

# Golf Tournament Planner

## HOW HARD IS IT TO PLAN A GOLF TOURNAMENT?

### Have you ever been to a golf tournament where:

- You were late because you had bad or no directions.
- All you received for tee prizes was a golf ball & some tees.
- You were put in a group that was too serious & didn't have fun.
- The food or beverages were gone before you got in line.
- They ran out of carts before you got one, so you had to walk.
- There were not enough tables for everyone.

As you are aware, these & worse things can happen. If any of these things have happened to you, we are sure you left the event feeling that someone did a poor job.

This planner is designed to make sure the next event you plan is perfect. Remember, some items may need to be planned up to one year in advance, such as reserving the golf course, carts & dining hall. You will also need to determine the event format, handicap system & the number of participants.

### 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:

Stroke or match play, individual or team, best ball or scrambles. For most corporate outings with people of varying degrees of ability, we recommend a scramble. This will be less intimidating & more enjoyable by all participants as well as 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 have to use a modified handicap system such as selecting 6 blind holes to calculate a handicap or use handicap systems such as the Callaway, Wilson or Peoria (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.

### WHERE ARE WE GOING TO PLAY?

When selecting a course, you will need to know the date & time of the event & if you want food, beverage or social services from the golf club. You will find most private clubs only allow outside events on certain days. Now it is time to contact some golf courses.



DELUXE GOLF GIFT BASKET

### ESTABLISH YOUR BUDGET

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



GOLF GLOBE GAME

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. Do you want a sponsor for the entire event or a large number of small contributors?

If your event involves a charity, the appeal of tax advantage can be used as a selling point. Often a company's advertising budget may allow support of the tournament for civic reasons & the sponsor gains in their relationship with the community. You may try to find a local car dealer as a possible sponsor for the Hole-in-One contest. Make sure sponsor names are prominently displayed during the event, on the scoreboard, tee boxes, in the pro shop & at the award ceremony. Consider a package deal whereby the sponsor receives some logoed shirts from the event or a free entry fee for their group.



GOLF ESSENTIALS CUSTOM BOX KIT

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## SIGN ME UP!

Who wants to play in your outing & how do you get them to sign up? You probably have a good idea as to your target audience. It is important that you post, advertise or send out invites as many as three months in advance. This will give you a head start on other activities. You need to take into consideration whether people are coming from out of town & if they need to arrange for travel & lodging.

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



DITTY BAG KIT

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

Other areas you may need help include: preparing & mailing flyers, rules sheet, printing score sheets, collecting fees, posting results, preparing bag tags, establishing check in table, preparing a list of participants, assigning golf carts, special event signs, photography, food service, special events, decorations, entertainment or speakers.

You will want to meet with the golf course's Director of Golf & General Manager to discuss available options & costs.



CUSTOM PACKAGING

## EAT, DRINK & BE MERRY!

Food & beverages are a very important part of the event.

You will need to know:

- 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 have planned 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.



PREMIUM GOLF GIFT BASKET

## ARE YOU HAVING A GREAT TIME?

If you are using golf carts, to ensure availability, a rental fee may be needed & must 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, etc. Use a print shop to create cart signs with sponsor names & lines for player's names & their starting hole. To avoid confusion & for safety, keep the keys out of the carts for a shotgun start until just prior to the start.

During the event someone will need to be available for first aid, rules interpretation, & for monitoring the Hole-in-One / FREE car or prize contest.

## HOW DO WE FIGURE OUT THE WINNERS?

Players are responsible only for their individual hole scores, not the addition of the totals. This 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.



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## WHAT DID I WIN?

What's nice about golf is that the handicap system gives everyone an equal chance to win. It is easy to have multiple winners with a team event. In addition, 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.

## AFTER THE EVENT

Did everyone have a great time? Will they remember the event as one they would like to return to next year & invite some of their friends? You may want to send them a thank you note, a decorated golf flag as a memento of the event or a team or group picture that will get displayed! Also, don't forget to thank the assistants who helped you make the event a great 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 & awards. Have fun & Good Luck!

## ADDITIONAL WAYS TO RAISE MONEY

Silent auctions are often a popular way of raising money at charitable events as it adds to the total experience without too much 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 a dozen to 100, the more the better. Gift baskets, golf clubs, golf umbrellas & golf memorabilia from [Gottahaveitgolf.com](http://Gottahaveitgolf.com) are all great silent auction items. Non-golf related items work too.

### Things to remember

You will need volunteers, how many will depend on the amount of items & the size of the event.

Determine your audience & purchase relevant silent auction items, or have items donated. Make a list of businesses or people in your area that might be willing to help out by donating money or something 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. This will help in case an item gets misplaced or moved. Create bidding sheets for each item with the item number, the description, a minimum bid, & a place for bidders name & contact numbers. Don't forget pens! Allocate enough space for tables, & for people to walk through & browse items. You may want tablecloths to dress up the space.

Choose a close time & be certain your guests are aware of when the auction ends. Volunteers will be a necessity at auction close. Bidding sheets should be collected & sorted by the winning bidders last name; multiple items by 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 next year?

## 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 sponsorship (tee signs, hand-outs) or any other benefactors you may have. 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 tournament director & course staff to finalize arrangement with course times & banquet facilities. Send out invitations that include directions to the course & specific starting times. Order any tee prizes, awards, hand-outs & tee signs also.

### Two Months Prior To Event:

Check the progress of outside vendors providing tee prizes, awards, giveaways, tee signs, etc. Finalize menus & any beverage or snack carts on the course. Do a walk-through of the course facilities. 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 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 timing issues to insure the event runs smoothly; i.e. lunch, dinner, awards ceremony, etc.

### Day Of The Event:

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

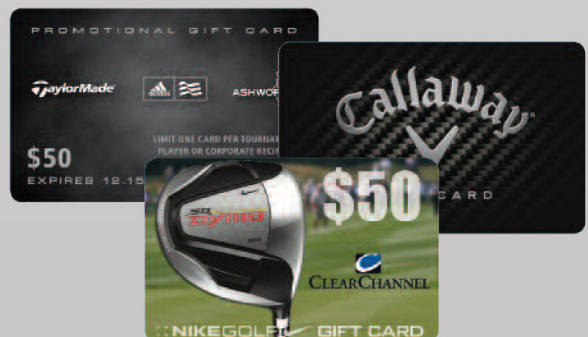
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## Golf Tournament Sample Budget

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
<b>Events: Men &amp; Women</b>						
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
<b>Total Cost / Sell Of The Event</b>			<b>\$36,880.00</b>	<b>\$74,530.00</b>		
				<b>Net Profit - \$37,650.00</b>		



GOLF SHOES



GIFT CARDS