



Tournament Planning Guide

TIMELINE:

12 Months Prior

- ✎ Select your tournament director and committee heads
 - ✂ During your selection process you are looking for two types of people:
 - ∑ Those with experience and time to be involved
 - ∑ Those connected in the community who will be able to drive the sales of sponsorships
- ✎ Hold your first meeting
- ✎ Assign tasks and responsibilities
- ✎ With your committee heads choose who will be in charge of what, for clarity put it in writing giving each member a copy
- ✎ Make initial budget projections
- ✎ The group will need to determine how much to charge for entry and sponsorships. Will there be arrival gifts, trophies and prizes? Setting a budget is a concern for all outings; it will have a profound effect for those involved. Set up a non-profit status is required
- ✎ Select a date and a venue for the event
- ✎ The date and location will play an important role in the success of your event. Explore all the possible conflicts that will compete for your players, meetings, other golf outings, college and professional sports, vacations, etc.
- ✎ Choose a format
 - ✂ Will this be a competitive event that requires the players to supply handicaps, or a scramble where the foursome plays as one unit?
 - ✂ Select any other on-course activities
 - ∑ Hole-In-One prizes and locations
 - ∑ Putting contests
 - ∑ \$ Shootouts
 - ∑ Closest to the pin
 - ∑ Long drive contests
 - ∑ Video Swing Analysis
 - ∑ Foursome photography

- ∑ Celebrity golf clinics
 - ∑ Silent Auctions
 - ✂ Inspect the course facilities
 - ∑ Does the golf course fit the type of event your players expect – high end, middle of the road, or budgeted affair? Parking, banquet and locker facilities and are they adequate for the size of the outing group?
 - ✂ Audition and select your entertainment – if appropriate
 - ∑ Good groups usually book a year in advance
- ✎ Apply for insurance
 - ✂ Some golf courses now require outside events to carry liability insurance

9 Months Prior

- ✎ Sign contract with facility
 - ✂ Secure the date, time and services. Reconfirm as many times as you need to feel confident that these details are correct.
- ✎ Contract any outside services
 - ✂ This may include special tents, tables, and chairs, catering, sound systems, etc.
- ✎ Secure any celebrities
 - ✂ Travel and hotel accommodations must be made for many celebrities, don't forget to feed them. Treat them like the stars they are and they will want to return to your event year after year
- ✎ Schedule the photographer
- ✎ Contact all potential sponsors
 - ✂ Hole sponsors, cart sponsors, dinner sponsor, proximity sponsor, cigar sponsor, bag tag sponsor, beverage cart sponsor, prize sponsor, photography sponsor, arrival gift sponsor, putting contest sponsor, hole-in-one sponsor, cocktail sponsor, lunch sponsor, etc.
- ✎ Determine the publicity
 - ✂ Local papers, local radio, local TV, posters, banners, and newsletters are just a few ways that can increase awareness and participation
- ✎ Set up your procedures
 - ✂ Sponsorship and foursome applications – mail, phone, website, etc.

6 Months Prior

- ✎ Hold a committee meeting
- ✎ Finalize the budget
- ✎ Finalize the food and beverage functions
- ✎ Determine the rain policy with the course
- ✎ Have the logo designed
 - ✂ The logo should be approved in a variety of formats (eps, tif, pdf, etc.)
 - ✂ The logo must be ready for all marketing efforts
- ✎ Design entry forms and all marketing pieces

- ✂ Keep it simple but make it classy
- ✎ Order all merchandise for prizes and giveaways
 - ✂ These gifts make an important first impression, spend a little more and make sure your participants return next year
- ✎ Determine the prizes and the order they will be awarded
- ✎ Send out your initial press release
- ✎ Sponsor contracts signed
 - ✂ Make sure they understand what they are sponsoring and how they will be recognized the day of the event. Ensure this and make sure they feel good about the dollars they are spending and they will return year after year.
- ✎ Form a volunteer base to draw from to assist on the outing day
- ✎ Order any volunteer uniforms and equipment needed
- ✎ Plan for any needed Aid Stations and/or safety issues

3 Months Prior

- ✎ Send out invitations
- ✎ Distribute marketing materials
- ✎ Posters, flyers and media releases
- ✎ Order banners and signs for the course
- ✎ Hold 1st press conference/release public service announcement
- ✎ Secure Hole-In-One insurance
- ✎ Finalize all off course non golf activities
- ✎ If this wasn't done in the previous step, determine the prizes and the order they will awarded

1 Month Prior

- ✎ Review the previous months
- ✎ Be sure you have not overlooked any items
- ✎ Hold a Tournament Head Committee Meeting
- ✎ Hold a dry run through with your lead volunteers
- ✎ Confirm tee times
- ✎ Confirm all food and beverage functions
- ✎ Confirm celebrity attendance and needs
- ✎ Confirm that logo merchandise, giveaways, prizes, trophies are on schedule
- ✎ Assemble tournament packets and contents
- ✎ Continue organizing and collecting entry forms

1 Week Prior

- ✎ Hold the last press conference/release final public service announcement
- ✎ Print the golf program
- ✎ Test all equipment
- ✎ Check that all gifts and prizes have arrived
- ✎ Go over the pairings and make adjustments

- ✎ Print rules sheets, cart signs, team sheets, pin placement sheets, scoreboard, and proximity markers
- ✎ Bag tags with names (if using shotgun start, include hole assignments) this adds a level of class and can also be a source for sponsorship
- ✎ Secure money boxes and have necessary change ready for mulligans, raffle tickets, putting contests, and registration
- ✎ Update and inform the golf course of any changes and confirm all on course markers

The Day of the Event

- ✎ Put all beverages on ice
- ✎ Make sure the carts have signs and scorecards
- ✎ Double check sound systems outside and inside
- ✎ Put up all sponsor signs and banners
- ✎ Put out all course markers
- ✎ Hole-In-One, Tee Sponsors and Proximity Sheets
- ✎ Set up registration area
- ✎ Set up sales area for mulligans and raffle
- ✎ Organize the giveaway arrival packages
- ✎ Have all volunteers in place
- ✎ Place bag tags in the bag drop area
- ✎ Is the practice area setup and are there plenty of golf balls
- ✎ Make sure the locker room amenities are ready
- ✎ Setup the awards table and scoreboard
- ✎ Make any final arrangements with photographer
- ✎ Post scores and supervise the awards ceremony
- ✎ Oversee the departure of the players and guests
- ✎ Clean up the tournament site

Post Event

- ✎ Mail thank you notes and results to players
- ✎ Committee meeting to evaluate the event and make suggestions for next year
- ✎ Complete all accounting procedures
- ✎ Pay all associated bills
- ✎ Press release on how great the outing was

DREAM ABOUT NEXT YEAR!