

TOURNAMENT PLANNING GUIDE

www.golfdigestplanner.com

Golf Digest

tournament planner

How To Raise
More Money
With Your Golf Event

Choose the Right Golf Course for Your Event

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.



Visit www.golfdigestplanner.com to find a golf course near you. Click on the Link for "Request for Proposal" to find a golf course for your event. Be sure to ask potential golf courses if they are an "Official Golf Digest Planner Tournament Course."

Negotiating a Contract with the Golf Course

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
 - a. *Underestimate the number of golfers, you can always add later.*
5. Maximum Number of Golfers
6. Cost Per Player
 - a. *Is food & beverage included?*
7. Services Offered
 - a. *Are you asked to provide volunteers?*
8. Tax & Gratuity
9. Deposit & Payment Schedule
10. 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)
- Displaying Sponsorship Signage on the Golf Course and in the Clubhouse

Developing a Budget That Fits Your Tournament

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.

Here are sample budgets. Your budget may be different but should have similar categories.

Income	Source	Minimum	Maximum
Title Sponsor	1 @ \$5000.00	\$ -	\$ 5,000.00
Major Sponsor	1-3 @ \$1000.00	\$ 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	\$ 2,000.00	\$ 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
TOTAL		\$ 19,500.00	\$ 41,100.00

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

* Utilize online brochure services such as those offered at www.golfdigestplanner.com and this will be a \$0.00 expense line item.

** Utilize online registration services such as those offered at www.golfdigestplanner.com and this will be a \$0.00 expense line item.

Comparative Analysis					
<u>EXPENSE</u>					
				Variance	
Administrative		(Actual)	(Budget)	\$\$\$	%
Postage					
Mail Correspondents					
Golf Course					
Greens Fees					
Cart Fees					
Food & Beverage					
Gratuities					
Service Fees					
Course Beverages					
Course Food					
Sub Total		\$ -	\$ -		
Promotion					
Trophies					
Place Awards					
Photo Plaques					
Photographer					
		\$ -	\$ -		
Insurance					
\$1 Million Shootout/\$100,000 Package					
Putting Contest					
Hole In One Contest					
		\$ -	\$ -		
Prizes/Gifts					
Arrival Gifts					
Sponsor Recognition Pictures					
Committee Appreciation Pictures					
		\$ -	\$ -		
Miscellaneous					
Signs & Banners					
Travel					
Events Photos					
Flags					
		\$ -	\$ -		
TOTAL EXPENSE		\$ -	\$ -		
TOTAL REVENUE					
TOTAL EXPENSE					
NET PROCEEDS		\$ -	\$ -		

How to Keep Costs Under Control While Providing a Better Player Experience

There are three keys to keeping cost under control for an event.

1. Donations – ask for donations for all your expense items such as food and beverage, auction items and raffle prizes.
2. Trade - trade sponsorships for services. For example, creative a “Print and Creative Services” sponsorship and give it to a printer in exchange for printing your event marketing materials and program
3. Sponsors – 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.

The Golf Event Planner's Checklist for Success

Following 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 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 the 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 more enjoyable for everyone involved.

Following is a sample timeline. You should develop your own timeline based on the needs of your event.



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
360	Select Tournament Date			
	Select Course and Negotiate Contract			
330	Finalize Tournament Logo/Brand Identity			
270	Send out "Save the Date" to Players, Sponsors, Volunteers			
	Identify Committees for Your Event			
	Solicit Committee Members			
	Develop Tournament Budget and Objectives			
	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			
	1st Round Phone Calls to Sponsors - Begin			
210	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meeting			
	YTD Budget Review			
	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 Hole-in-One Package			
	Contract a Photographer or Find a Volunteer to Take Photos			
	Continue to Solicit Auction and Raffle Items			
150	Develop Agendas for Committee Meetings			
	Open Website for registration - support with e-mail blast			
	Hold Scheduled Committee Meetings			
	YTD Budget Review			
	Send Solicit letters/invites to celebrities & dignitaries			
	Order Photography Plaques (or when Sponsor confirms)			
	Solicit Donation of Sponsor/Players Gifts or Establish Gift Budget			
	Invoice Sponsors YTD, send confirmation letter, req. logos/ads			
120	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meetings			
	Committee Meeting @ 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 letter, req. logos/ads			
90	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meetings			
	YTD Budget Review			
	Finalize Event Program - Confirm Sponsor Ads			
	Finalize Thank You cards			
	Invoice Sponsors YTD, send confirmation letter, req. logos/ads			
60	Develop Agendas for Committee Meetings			
	Hold Sponsor Lunch with Potential Sponsors Invited			
	Hold Scheduled Committee Meetings			
	YTD Budget Review			
	Discuss volunteer assignments			
	Order Signage - Banners, Hole Signs, Golf Cart Signs, etc.			
	Confirm Signage Inventory, Assign sponsor holes			
	Confirm Photography & Plaques			
	Order Awards			
	Confirm celebrity emcee			
30	Hold Scheduled Committee Meetings			
	Finalize Event Program and Event Day Printed Materials			
	Confirm Arrival Gift delivery			
	Confirm Sponsor Gift delivery			
	Event Logistics - radios, volunteer name tags,			
	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			
	Design player information sheets			
	Finalize pairings/player roster			
	Arrange HIO vehicles			
	Design / print bid sheets			
	Finalize pairings/player roster			
	Arrange HIO vehicles			
7 days	Send pairings / player roster to Golf Course			
	Send out e-mail reminder to Players, Sponsors, Volunteers			
1 day	Deliver all signs, gift, prizes and awards to the course			

Event Day	Set up Welcome Banner and Directional Signs			
	Hold Volunteer Meeting			
	Set up Registration, Mulligan and Raffle ticket sale area			
	Meet with employees to go over event agenda			
	Set up all signage			
	Set-up arrival gift area			
	Set-up silent auction area with items & bid sheets			
	Confirm carts have sponsor signs, itinerary cards, etc.			
	Check all sponsor signs on course			
	Check contest holes			
	Assign Photographer Location			
	Raffle volunteers			
	Scoreboards			
	Set-up awards table and prizes			
	Assist with awards ceremony			
	Silent Auction Close Out			
After Event				
	Review all cost from the golf course			
	Finalize any auction item collections/deliveries			
	Sign Contract & Deposit with Golf Course for next year			
	Final Committee Meeting - Debriefing			
	Deliver Sponsor Thank You Gifts			
	Send E-mail Thank You and Survey to Players and Volunteers			
	Summarize Financial Results			

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:

- To get more business
- To gain more exposure
- To give back to the local community
- To entertain clients
- To meet prospective clients
- 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 sponsorship 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.

Selling Sponsorships and Golfers (continued)

- ***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.

In the pages that follow are a sponsor solicitation letter and several sample sponsorship opportunities from previous events.



Consider the Total Tournament from the Golf Digest Planner 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.GolfDigestPlanner.com and click on the link to the Total Tournament.



SAMPLE SPONSOR SOLICITATION LETTER

Date

Name

Organization

Address

City, State, Zip Code

Dear 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 <TOURNAMENT 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.

- ☞ 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 plaque

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
- ☞ ½-page ad in program book
- ☞ Contest branding
- ☞ Recognition at Awards Ceremony
- ☞ Sponsor recognition plaque

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 plaque

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**

DINNER & SILENT AUCTION ONLY **\$50.00**



Remember the lifetime value of a sponsor! A sponsor will stay with a tournament for many years if they are treated properly. This includes recognition before the event (display the sponsor logo on your Golf Digest Planner website), recognition during the event with quality signs and banners (visit www.golfdigesttournamentshop.com for a full range of signs and banners) and after the event with sponsor thank you gifts.

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.

Sponsorship Opportunities

TITLE SPONSOR \$5,000 .00

- ☞ Eight (8) golf tickets
- ☞ *Title Sponsor* reference in all press releases and promotional materials
- ☞ Name/logo displayed on player gifts
- ☞ Opportunity to include item in participant giveaway bag
- ☞ Inside front or back cover ad in program book
- ☞ Two (2) premium hole sponsorships 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 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
- ☞ Two (2) golf tickets

CLOSEST TO THE PIN SPONSOR \$500.00

These sponsors will sanction the Closest to the Pin contest via four (4)

- ☞ 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

Each Golf Ticket Includes:

- Continental Breakfast
- Practice Facility
- Player Gift Package
- Lunch
- 18 Holes of Golf with cart
- Snacks & Beverages
- Dinner
- Awards Ceremony

LONGEST DRIVE SPONSOR \$500.00

These sponsors will sanction the Longest Drive contest via four (4) w

- ☞ 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**

How to Use the Internet to Bring Players to Your Event

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 easily point this domain name to the website you create using the Golf Digest Planner (www.golfdigestplanner.com).

Publish your event on the free website GolfEventGuide.com (www.golfeventguide.com). This is the first site for fundraising events to promote their event to thousands of potential players and sponsors.

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:

1. 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.
3. 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.

How to Ensure a Sell-Out for Your Golf Event (Continued)

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 email these to the golf course one day prior to the golf event.*

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



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 Avoid the 7 Most Common Mistakes that can Doom Your Golf Event

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	Fname1	Lname1	Fname2	Lname2	Fname3	Lname3	Fname4	Lname4
1A										
1B										
2A										
2B										
3A										
3B										
4A										
4B										
5A										
5B										
6A										
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17A										
17B										
18A										
18B										

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.”
- 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.



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. View shirt and hats for volunteers at the Golf Digest Planner tournament shop at www.golfdigesttournamentshop.com.

Volunteer Assignments

Volunteer Task Listed by Activity	Placement	Timing	Volunteer 1	Volunteer 2	Volunteer 3
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Registration					
Sign In (4)	Reg Table				
Arrival Gifts (3)	Reg Table				
Greeter (2)	Reg Table				
Silent Auction Set-up	Clubhouse				
Bag Drop Assist (2)	Bag Drop	Before Play			

Contests					
Hole In One Witnesses (4)	Golf Course(s)	During Play			
Guess Your Distance (2)	Golf Course(s)	During Play			
Putting Contest (2)	Putting Green	Before/After Play			
Raffle/52 Card Pick/Winners Square Board	Golf Course(s)	All Day			
Volunteer Relief Staff	All over	All Day			

Dinner/Awards					
Set up Awards (2)	Clubhouse	During Play			
Set up Prizes (2)	Clubhouse	During Play			
Present Awards/Prizes (1)	Clubhouse	After Play			

Silent Auction					
Runners (3)	Clubhouse	After Play			
Check out (3)	Clubhouse	After Play			

Miscellaneous					
Collect Scorecards (2)	Staging Area	End of play			
Collect Longest Drive (1)	Golf Course(s)	completion of play			
Collect Closest to the Pin (1)	Golf Course(s)	completion of play			
Player/Guest Liaison (1)	All over	All Day			
Scoring (2)	Clubhouse	After Play			
Beverage Station (2)	Golf Course(s)	During Play			

**If you use www.golfdigestplanner.com we will provide you with a blank volunteer activity grid for your event.*

Little Known Tricks That 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.
6. 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.
8. 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. 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 recognition gift to 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 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 sponsor gifts to be sure they arrive in time for your event.

Many times, 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.GolfDigestPlanner.com and click on the tournament shop.

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 held 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:

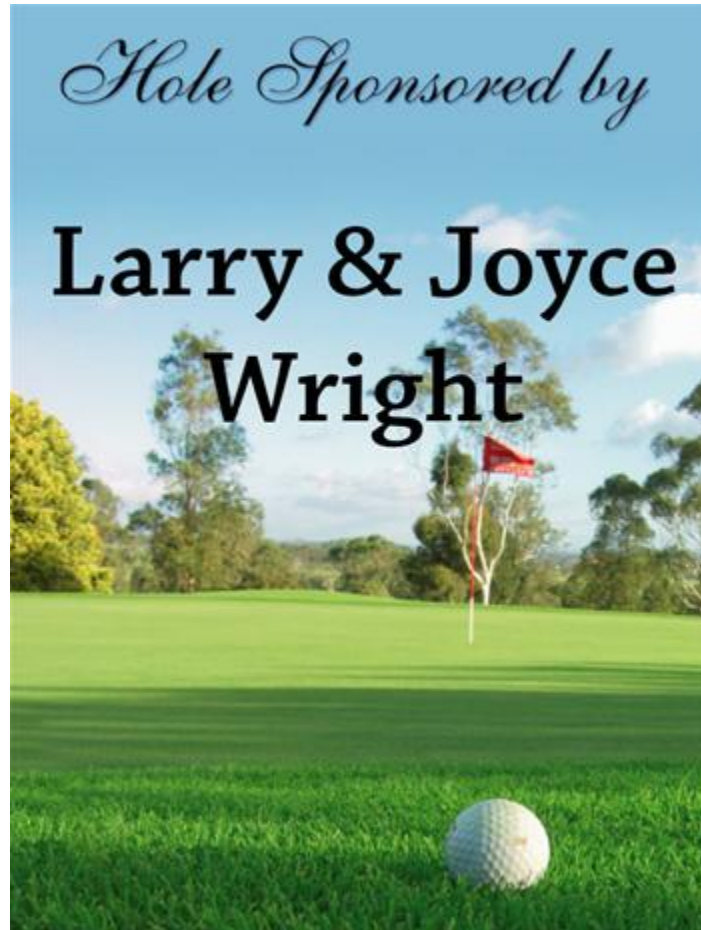
1. **Welcome Banner** – To be displayed near the golfer registration area, should have the name of the event and the Presenting or Title Sponsor logo on it.



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

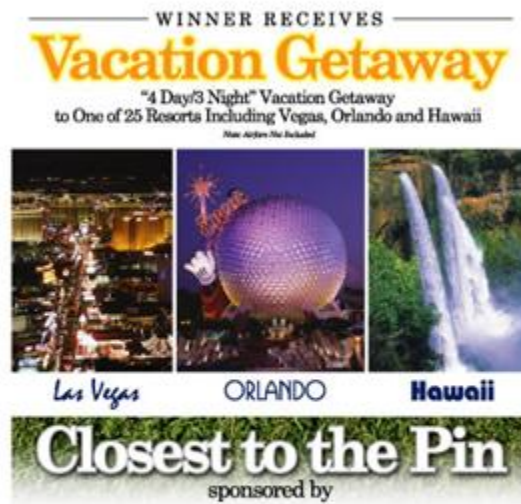


Hole Sponsor Signs – To be displayed at the hole where the sponsor will be starting from. Each sign will have the sponsor name or logo on it and be placed in full view on the tee box.



Signs & Banners (continued)

- Contest Sponsor Signs** – These include hole-in-one, closest to the pin, longest drive, straightest drive, putting contest and guess your distance contests. Each sign should have the sponsor name or logo 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.



4. **Breakfast, Lunch, Dinner Sponsor Signs** – To be displayed in and around the clubhouse while the golfers are being served the meal. The sponsor name or logo will be on the sign and placed in full view.



5. **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.



6. **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 logo to the sign. If your prize was donated, be sure to add that person's name or company logo to the sign.



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.

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:

1. **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.golfdigestplanner.com offers many different hole-in-one packages to fit your budget.



2. **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-in-one 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.golfdigestplanner.com can provide your tournament with Shootout packages; all it takes is the click of a button.



3. **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 \$10,000. Putting contest prize packages can be purchased through www.golfdigestplanner.com.



Contests & Events (continued)

4. **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 as 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.
5. **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.
6. **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.

Following is a grid to keep track of your contest qualifiers and winners for use at the dinner/awards ceremony.



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

Contests and Events

Contest	Hole #	Prize	Winner
Closest To The Pin (MEN)			
Closest To The Pin (WOMEN)			
Closest To The Pin (MEN)			
Closest To The Pin WOMEN)			
Longest Drive (MEN)			
Longest Drive (WOMEN)			
Longest Drive (MEN)			
Longest Drive (WOMEN)			
Straightest Drive (MEN)			
Straightest Drive (WOMEN)			
Hole in One			
Hole in One			
Guess Your Distance			
\$10,000 Putting Contest			
\$100,000 Shootout Qualifier			
\$100,000 Shootout Qualifier			
\$100,000 Shootout Qualifier			
\$100,000 Shootout Qualifier			
\$1,000,000 Shootout Qualifier			

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.

Following is a list of 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.

Auction Items (continued)

Here's how to get the best items for your auction:

- 1. 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. 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.

Following is an auction summary from a previous event.

Auction Item List

NO.	Item	Donated By	Min. Bid	Winning Bid	Profit
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
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31					
32					
33					
34					
35					

Awards Ceremony

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.

Here are several tips to get them looking forward to next year's event:

- 1. 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.
- 3. 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

Following is a sample awards ceremony script from an existing event.

SAMPLE AWARDS CEREMONY SCRIPT

Awards Ceremony Key Points

(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 MC>

(SPEAKING) <MC's NAME>

II. ACKNOWLEDGEMENTS – WHEN I CALL YOUR NAME WILL YOU PLEASE STAND AND BE RECOGNIZED FOR YOUR CONTRIBUTION.

PRESENTING SPONSOR

<SPONSOR NAME> <SPONSOR DESCRIPTION AND HISTORY OF THEIR INVOLVEMENT WITH THE ORGANIZATION>

TITLE SPONSORS

<SPONSOR NAME>

<SPONSOR NAME>

RE-INTRODUCE EVENT CHAIRMAN.

(SPEAKING) <EVENT CHAIRMAN>

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>

III. GIFT PRESENTATION

a. PRESENT COMMITTEE WITH THEIR GIFTS

b. ASK MC TO RETURN FOR THE AWARD PRESENTATIONS

(SPEAKING) <MC NAME>

(ON STAGE) – <ORGANIZATION PRESIDENT & MC>

IV. AWARD PRESENTATIONS – 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!!

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.

1ST, 2ND AND 3RD PLACE FINISHERS OVERALL – WHEN I CALL YOUR NAME PLEASE COME FORWARD, RECEIVE YOUR PRIZE AND HAVE A PHOTO TAKEN WITH OUR PRESIDENT.

3rd Place winners each receive a <Gift>

3RD PLACE

- 1.
- 2.
- 3.
- 4.

2ND PLACE WINNERS EACH RECEIVE A <GIFT>

2ND PLACE

- 1.
- 2.
- 3.
- 4.

1ST PLACE WINNERS EACH RECEIVE A <GIFT> (AND BRAGGING RIGHTS FOR ONE YEAR!)

- 1ST PLACE
- 1.
 - 2.
 - 3.
 - 4.

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.

MAJOR SPONSORS, <SPONSOR NAMES>

AWARDS & RECEPTION SPONSORS, <SPONSOR NAMES>

FOURSOME PHOTO SPONSORS, <SPONSOR NAMES>

PRINT & CREATIVE SPONSOR, <SPONSOR NAMES>

- V. CONTEST WINNERS – WHEN I CALL YOUR NAME PLEASE COME OVER TO THE PRIZE TABLE AND A VOLUNTEER WILL ASSIST YOU.

Closest to the Pin - winners receive a <Gift>

LADIES -
MEN -

Longest Drive – winners receive a <Gift>

LADIES -
MEN -

STRAIGHTEST DRIVE – WINNER RECEIVE A <GIFT>

WINNER -

PUTTING CONTEST – WINNERS RECEIVE A <GIFT>

WINNER -

VII. SPONSOR ACKNOWLEDGEMENTS – READ FROM LIST, PLEASE PICK UP YOUR GIFT IMMEDIATELY FOLLOWING THE PRESENTATION

VIII. SPECIAL CONTESTS – *WILL ANNOUNCE WINNERS AT THIS TIME IF THERE ARE ANY. SCRIPT WILL BE ALTERED THAT DAY IF NECESSARY.*

HOLE-IN-ONE – _____

IX. I'M GOING TO ASK <EVENT CHAIRMAN> TO JOIN ME IN PICKING THE WINNER OF OUR RAFFLE.

<EVENT CHAIRMAN> & <MC>

X. 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>!!

XI. <MC>

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:**

- **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.
- **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.
- **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.
- **Database Management** – 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.