

how to run a successful GOLF TOURNAMENT

The first two things to determine when planning your tournament are "What do you hope your tournament will accomplish?" and "Why will golfers, businesses, organizations, and individuals want to participate in or sponsor your event?" Answer these questions and then use this guide to make your tournament a success.

TOURNAMENT PLANNER

12 MONTHS PRIOR (_____/_____)

◯ SELECT A DATE, TIME, AND GOLF COURSE

The key to a good turnout is proper planning. When selecting a date for your tournament, make sure to check for conflicting area events, other tournaments, travel holidays, etc. Choose a date and time best suited for the golfers you anticipate. Determine whether tee times or a shotgun start are best suited for your needs. If you are planning any food service or peripheral activities, a Shotgun start will probably work best.

DATE: _____

TIME: _____: _____ AM PM

GOLF COURSE: _____

◯ SELECT A TOURNAMENT DIRECTOR

This person should be willing to put their heart, soul, and most of all, time into organizing a great event.

DIRECTOR: _____

◯ CHOOSE A THEME

You will want to have a "memorable golf tournament" rather than just "another golf tournament" so it is important to select an appealing theme. Try to create a unique theme based on a name, celebrity, format, or community event. You will want to include your theme in your tournament format, decorations, meals, prizes, player gifts, and peripheral events.

THEME: _____

◯ SELECT A FORMAT

The format you choose will affect the number of players you attract, the time it takes to complete the round, and the amount of fun your players have. Time is a crucial element, so you will want to review a variety of formats and choose the one which best suits your tournament goals. Regardless of the format you choose, a variety of team options are available to help increase participation and set your tournament apart.

CHECK ONE:

- ◯ Corporate Teams
- ◯ Pro-Am Teams
- ◯ Club Teams
- ◯ Celebrity/Amateur Teams
- ◯ Singles Teams
- ◯ Youth Teams
- ◯ Ladies Teams
- ◯ Father/Son, Mother/Daughter, Parent/Child, Husband/Wife Teams

◯ SELECT CONTESTS AND EVENTS

Contests during your tournament will keep your participants interested and looking forward to the next hole. Try to have at least one contest per nine holes and make certain to reward your winners with a prize. If you have a number of ladies playing in your event, make sure to include separate contests for them.

CHECK ONE:

- ◯ Hole In One Contest
- ◯ Putting (see Putting Section)
- ◯ Longest Drive
- ◯ Straightest Drive
- ◯ Closest to the Hole
- ◯ Longest Putt
- ◯ Million Dollar Shoot-out (see Shoot-out section)

12 MONTHS PRIOR (CONTINUED)

◯ DETERMINE PERIPHERAL ACTIVITIES

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

CHECK ONE OR MORE:

- ◯ Food and Beverages
- ◯ Guest Speakers
- ◯ Auctions
- ◯ Raffles
- ◯ Other_____
- ◯ Other_____

◯ SET A PRELIMINARY BUDGET

There are two ways to balance your budget: (1) Set your entry fee and other fees to whatever the market will bear and plan your expenses around that. (2) List all of your expenses and peripheral income areas (see Additional Revenue and Sponsorship sections) and determine how much you will have to charge to balance the budget. If you are trying to raise money, don't forget to budget your profits!

BUDGET: $_____

9 MONTHS PRIOR (_____/_____)

◯ SELL SPONSORSHIPS

Selling sponsorships is the way to acquire the commitment that leads to a successful event. Sponsorships should be developed between the tournament and local businesses. Design various levels of sponsorship. Each level should entail some form of tournament recognition and participation.

Sell as many sponsorships as you can–It is imperative your sponsors feel as if they are getting their money's worth. Make sure to send a thank you letter and tournament summary at the conclusion of your event.

SPONSORSHIP LEVELS:

- Title Sponsor would include name recognition in the actual tournament name, numerous playing spots, recognition on tee prizes, holes, etc.
- Corporate Sponsors may receive a hole and playing spots
- Hole Sponsors would receive a hole and a playing spot
- Refreshment Sponsor
- Driving Range Sponsor

◯ PLAN PUBLICITY

The more exposure your tournament gets, the more participants you will get. Besides the entry form, there are many other ways to publicize your event.

WAYS TO PUBLICIZE YOUR EVENT:

- **Flyers/Posters**–Post them at golf courses, gyms, sporting goods stores, etc.
- **Signs/Banners**–Hang them in high traffic intersections and other areas. Make sure to obtain permission prior to putting them up.
- **Newspapers**–Local shoppers guide and other free publications are a good way to get the word out. An ad in the local newspaper will be quite effective, yet be prepared to budget for it.
- **Radio/TV**–Search for free opportunities to announce your tournament. Public service announcements, local talk shows, press conferences, and calendar of events are all effective.

TOURNAMENT PLANNER

6 MONTHS PRIOR (_____/_____)

◯ DESIGN ENTRY FORMS

Make sure your entry form is appealing. Colored ink/paper can do wonders. If your event is high dollar, custom invitations should be used. Design the entry to reflect your theme. Make sure to incorporate your title sponsor's name and logo into the design.

ENTRY FORM ESSENTIALS:

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

◯ FINALIZE FOOD AND BEVERAGE

Decide on the menu, beverages, entertainment, and decorations. Make sure the room or area you are using has appropriate cooking and serving facilities, as well as electrical if needed.

◯ FINALIZE YOUR BUDGET

By now, you should have a good hold on your expenses. Determine either what the market will bear for an entry, or what your expenses require.

3 MONTHS PRIOR (_____/_____)

◯ ORDER TEE PRIZES AND AWARDS

Determine your tee prizes and order them. Spend your money wisely and find something they will use! Plan on awarding at least 1st-4th places with prizes. Depending on the nature of your event, prizes may or may not need to be impressive.

TEE PRIZES:

1st Place _____

2nd Place _____

3rd Place _____

4th Place _____

◯ SIGN UP VOLUNTEERS

You will need at least 3-5 volunteers on site the day of your event. Start now recruiting these people for help filling the tournament.

ON-SITE VOLUNTEERS:

Volunteer #1_____

Volunteer #2_____

Volunteer #3_____

Volunteer #4_____

Volunteer #5_____

TOURNAMENT PLANNER

3 MONTHS PRIOR (CONTINUED)

ORDER PUBLICITY MATERIALS
Use your publicity campaign to determine how many flyers, signs, banners, etc. you will need.

PUBLICITY MATERIALS
- Flyers
- Signs
- Banners

FINALIZE PERIPHERAL ACTIVITIES
Make certain all food and beverage bases are covered. If you are planning for guest speakers or entertainment, send final confirmation with a return envelope to be signed by the speaker or entertainer. Use your volunteers to start gathering auction and raffle items.

DISTRIBUTE ENTRY FORMS
Make sure to cover all local golf courses, gyms, retail outlets, etc.

SECURE CONTEST INSURANCE
Secure hole in one, putting, and shoot-out sponsors and insurance. Find a sponsor for the hole in one and putting contests as well as your million dollar shoot-out. Local car dealerships, restaurants, and retailers all make great sponsors. (See Generating Additional Tournament Revenue section.)

CONTEST INSURANCE
- Hole In One Insurance. Sponsor_____
- Putting Contest Insurance. Sponsor_____

1 MONTH PRIOR (_____/_____)

CONFIRM TEE TIMES
Contact the golf course to keep them up to date on your progress. Confirm tee times and any other services they are providing.

CONFIRM FOOD AND BEVERAGE
Once again, keep in touch with times, dates, and anticipated number of entries.

CONFIRM TEE PRIZES AND AWARDS ARE ON SCHEDULE
Make sure all items will arrive at least two weeks prior to your event.

48 HOURS PRIOR (_____/_____/_____)

PAIRINGS PARTY
Gather your volunteers and have a party assembling tee prizes, auction and raffle items, and making the pairings.

PREPARE PRINTED MATERIALS
Prepare cart sheets, hole assignments, tournament rules, pin placements, etc., for distribution at registration.

CONFIRM FINAL NUMBERS
Confirm with the golf course and food and beverage people the final number of players. Fax a copy of the pairings to the course.

MONEY BOXES & CHANGE
Have money boxes and change ready for your volunteers to sell raffle tickets, Texas tees, mulligans, etc.

CONFIRM CONTESTS WITH GOLF COURSE
Coordinate your contest requirements such as circles on the greens, lines in the fairways, etc. with the golf course. Make sure they have appropriate measuring and recording devices.

how to run a successful GOLF TOURNAMENT

TOURNAMENT PLANNER

BEFORE THE TOURNAMENT

PUT BEVERAGES ON ICE
Make sure to keep out of site if they are for lunch only.

PUT UP SPONSOR SIGNS
Put each sign in full site on the entrance to each tee.

SET UP HOLE IN ONE CONTEST
Put the sign on tee, make sure the witness is located greenside and out of harms way with a place to sit, locate the prize (i.e. car) in full view yet 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, Texas tees, etc., and distributing tournament packets.

DISPLAY PRIZES
Show all tournament, raffle, and auction prizes.

SET UP SCOREBOARD
Make sure to locate the scoreboard where there is room to gather.

INSTRUCT PHOTOGRAPHER
Lead them to the location of the photos, and provide them with a place to sit.

PLACE CONTEST MARKERS ON HOLES
Don't forget to put the measuring and recording devices out before the first group gets to a contest hole.

GIVE LAST MINUTE INSTRUCTIONS TO GOLFERS
Use the golf course PA system to address the golfers prior to teeing off with any last minute instructions or information.

AFTER THE TOURNAMENT

POST SCORES
Total score or team scores are adequate.

SUPERVISE AWARDS CEREMONY
Announce your winners in reverse order. Bring them up to receive their awards.

CLEAN UP SITE
Make certain to clean up after your food service and pick up all the signs on the course.

TOURNAMENT FOLLOW-UP

COMPLETE PAYING BILLS
Tie up any loose ends.

WRITE THANK YOU NOTES
All sponsors and volunteers must receive a personal thank you. If the budget allows, thank you notes to contestants will help fill next years event.

COMPLETE FINANCIAL ACCOUNTING
Summarize all revenues and expenses. Critique the outcome to determine if you reached your financial expectations.

GENERATING ADDITIONAL TOURNAMENT REVENUE

During your event there are numerous ways to generate revenue which will offset your budget or raise money for your cause. Here are a few suggestions:

FUN IDEAS:

SELL MULLIGANS

Allow players to take an additional shot anywhere they choose. Shots should be sold for $3-$10 each with a maximum of three shots per player.

SELL 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. The tees can be used on any holes except par threes. Usually sold at $3-$10 each with a maximum of three per player.

SELL TOURNAMENT PHOTOGRAPHS

Hire a photographer to take photos of the teams. Ask for a percentage of the sales.

CLINICS

Put on a clinic to be run by a professional and charge a participation fee.

CASINO HOLE

Pick a medium length par three. Put a ten foot circle around the hole and allow players to bet up to $20. If their ball comes to rest in the circle, they win double their bet. If their ball comes to rest anywhere on the green , they get their money back. If they miss the green all together you keep the money! It works!

SELL HOLE SPONSORSHIPS

Sell individual hole sponsorships for $50 - $200. Be sure to prominently display each sponsors name on a professionally designed sign from Hole In One International. Signs are just $25 each. Call 800-827-2249 for details!

INSURED CONTESTS:

HAVE A MILLION DOLLAR SHOOTOUT

A shoot-out will create incredible excitement and marketing appeal before, during, and after your golf tournament. Imagine advertising your tournament as "A chance to win $1,000,000!" Think you'll have a problem getting players? Think you'll one up the next guy?

Qualifying – Qualifying for this shoot-out is generally done one of two ways. You can sell raffle tickets or chances to qualify in some manner such as putting, closest to the pin, longest drive, etc., or you can offer free qualifying through the tournament itself. Closest to the pin, 1st place team, last place team, etc. The goal here is to select no more than five (5) qualifiers to shoot for the dough.

Finals – Each qualifier receives one chance from 165 yards to make a hole-in-one for the grand prize. Generally $1,000,000. If no hole in one is made, a consolation prize can be awarded for closest to the pin.

Keys To Success – Make sure you advertise your tournament as "A chance to win $1,000,000!" Use a hole close to the clubhouse for the finals so your contestants and other golfers can be spectators. Remember, winner or no winner, the goal is to sell out and create excitement and memorability for your tournament.

HAVE A PUTTING CONTEST

This is a great way to generate excitement as well as revenue. Give away up to $25,000 for a putting contest insured by Hole In One International. You can either sell tickets and draw for contestants, or allow everyone to try for the prize. We have a contest for all situations.

One Putt for the Dough – Qualify or draw up to five (5) contestants to take a shot at a 50 foot or longer putt. One stroke and your contestant goes home with the prize! Make sure to make an event out of it and gather all your tournament participants to watch the excitement.

Three Putt Combination – This one is designed for everyone in your event to take a crack at the prize. Each participant must make a 10 foot putt, followed by a 30 foot putt, and finally a 50 foot or longer putt for all the cash. Give away small prizes for making each of the first two putts. If your tournament is a Shotgun start, you may want to include this putting contest as the 19th hole during your event. As players come off the 18th hole they would proceed to the putting contest before moving on to the 1st hole.

Call Hole In One International for a FREE no obligation quote:
800-827-2249