



# GOLF

## EVENT PLANNER

YOUR GUIDE TO PLANNING  
A SUCCESSFUL  
GOLF TOURNAMENT

**CONTESTS**  
**REVENUE GENERATION**  
**FUNDRAISING**  
**ACTIVITIES**  
**TIPS, TRICKS & TOOLS**  
**MILLION DOLLAR SHOT**

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## TABLE OF CONTENTS

12 Months In Advance	3
9 Months In Advance	4
6 Months In Advance	5
3 Months In Advance	6
1 Month In Advance	7
48 Hours In Advance	7
Morning Of Tournament	8
After The Tournament	9
Tournament Follow-Up	9
Additional Tournament Revenue	10
Insured Contest	11



# Golf Event Planner | **How to Plan and Host a Successful Tournament**

When you combine impeccable planning with enough sponsor support, revenue generators and promotional buzz, you're well on your way to a smashing success. This guide is provided to help you ensure that's exactly what happens.

## **12 MONTHS IN ADVANCE**

### **WHEN & WHERE**

Select a date, time and golf course that suits your needs. It is all about being prepared, so research other tournaments, travel holidays and area events that could conflict with your event. Also, determine whether your tournament will have tee times or a shotgun start. This depends on the number of golfers, additional activities, and if you will be having food service.

DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ : \_\_\_\_\_ AM PM

GOLF COURSE: \_\_\_\_\_ PHONE: \_\_\_\_\_

### **NAME YOUR TOURNAMENT DIRECTOR AND COMMITTEE**

This is your point person that will coordinate the event from start to finish and the other members of the committee to call on when needed.

DIRECTOR: \_\_\_\_\_ PHONE: \_\_\_\_\_

### **PICK A THEME**

In order to create a memorable event, select a theme that will be used throughout- decorations, prizes, food choices, gifts for players as well as all other events should carry this theme.

THEME: \_\_\_\_\_

### **SELECT A FORMAT**

The format chosen will determine the number of players that sign up, the amount of time it takes to complete each round and how entertained your players are. Time is a major factor to keep in mind, so examine a variety and select the format that is best tailored to your tournament goals. An assortment of team options are available to boost participation and make your tournament a success. Some examples are:

Corporate Teams • Pro-Am Teams • Club Teams • Celebrity/Amateur Teams • Singles Teams • Ladies Teams

### **IDENTIFY CONTESTS AND EVENTS**

Holding contests during your tournament will keep participants involved and excited about the next hole. Have at least one contest per nine holes and be sure to reward your winners with a prize. If you have ladies playing in your tournament, include separate contests, or yardage, that cater to them.

Hole In One • Putting Contest • Longest Drive • Shoot-Outs • Closest to the Pin • Million Dollar Shot

## 12 MONTHS IN ADVANCE (CONTINUED)

### DETERMINE ADDITIONAL ACTIVITIES

If you plan to include food and beverage services, guest speakers, auctions, etc. Make sure to account for the space and equipment necessary.

### SET AN INITIAL BUDGET

There are two ways to balance your budget: (1) Set the entry fee and other fees to what the market will bear and plan expenses around that. (2) List your expenses and additional income areas (see Additional Revenue section) plus determine how much you will have to charge to balance the budget. If you are raising money, don't forget to budget your profits.

BUDGET: \$\_\_\_\_\_

## 9 MONTHS IN ADVANCE

### SPONSORSHIPS

Selling sponsorships are the way to secure commitment with local businesses and raise more money for your event. Be sure to offer various levels and include some form of tournament recognition/participation. At the end of your event, send your sponsor's a thank you letter as well as a tournament summary. Remember, sponsors can give money, sponsor a contest or simply donate a raffle item.

### SPONSORSHIP LEVELS:

- Title Sponsor
- Corporate Sponsor
- Putting Contest Sponsor
- Hole Sponsor
- Beverage Sponsor
- Longest Drive Sponsor
- Driving Range Sponsor
- Lunch/Dinner Sponsor
- Raffle Sponsor

### PUBLICITY

Your tournament needs exposure in order to help you secure more participants and sponsors. Here are some ways to publicize your event:

- Flyers and/or Posters – hang them at gyms, golf courses, grocery stores, sporting goods stores, etc.
- Signs and Banners – can be hung in high traffic areas, but be sure to acquire permission before hanging them.
- Newspapers – this will cost you a little extra money, but are a great way to get the word out. Check out the local shoppers guide as well as other publications that have advertising space.
- Radio and/or TV – be on the lookout for complimentary opportunities to publicize your event. These could include public service announcements, appearing on a local talk show, calendar of events and your local news station are all sufficient options.
- Social Media - make sure your tournament is easily found, and followed, by your organization's members. Here you can share your flyers for promotion, as well as a link for registration, sponsorships, or any other information you need to share.

## 6 MONTHS IN ADVANCE

### ENTRY FORM DESIGN

If you are on a tighter budget, using colored ink/paper can add a lot of appeal. However, if your event is high dollar, custom invitations should then be used. Looking to save money and time? See if you can set up an online registration and you can save on printing and postage. Don't forget to incorporate your theme into the design as well as the title sponsor's name/logo.

### ENTRY FORM BASICS:

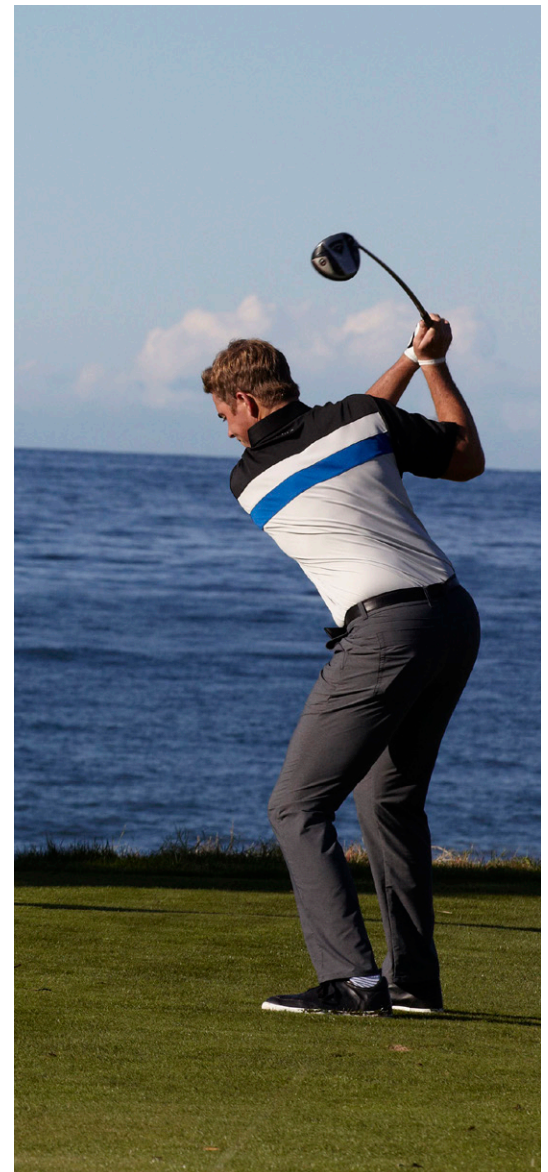
- Name of tournament
- Date and time
- Name, address and telephone number of golf course
- Entry deadline
- Entry fee
- What is included in the entry (fees, lunch, tee prizes, etc.)
- Prizes
- Remittance address and phone number
- Name, address, phone of participant
- Handicap
- Names, addresses, and phone numbers of others on team
- Shirt size

### FINALIZE YOUR MENU

Food, drinks and entertainment need to be selected. Examine the room you will be using and be sure you have all of the necessary electrical, appropriate cooking and serving facilities.

### FINALIZE YOUR BUDGET

Review/balance your expenses.



## 3 MONTHS IN ADVANCE

### ORDER TEE PRIZES AND AWARDS

Select your tee prizes and go ahead and order them. Award at least 1st - 4th places with a prize. Base your prizes on the personality of your event.

#### TEE PRIZES:

1st Place \_\_\_\_\_  
2nd Place \_\_\_\_\_  
3rd Place \_\_\_\_\_  
4th Place \_\_\_\_\_

### VOLUNTEERS

You need at least 3-5 volunteers on site at your event. Start recruiting now!

#### ON-SITE VOLUNTEERS:

Volunteer #1 \_\_\_\_\_  
Volunteer #2 \_\_\_\_\_  
Volunteer #3 \_\_\_\_\_  
Volunteer #4 \_\_\_\_\_  
Volunteer #5 \_\_\_\_\_

### ORDER PROMOTION MATERIALS

These materials will help publicize your event and get you the exposure you need.

#### PUBLICITY MATERIALS

Flyers • Signs • Banners • Social Media Ads/Pictures • Email Campaigns

### FINALIZE ADDITIONAL ACTIVITIES

Send final confirmation with a return envelope to be signed by your entertainment. Have your volunteers begin to gather auction and raffle items.

### DISTRIBUTE ENTRY FORMS

These should be handed out at all local gyms, golf courses, grocery stores, sporting goods stores, retail outlets, etc. Or you can email the entry and a registration link to all of your previous players, volunteers, and community organizations for them to share.

### SECURE CONTEST INSURANCE

You will need to secure hole in one, shootout and putting insurance. Also find a sponsor for these contests. Sponsors can include local car dealerships, restaurants, and retailers.

#### CONTEST INSURANCE INFO

Hole In One Insurance Sponsor \_\_\_\_\_ PHONE: \_\_\_\_\_  
Putting Contest Insurance Sponsor \_\_\_\_\_ PHONE: \_\_\_\_\_  
Other Contest Insurance Sponsor \_\_\_\_\_ PHONE: \_\_\_\_\_

## 1 MONTH IN ADVANCE

### CONFIRM TEE TIMES

Reach out to the golf course to update them on your progress, confirm tee times and any additional services they are providing. Golf courses are used to team names/members changing at the last minute, however, a good faith effort in keeping them updated goes a long way to ensure a smooth event.

### CONFIRM MENU ITEMS

Keeping a pulse check on your times, dates and anticipated number of entries is critical.

### CONFIRM TEE PRIZES AND AWARDS SHIPPING

All items need to arrive at least two weeks in advance.

## 48 HOURS IN ADVANCE

### PAIRINGS CELEBRATION

If you aren't allowing your golfers to choose their own teams, think about hosting a pairings celebration where golfers find out who's team they are on, give them time to get to know each other, and pre-register for things like mulligans, raffle prizes and other competitions for the event.

### GATHER PRINTED MATERIALS

This includes all cart sheets, hole assignments, tournament rules, pin placements, etc., to be distributed at registration.

### CONFIRM FINAL NUMBERS

Get with the golf course to confirm the final head count. Your food and beverage suppliers will need this number as well. Fax or email a copy of the pairings to the course and other vendor/suppliers.

### MONEY BOXES & CHANGE

Your volunteers will need money boxes and/or a wireless connection to sell raffle tickets, extra contests, mulligans, etc.

### CONFIRM CONTEST REQUIREMENTS

All contest requirements need to be confirmed with the golf course. These can include circles on the greens, lines in the fairways, witnesses on prize holes, etc. Appropriate measuring and recording devices will be needed.



## **HOURS BEFORE THE TOURNAMENT**

### **PUT BEVERAGES ON ICE**

Keep out of site if they are for a specific time. Deliver if they should be placed on hole.

### **SPONSOR SIGNS**

Each sign should be displayed in full site on the entrance to each tee.

### **PREPARE HOLE IN ONE CONTEST**

Display the sign on tee, have the witness or witnesses located greenside, out of harms way with a place to sit. Also, locate the prize (i.e. car) in full view, but also out of play.

### **SET UP REGISTRATION**

Give yourself ample room to register numerous golfers at a time. Also use this time to start selling raffle tickets, mulligans, additional contests, etc., and distributing tournament packets.

### **DISPLAY PRIZES**

All tournament, raffle, and auction prizes should be front and center.

### **SCOREBOARD**

Locate the scoreboard and make sure there is room to gather around.

### **PHOTOGRAPHER**

Show them to their location and provide them with a place to sit. Have a list of shots you want to make sure you get and, if you're giving pictures of the contestants away, make sure you get them done in time to print.

### **SET CONTEST MARKERS ON HOLES**

Be sure to place measuring and recording devices out before the first group gets to a contest hole.

### **PROVIDE LAST MINUTE INSTRUCTIONS TO GOLFERS**

Use PA system to address golfers prior to teeing off with last minute instructions/information.



## **AFTER THE TOURNAMENT**

### **POST SCORES**

Total score or team scores are acceptable.

### **OVERSEE AWARDS CEREMONY**

Announce winners in reverse order and bring them up to receive their awards.

### **RAFFLE WINNERS**

Don't forget to share the names of your raffle or auction winners and get them all delivered.

### **CLEAN UP SITE**

Clean up after your food and beverage suppliers as well as pick up all the signs on the course.

## **TOURNAMENT FOLLOW-UP**

### **PAY FINAL BILLS**

Tie up any and all loose ends.

### **THANK YOU NOTES**

All sponsors, vendors, golf course, and volunteers need to receive a personal thank you. If you have money left in the budget, thank you notes to contestants could help fill next years event - even if it is just an email.

### **COMPLETE BOOKKEEPING**

Summarize all earnings and expenses. Analyze the outcome and determine if you reached your financial expectations.



## **ADDITIONAL TOURNAMENT REVENUE**

Selling sponsorships for the event name, carts, driving range, holes, awards and the meals can quickly increase your profits with little overhead. Your fundraising and sponsorship efforts must be a top objective. They need to be well-planned and staffed. Here are a few ways to generate additional earnings that will offset your budget and raise money for your cause.

### **MULLIGANS**

Allow players to take an additional shot at any hole. Shots sold for \$3-\$10 each with a max of three shots per player. (Reminder, mulligan shots do not count for contests - must be first shot.)

### **TEXAS TEES**

Allow players to purchase extra large tees which allow men to tee up from the ladies' tees and ladies to tee up from tees in front of the ladies' tees. They can be used on any hole except par three's. Typically sold for \$3-\$10 each with a max of three per player.

### **RAFFLE CONTEST**

Sell raffle tickets for a chance to win cash or any other prize your sponsors have donated.

### **CLINICS**

Have a clinic ran by a professional and charge a participation fee.

### **CASINO HOLE**

Select a medium length, par three hole. Put a 10-foot circle around the hole and allow players to place a bet up to \$20. If their ball stops in the circle, they win double their bet. If their ball comes to a stop anywhere on the green, they get their money back. If they miss the green, you keep the money!

### **LUNCH & DINNER SPONSORS**

If providing food, have the sponsors logo on the napkins, place-mats, drinkware or a custom sign!

### **COURSE EVENT SPONSORS**

Longest Drive (Mens-Womens), Closest to the Pin, Straight Drive, Shortest Drive, Longest Putt, Hole in One, 1st, 2nd, 3rd Place teams – Each can have different sponsorships. Display each sponsors name on a professionally designed sign from American Hole 'n One. Call 800-822-2257 for more information and to order.

## **INSURED CONTESTS**

### **MILLION DOLLAR SHOOTOUT**

Having a shoot-out will create a lot of excitement and sizzle before, during, and after your tournament. You could advertise your tournament as "A chance to win \$1,000,000!" Everyone will want to sign up.

If no one makes a hole in one, there is a consolation prize awarded to the one who got closest to the pin.

### **QUALIFYING**

You can either sell raffle tickets or have chances to qualify- putting, closest to the pin, longest drive, etc. You can also offer free qualifying through the tournament itself. Have closest to the pin, 1st place team, last place team, etc. The goal is to select no more than five qualifiers to shoot for the money.

### **FINALS**

Every qualifier will have a chance to make a hole in one from 165 yards to win the grand prize. The prize is typically \$1,000,000. If no one makes a hole in one, there is a consolation prize awarded to the one who got closest to the pin.

### **KEY TO SUCCESS**

Advertise your tournament as "You Could Win \$1,000,000!" Select the hole closest to the clubhouse for the finals- this will allow your contestants and other golfers to be spectators. Don't forget, winner or no winner, your goal is to sell out the tournament and create the most excitement possible.

### **PUTTING CONTEST**

Another exciting way to generate revenue for your tournament. You could give away up to \$25,000 for a putting contest insured by American Hole 'n One. Either sell the tickets and draw for contestants or allow everyone the chance to try for the prize. We can help you select the best contest to fit your needs.

### **ONE PUTT FOR THE MONEY**

Qualify or you can draw up to five contestants to take a shot at a 60-foot putt or longer. One stroke and award your contestant with the prize. Gather all of your tournament participants to watch the excitement!

### **PROGRESSIVE PUTT COMBO**

This contest is designed for everyone at your event to take a swing at the prize. Each participant has to make a 10-foot putt, which is then followed by a 30-foot putt and lastly a 60-foot putt (or longer) for all of the cash. Have small prizes on hand to give away for making each of the first two putts.

The key thing to remember is to have FUN, but be sure to create revenue from your fun! People will pay because they understand it's a fundraiser/charity event.