$1 million. You can order a \$1 Million Shot online at www.GolfDigestTournamentShop.com.

Chipping contests are another perfect sponsorship opportunity. Provide the sponsor with their company name on a sign and recognition at your event.

\$1 Million Shot

The \$1 million shot is just what the name implies – a shot for \$1 million. Imagine the excitement you create by offering this as a part of your event. One player has a chance to make a hole in one from 165 yards. If they make the shot, they receive \$1 Million.

When you purchase a \$1 Million Shot, you have coaprize guarantee so that if someone makes the shot, you do not have to provide the cash – we provide it as part of your \$1 Million Shot Package.

The shot can be taken on any hole but we recommend a hole near the clubhouse so everyone can watch. Depending on the value of your prize, there are terms and conditions regarding witness requirements. You will



receive the terms and conditions well in advance of your event. Use the \$1 million shot as a prize for your chipping contest or as a raffle prize.

*When you purchase a \$1 Million Shot,
you do not have to provide the cash -
we provide it as part of your
\$1 Million Shot Package.*

This is a great revenue producer. You can sell it as a sponsorship and use the \$1 Million Shot as a raffle prize or as the prize for your chipping contest or putting contest.

You can order a Million Dollar Shot for your event on the GolfDigestTournamentShop.com





Shootouts

The shootout is an exciting concept and a high profile event at golf tournaments everywhere. Here's how it works: Four golfers are selected to participate. They can be the winning foursome or winners drawn from a raffle. The shootout is usually held immediately following your event. You can do it on any hole but we recommend the 9th or 18th hole so everyone can watch the competition.

Each player takes one shot from 165 yards and if they make the shot, they win the prize. Prizes can be golf equipment or cash prizes (we offer a \$50,000, \$100,000 and \$1 Million Shootout in our Tournament Shop).

When you purchase a shootout, you have coverage so that if someone makes the shot, you do not have to provide the prizes - we provide it as part of your shootout package.

Depending on the value of your prize, there are terms and conditions regarding witness requirements. You will receive the terms and conditions well in advance of your event.

Have a prize for the golfer closest to the pin from the 4 qualifying golfers.

This is another opportunity for a sponsor to gain tremendous exposure and for you to make more revenue by selling this as a sponsorship opportunity.

Long Drive Contests

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.

The person with the first long drive writes their name on a marker (the golf course will provide one for your event) placed in the fairway. If someone hits their driver past this the marker, they cross out the name on the marker and write down their name. This continues until everyone has played the hole.

If you order one of our tournament packages, prizes for your long drive contest are included.

If you order one of our tournament packages, prizes for your long drive contest are included. You can also purchase long drive contests, signs and prizes at www.GolfDigestTournamentShop.com

Assign someone to collect the marker after the last group hits their drive.

The long drive contest is an excellent sponsorship opportunity. Provide the sponsor with a sign and recognition at the event.



Closest to the Pin Contests

This contest is also held on a par 3 and can be run at the same time as your hole-in-one contest or if your course has more than 4 Par 3 holes, use this contest on the fifth par 3.

The object is to be the golfer that hits the ball closest to the hole for the day and to win a prize. 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. Remember, the closest to the pin contest is also a great opportunity to sell a sponsorship and add to your profit.

Have a volunteer near the green to help measure and mark the closest to the pin results throughout the day. This person should bring in the marker after the last group plays so you can post the results.

Have a volunteer near the green to help measure and mark the closest to the pin results throughout the day.

This contest is an excellent sponsorship opportunity. Let the sponsor be on hole where the players tee off to explain the contest. This provides added value for the sponsor.

Straight Drive

This contest is exactly what the name implies. Choose a hole that is long and fairly straight. The object is to hit the straightest drive during the course of play. To set up the event, the course will help you place a string or paint a line down the middle of the fairway.

To set up the event, the course will help you place a string or paint a line down the middle of the fairway.

The person with the first drive near the string or rope writes their name on a marker (the golf course will provide one for your event) placed in the fairway. When someone

hits their drive closer to the string or line they cross out the name on the marker and write down their name. This continues until everyone has played the hole.

You can purchase signs and prizes for your contest at www.GolfDigestTournamentShop.com

Assign someone to collect the marker after the last group hits their drive. This contest is an excellent sponsorship opportunity. Let the sponsor be on hole where the players tee off to explain the contest. This provides added value for the sponsor.



Allow do-overs.

Offer golfers at your event a chance to buy mulligans to be used during the event.

Keep it fair.

One golfer per group should be responsible for monitoring the fair use of mulligans during play.

Mulligans

A mulligan is a “do-over” for a golfer. Hit a bad shot; use a mulligan to take the shot over.

While mulligans are not legal in competitive golf, they are popular for fundraising golf events.

While mulligans are not legal in competitive golf, they are popular for fundraising golf events.

Offer golfers at your event a chance to buy mulligans to be used during the events. For example, offer 1 mulligan for \$5, \$10 or \$20 and allow golfers the chance to buy up to 4 mulligans. If you have 100 golfers and sell 200 mulligans at \$10 each, you raise \$2,000 for your organization.

Give the golfer a mulligan coupon for each mulligan they purchase. As they use mulligans during the event, they turn the mulligan coupons over to another golfer in their group who is responsible for monitoring the fair use of mulligans.

Sell Mulligans at the registration desk and have volunteers prepared to sell them where the player carts are staged prior to the start of your event.

For more Information on contests, raffles, auctions and other fundraising activates visit

www.GolfDigestTournamentShop.com



Auctions & Raffles

Auctions and Raffles are excellent ways 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.

Silent Auctions are the most popular choice for golf events and the easiest to run. Golfers peruse the displayed prizes and write their bids on the auction sheet.

Live Auctions are best for high-profit from premium prizes like vacation packages, cruises, or cars. Live Auctions creates excitement and engage your golfers.



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.

*Use our tools on the next few pages
to help your auction run smoothly.
Courtesy of GolfDigestPlanner.com*

Silent Auction

Auction Item:

Starting Price:

Donated By:

[illegible]

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

Auction Item List

#	Item	Donated By	Minimum Bid	Winning Bid	Profit
1					
2					
3					
4					
5					
6					
7					
8					
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10					
11					
12					
13					
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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.

Choosing The Right Golf Course 2

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1 Introduction