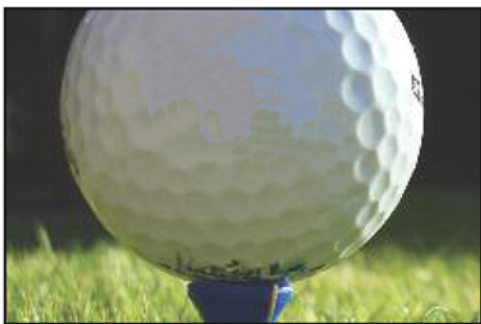


Golf Tournament Planner



HOW HARD IS IT TO PLAN A GOLF TOURNAMENT?

Have you ever been to a golf tournament where:

- You were late due to bad directions.
- All you received for tee prizes were a few golf balls & tees.
- You were put in a group that was too serious & you didn't have fun.
- The food or beverages were gone before you got in line.
- They ran out of golf carts before you got one so you had to walk.
- There were not enough tables & you had to stand while eating.

As you are aware, many things can go wrong during an event. This planner is designed to help ensure your event goes well & the participants don't leave feeling as if someone did a poor job planning. Keep in mind that some items may need to be planned up to one year in advance to ensure availability. Some of these aspects include reserving the golf course & golf carts & reserving a dining location. You will also need to determine the event format, estimated number of participants & the handicap system you will use for golfing.

WHERE DO I GET STARTED?

What is your tournament objective?

- Raise funds for a charity
- Gain recognition
- Provide recreation
- Gain good will as a thank you for your support
- Competition for members

Formats:

There are different formats you can use for a golf event. Several of these include stroke or match play, individual or team, best ball or scramble. For most corporate outings with people of varying degrees of ability, we recommend a scramble. This will be less intimidating & more enjoyable for all participants & will be easier to score. Scrambles are events in which everyone in your group shoots from the best shot in the group.

Handicapping Systems:

Handicapping of players (to equalize players' abilities) is done by using the event's course rating along with the players USGA handicap. Many event players will not have a USGA handicap so you will need to use a modified handicap system such as selecting 6 blind holes to calculate a handicap. Or you can use a handicap system such as the Callaway, Wilson or Peoria systems (see web site for more details).

Number Of Participants:

Most 18-hole golf courses can handle up to 144 golfers (36 groups of four). If you have a shotgun start, this would require two groups on every hole. If your group is larger, you will need two courses or a morning & afternoon start.



GOLF ON THE GO KIT

WHERE ARE WE GOING TO PLAY?

When selecting a golf course you will need to know the date & time of the event & whether you want food, beverages or social services from the golf club. You will find that most private clubs only allow outside events on certain days so keep this in mind when planning. Now it's time to contact some golf courses to check on their options, costs & availability.



GOLF GLOBE GAME

ESTABLISH YOUR BUDGET

Once your course is selected, you can establish your budget. Details to be considered include: green fees, golf carts, food services (breakfast, lunch, dinner), beverages, use of a driving range, a bag room, photography, entertainment, insurance, lodging, transportation & tee prizes & awards. It is customary for prizes & awards to be 10% of your budget.

Once you have collected all of this information, you will be able to establish your entry fee. Sponsorships will help subsidize the cost of the event. Consider whether you want one sponsor for the entire event or a number of smaller contributors.



BASIC SHOE BAG GOLF KIT

If your event involves a charity, the appeal of a tax advantage can be used as a selling point. Often a company's advertising budget may allow support of the tournament for civic reasons & allows the sponsor to enhance their relationship with the community. Make sure sponsor names are prominently displayed during the event on the scoreboard, tee boxes, in the pro shop & at the awards ceremony. Consider a package deal where the sponsor receives some logoed shirts from the event or a free entry fee for their group.

Golf Tournament Planner

SIGN ME UP!

Who wants to play in your outing & how do you get them to sign up? You likely have a good idea as to who your target audience is so now you need to work on inviting them. It is important that you post, advertise or send out invitations for the event as many as three months in advance. This will give you time to get a head start on other activities. You also need to take into consideration whether people will be coming from out of town & if they need to make travel & lodging arrangements.

Invitations should include the event date, time, location, format, cost & the entry due date. If you are handing out apparel, you will need to ask for shirt, pants or glove size as well as right or left hand glove.



DITTY BAG KIT

Thirty days prior to the event you will want to send out an information packet with the above information as well as a map to the course, relevant phone numbers, lodging information, the golf course dress code, golf shoe spike rules, shop hours, range hours & the hours of any social activities.

WHAT IS THERE TO DO?

As mentioned previously, there are many tasks involved when coordinating a golf tournament. Here are some areas in which you may want to recruit assistance:

- Team pairings
- Scorecards
- Rules sheet
- Bag drop
- Gifts/Tee prizes
- Food service
- Marking of golf course
- Scoreboard
- First tee coordinator
- Special events
- Award presentations

When preparing for, as well as during, the event you may need help with various items. Some of these include preparing & mailing flyers, creating rule sheets, printing score sheets, collecting fees, preparing bag tags, establishing a check-in table, preparing a list of participants, assigning golf carts, creating special event signs, photography during the event, posting results after golfing, food service, putting up decorations, & hiring entertainment or speakers.



CUSTOM PACKAGING

EAT, DRINK & BE MERRY!

Food & beverages are a very important part of the event. You will need to know & plan for the following:

- Meal times
- Bar services
- Meal prices
- Location of head table
- Podium & microphone
- Type of meal (sit down/buffet)
- Hors d'oeuvres
- Method of payment
- Guest speaker
- Prize & award table

Bar arrangements can be either a cash bar, billing to the event, or tickets. During the event it is customary to offer beverage service on the course. You must decide if this cost is included in your entry fee.

It is very important that you plan for proper timing between golfing & meals. It is not unusual for a scramble event to take anywhere from four to six hours. You may also need to plan for possible rain delays.

FORE

The registration table is your first chance to make a favorable impression on the tournament participants. The table should

be located near the clubhouse entrance or the first tee. Items you will need include: pencils, scorecards, bag tags, tees, divot tools, tee gifts, pairing sheets, tee times, golf cart information, alphabetized player rosters, cash box, rules & format sheets, paperweights & a trash can.



GONE GOLFING CUSTOM BOX KIT

ARE YOU HAVING A GREAT TIME?

If you are using golf carts a rental fee may be needed to ensure availability & carts may need to be reserved as much as a year in advance. You will want to request the availability of a few extra carts to cover breakdowns, rangers, delivery of messages & food & beverage assistance on the course. Use a print shop to create cart signs with sponsor names & lines for player's names & their starting hole. To avoid confusion (& for safety reasons) keep the keys out of the carts until just prior to the start of the event.

During the event someone will need to be available for first aid, interpretation of rules & for monitoring the hole-in-one or a similar type of prize contest.

HOW DO WE FIGURE OUT THE WINNERS?

Players are responsible only for their individual hole scores, not the addition of the totals. Totaling scores is the responsibility of the official scorer. Each team should sign & witness their scorecard. The scoreboard should be in an area which is easily accessible after finishing play & all scores should be posted for everyone to review.

Golf Tournament Planner

WHAT DID I WIN?

One of the nice things about golf is that the handicap system gives everyone an equal chance to win & it's easy to have multiple winners with a team event. You can have individual winners for longest putt, longest drive, closest to the pin, fewest putts, most greens in regulation & closest drive to the center of the fairway. You can also set up putting contests on the practice green or offer raffles to allow more winners.

ADDITIONAL WAYS TO RAISE MONEY

Silent auctions are a popular way of raising money at charitable events & add to the total experience without causing too much of a distraction. A well-organized silent auction will be simple for your guests to understand & they will enjoy being able to "win" off of the green. Silent auctions are flexible because you can offer many quality items, from several to many & the more the better. Gift baskets, golf clubs, golf umbrellas, and golf memorabilia are all great silent auction items. Non-golf related items will work as well.

Things to remember

You will need volunteers to help your silent auction run smoothly. The number of volunteers will depend on the amount of items & the size of the event.

Determine your participants & provide relevant silent auction items. Make a list of businesses or people in your area that may be willing to help out by donating money or items from their business such as gift certificates or higher priced promotional products.

Make a master list of all items, assign a number to each item & create a description for each item. Create bidding sheets for each item with the item number, description, minimum bid amount & a place for the participant's bidder number. Remember to create bidder numbers for all of your participants as well. Allocate enough space for tables & for people to walk through & browse items. You may want tablecloths to dress up the space. Don't forget pens for people to use when bidding.

Choose a closing time & be certain your guests are aware of when the auction ends. Volunteers will be needed at the end of the auction. Bidding sheets should be promptly collected & sorted by the winning bidder number. Multiple items won by a bidder can be stapled & totaled so the bidder only has to pay once. Determine how you will deal with any items that are unsold at the auction. Do the donors want them back or will you save them for the event next year?

AFTER THE EVENT

Did everyone have a great time at your event? Will they remember the event as one they would like to return to next year & would want to invite some of their friends? You may want to send the participants a thank you note, a decorated golf flag as a memento of the event or a team or group photo. Also, don't forget to thank the assistants who helped you make the event a success. Just because the event is over, don't think you're done. The best time to plan next year's event is now. It is also a good time to reserve your facilities for next year & to start planning the prizes and awards. Have fun and good luck!

Golf Event Responsibilities Time Table

One Year Prior To Event:

Select & reserve a golf course to hold your event.
Determine if you need a director or coordinator for the event.

Nine Months Prior To Event:

Set a budget for your event. Allocate money for food & beverage, gifts, prizes, green fees, carts & photography. Put together a guest list & have invitations printed. Select event format: scramble, stroke play, match play, etc. Get volunteers to help on the day of the event.

Six Months Prior To Event:

Coordinate food & beverage menus & arrange for event sponsorship. Select any contests you may want; i.e. hole in one, longest drive, closest to the pin, etc. Obtain hole-in-one insurance if necessary & select prizes for the contests & tournament winners.



GOLFER'S PAL KIT

Three Months Prior To Event:

Meet with the course tournament director to finalize arrangements with course times & banquet facilities. Send out invitations that include directions to the course & specific starting times. Also remember to order tee prizes, awards, hand-outs & tee signs.

Two Months Prior To Event:

Check the progress of outside vendors providing tee prizes, awards, giveaways & tee signs. Finalize menus & any beverage or snack carts on the course. Do a walk-through of the course facilities to familiarize yourself with the location. Tabulate preliminary number of guests based on invitation responses.

Two Weeks Prior To Event:

Finalize preparations of all tee prizes, awards, giveaways & tee signs & have them delivered to the tournament director or to the course. Set up a preliminary player list & begin selecting team captains & flight players according to their ability.

Two Days Prior To Event:

Finalize the player list & send it to the golf course director. Double check any final details with the golf course. Review jobs for volunteer staff & coordinate any possible timing issues to insure the event runs smoothly. Take into consideration the time for golfing, food & an awards ceremony.

Day Of The Event:

Arrive at least two hours before the guests. Be ready for possible no-shows, cancellations & last-minute changes. If you're playing in the event, be sure you are in the first group to finish in order to get back to the clubhouse to check on dinner preparations & the awards ceremony. Last but not least, don't forget to have fun!

Golf Tournament Planner

Golf Tournament Sample Budget

COST				SELL		
	Per Person	Quantity	Total	Price	Quantity	Total
Golf	\$60.00	120	\$7,200.00	\$249.00	120	\$29,880.00
Carts	\$20.00	126	\$2,520.00	\$0.00	0	\$0.00
Driving Range	\$0.00	1	\$500.00	\$1,000.00	1	\$1,000.00
				Sponsors		
Lunch	\$15.00	126	\$1,890.00	\$2,000.00	2	\$4,000.00
Course Drinks (Tickets)	\$10.00	126	\$1,260.00	\$2,000.00	1	\$1,500.00
Dinner	\$40.00	126	\$5,040.00	\$2,500.00	4	\$10,000.00
Cocktails Before Dinner	\$15.00	126	\$1,890.00	\$1,500.00	1	\$1,500.00
Goodie Bags	\$50.00	126	\$6,300.00	\$1,000.00	15	\$15,000.00
Shirts	\$30.00	126	\$3,780.00	\$2,500.00	2	\$5,000.00
Photography	\$0.00	1	\$1,000.00	\$1,000.00	1	\$1,000.00
Video Of Event	\$0.00	1	\$1,000.00	\$1,000.00	1	\$1,000.00
Invitations	\$2.00	150	\$300.00	\$0.00	0	\$0.00
Events: Men & Women						
Long Drive M/W	\$100.00	2	\$200.00	\$250.00	1	\$250.00
Closest To Pin	\$100.00	2	\$200.00	\$250.00	1	\$250.00
Straightest Drive	\$100.00	2	\$200.00	\$250.00	1	\$250.00
Shortest Drive	\$100.00	2	\$200.00	\$250.00	1	\$250.00
Hole In One Prize (\$15,000.00 value)		1	\$500.00	\$500.00	1	\$500.00
1st Place Team	\$100.00	4	\$400.00	\$500.00	1	\$500.00
Giant Skins	\$20.00	120	\$2,400.00	\$120.00	20	\$2,400.00
Total Cost / Sell Of The Event			\$36,880.00	\$74,530.00		
				Net Profit - \$37,650.00		

Perfect Golf Course Event Gifts



GOLF CLUBS



GOLF GPS



GIFT CARDS



GOLF HATS



SUNGLASSES



GOLF BALLS



GOLF BAGS