

*So You Want to host a  
Golf Tournament?*

***The Steps to Success***

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# Index

Needs Analysis	Page 1
Make Your Event A Success	Page 2 – 3
Sample Tournament Outline	Page 4 – 8
Go Golf Event Management Services	Page 9 – 14
Suggested Event Planning Timeline	Page 15- 16

## ***A bit of History***

*Go Golf Events Management has successfully produced over 1000 events. Dawn Donahue, with a business and hospitality background, has personally been involved in event production, creation, management and volunteerism since 1970. Specializing in events that make a difference, Go Golf Events insures the client, participants, sponsors, and volunteers are equally invested in the success of every event.*

**Go Golf Events – Events that Make a Difference**

**1 DEFINE THE EVENT AND FEASIBILITY**

Define your proposed event. What is it? Who is it for? How many will attend?

- This should be a creative brief, describing the event from first arrivals until the last person leaves.
- State the goals of the event - what do you wish to achieve by holding this event?
- What are the success factors? How will you measure the success of your event? What are your back-up plans if these factors are not met? Is the event feasible? What does your data show?

**2. DESIGN THEME CONCEPT AND SLOGAN**

- This is where the creative brainstorming exercise comes in. Outline your theme concept and slogan. How will it be expressed within the event?  
Explain & support the concept. (You must sell the "sizzle"!)
- Incorporate this into an invitation or some promotional item.

**3. EVALUATE THE EVENT**

- Explain how you intend to evaluate the event? When will the evaluation be carried out?

**4. SELECT DATE & VENUE**

- Recommend the best date for the event and provide reasons for your selection. When and why that date? Why not another? Compare and contrast.
- Identify a Venue. Why have you chosen this particular place/location? Provide analysis of global and local issues. If the venue is obvious, why that area within the venue.
- Describe the chosen venue in a descriptive proposal format. (The sponsor/ banker/guests will want all this information- it assists with the decision making). Think about the venue parameters.

**5. ESTABLISH A BUDGET**

- Are you selling tickets? Soliciting sponsorships? Where is your revenue coming from?
- What are the costs to produce this event - food & beverage? Entertainment? Venue rental? etc.
- Identify (and separate) Fixed & Variable costs in your budget.
- Break-even point should be indicated if you're selling tickets.

**6. DEVISE CRITICAL PATH / TIMELINE**

- Outline your plan for the event's production process. Show this info in timeline format.
- This must include the major milestones for you, the sponsors, and, the guests. Should include any major deposits (e.g.: venue) that would need to be made to fulfil contract obligations.

**7. MARKET THE EVENT**

- (to sponsors, delegates, employees or the public)
- What is your target market and how will you reach them? Who's on the guest list? How will you encourage ticket sales or attendance?
- What media will you use to market the event to your specific target market? Why do you think it will be effective (e.g.: we are choosing the Beat instead of the Fox because...)
- Promotional item ideas may be included.

**8. MANAGE THE EVENT**

- Develop a detailed production schedule (actual timing of the event in progress including set-up and take down)
- Have a floor plan to show your understanding of space usage.
- Include all logistics that need to be explained concerning the event.
- Outline insurance requirements, licences or other permits required for your event.
- Provide a list of recommended suppliers if required.
- Provide a list of all possible sponsorable areas if required and the benefits you will offer.
- Provide a list of all volunteer and staffed positions and the required numbers of persons

**9. COMPANY PROFILE**

- Create the event profile
- Define the society or the company, goals, mandates, and any objectionable relationships

*“Go Golf” Events Management*  
Success is in the Details

**Make your event a success**

Here are ten basic steps you can employ to help organize, promote and run a profitable fundraising tournament. Each event is unique in its particular goal, style, and financial expectations, but they usually have these items in common.

**1. Establish Event Committees**

Organizing your volunteer efforts into committees will allow you to accomplish more tasks in a shorter amount of time. Assigning volunteers to specific tasks such as web updating, sponsorships, event promotion and registration will increase your organization and reduce your workload.

**2. Create a Website**

Make website your first information resource for your event. From this platform you can refer all mailings, event inquires and questions. It allows you to distribute more event information and details than any brochure could hold, and can always be updated at any time.

**3. Finding the Right Course & Price**

Your first task to secure a course and a date. If you seek a private venue, expect a Monday date and reserve a year in advance. Privates usually have better amenities/facilities, but will require more (carts, meals, minimums) thus demanding a higher price. A great venue will guarantee interest in your event, but not participation. Your first fundraising goal should be to fill the course. Pricing your event fairly will ensure better participation. Determine your out-of-pocket expenses (fees, meals, prizes, gifts). Then consider your market and price carefully. Mark-up the event fee, enough to make some money but not too much as to overprice your participants. Remember, event fees are not usually the best profit center for fundraising. Leave some cash in their pockets to spend on your more profitable items.

**4. Promote Your Event**

Get the word out as many ways as you can. Target your charity's contacts and mailing lists and the local community. Make sure you refer to your website in all promotional efforts. Start referral e-mail chains. It's FREE and will spread the word quicker and get more potential participants to your website faster. Reference your site in all e-mails, correspondence and confirmations. Driving traffic to your site will increase sign-ups, sponsorships and auction activity. The value of Facebook, Twitter and blogs are immeasurable. However, although these are free to develop and use, the time and supervision of content management is the costly factor. Volunteer management of these sites is important, however, a paid staff member may be necessary for best value.

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## *“Go Golf” Events Management* Success is in the Details

### **5. Seek Sponsorships**

Sponsorships are usually led by businesses and corporations. A donation that can be used as a charitable tax-write-off can benefit both you and the sponsor. Selling sponsorships to such items as the event name, tees, greens, awards, and dinners can quickly increase your profits for little overhead. Sponsorships generally receive recognition through signage, event premiums, website, and participant contact. If you are able to offer media coverage as a part of the sponsor package this greatly increases your opportunity for success.

### **6. Ask for Donations**

In-kind donations can greatly offset your expenses, allowing you to enjoy more profits. Some donations include food, beverage, event premiums and prizes. Also solicit donated items and services for auctions and raffles. However, constantly monitor in kind donations and the cost of them – courier fees, administration, sponsor maintenance and benefits, and management of the donation – some donations are more costly than if purchased.

### **7. Hold Auctions/Raffles**

Auctions and raffles can be the largest profit maker for any event. By soliciting donated items and services, any money received is 80 to 90% profit. Popular auction items include trips, dinners, professional services, golf outings, and sports memorabilia. Raffle items usually contain smaller prizes such as golf merchandise, gift certificates and premiums. Solicit items and bids online using your Auctions/Raffles page on your website.

### **8. On-course Games & Contests**

Games of skill and chance on-course will add to your event's fun and profitability. 50/50 draws, shot-accuracy, putting and betting games are all very popular and highly participated in.

### **9. Post Results and Totals**

Thank participants for their efforts by posting the tournament and fundraising results. Everyone likes to see that the event was successful and reached its fundraising goals. It's a great way to say recognize to sponsors and participants and invite them back to the next event.

### **10. Prepare for Next Year**

Start preparations for next year's event immediately by securing the date and course and archiving your website. Participants now know you have a website and will be more inclined to use it for future events. Simply archive your site and contact past participants when you have updated your event's information.

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*Go Golf Events Management Tournament Outline  
Sample Outline – for Discussion Purposes Only*

**A Classic golf tournament may consist of:**

Pre Registration Events: warm up exercises, golf teaching tips from teaching pros, practice putting and chipping. Coffee and snacks for two hours at the driving range; 10:00 a.m until noon, photos, tradeshow, networking

All golf carts may have the following items on the carts:

- Bags (2) filled with water, snacks, fruit, and other donated items – these could be cooler bags, or shoe bags. They may have a logo, plus a sponsor logo
- Team Scorecard – with golfers individual name, and the sponsors corporate logos
- Cart labels on cart, with players names, plus sponsors logos
- Any donated items that would be used during the round of golf – towels, divot tools, golf balls, etc
- The program and agenda for the day, including a list of silent and live auction items

**Registration** may be merely a formality, as all teams may be emailed their starting holes and positions, as well as their dinner table number. LeaderBoard may be on site with projection screens. On screen may be all sponsors logos, team names and starting holes (the drawsheet) as well as any announcements and activities. Registration may be at the starters hut, outside the clubhouse

**Contests**

All contests may be held on course and **may include:**

*KP* – (Closest to the Pin) the golfer with the best tee shot – the one who was closest to the pin, wins a prize. Each Par three may have a KP – one for men and one for women

*LD* – Divided into two categories – one for men and one for women – the goal of this contest is to see which golfer can hit their ball the furthest from the tee box and still have the ball land on the fairway.

*Chip in the wine Bucket* – Each team member gets three balls. Everyone who makes 3 balls may be entered into the prize draw. If no one makes three balls, then everyone who makes two balls may be entered. And so on. If only one person makes three balls, they may win the prize.

*Beat the Pro* – As each group arrives, the Pro may tee off and attempt to hit their shot onto the fairway. Those that have entered the contest may have the opportunity to hit their ball and if their ball is further than the Pro, they win a prize.

*Most Accurate Drive* – The goal is to hit the ball as far as possible while keeping the ball at the center of the fairway. This is measured by taking the distance the ball was hit and seeing how close it is to the centre of the fairway.

*Guess the Number of Lost Balls* – Golfers are asked to “guess” how many balls may be lost by everyone during the tournament. Each group keeps track of how many balls go missing for any reason. The closest guess wins a prize.

*Go Golf Events Management Tournament Outline  
Sample Outline – for Discussion Purposes Only*

*Closest to the Jeroboam (This is a Most Accurate Drive Contest)* – The goal is to hit the ball closest to the Jeroboam to win it. We may have the bottle on display on the tee box, with a picture on a sign at around the 150 to 185 yards from the tee.

*Buy the Drive* – Each group chooses a balloon and decides whether to buy a second balloon. They then pop the balloon and locate a slip of paper in the balloon which has a yardage on it. The team then goes to that yardage from the white tee markers; all four members drop their balls and take their second shot from that spot. No one needs to tee off on this hole. The drive may be assigned to any player – it is a free drive for one player. On this hole no one actually tee's it up – second shot only. This is a great contest for the number one handicap hole!

*Putting for Piccolos:*

The putting contest is included in everyone's round. The putting green may be the 19<sup>th</sup> hole. The Lead Sponsor's team may start on the putting green, which is the position of honour, and then move to Hole 1. All teams come from hole 18, to the putting competition, then, proceed to hole one. Depending on the amount of piccolos available, we may give every golfer a piccolo, or, use them as prizes.

**Draws or Giveaways**

There could be a wine raffle as well as a standard raffle. We may invite each golfer to bring a bottle of wine to the tournament. That may give us 120 plus bottles of wine, which one person may win. This is an excellent raffle, and keeps people talking! The raffle may consist of one or two major items, such as airplane tickets, or a trip, with many other minor prizes.

**Food and Beverage**

Sponsors may be offered the opportunity to do on course samples of food and beverages, the working committee and their companies having right of first refusal. A perfect scenario would be to have four beverage samples and four food samples on course. This keeps the day fun, offers good visibility to those on course sponsors, and keeps the tournament moving.

**Volunteers**

The total number of volunteers may depend on the number of competitions during the event. Below is a list of volunteer positions that could be required for the event. A volunteer schedule may be made when more details have been confirmed. Volunteer central may be located in the clubhouse. As a note, we work with the number of volunteers we have. If we are limited in our number of volunteers, contests can be run with an honour contest. We attempt to have volunteers working in pairs – keeps the day interesting and fun! We also value interns, therefore there are some event management volunteer positions available if the volunteers wish experience for their courses or resume.

*Go Golf Events Management Tournament Outline  
Sample Outline – for Discussion Purposes Only*

## **Suggested Volunteer Positions**

### **On Course**

Hole-in-one Spotter – 2 per hole (total 8 volunteers)

- Assist in all duties related to documenting any hole-in-one's played
- Volunteers are positioned at the tee box which allows for a safer position and an opportunity to interact with the participants
- Please note Hole 3 is sponsored by University Golf Course, Harmony Airways and MCL

Competition(s) –

- Assist with any on course activities such as Buy the Drive or Chip in the Net Competitions.

Putting Competition -

- Assist in the putting competition (2 volunteers for entire competition)

Raffle –

- Sell raffle tickets at the reception and dinner. The tournament committee may choose to sell at registration and have an early bird draw.

Food & Beverage –

- Volunteers may assist with providing food and beverage to participants

On Course Volunteer Coordinator (2) – 1 for front nine and 1 for back nine

- Patrol course to organize shift changes, ensure volunteers are fed, to answer any questions
- Liaise with on-course transportation crew to assist in the movement of volunteers for shift changes, bathroom breaks, food, etc.
- Liaise with Event Volunteer Coordinator

On Course Transportation (4) – works with On Course Volunteer Coordinator

- Assist in the moving of volunteers to and from the course including shift changes and bathroom breaks, if necessary.

Production Staff

- KP's placed and removed – University Golf Course Staff
- Longest Drive Markers placed and removed – University Golf Course Staff
- Hole Sponsor Signage placed and removed - University Golf Course Staff
- All Event Signage placed and removed – on and off course

### **Club House**

Registration & Gifts – 4 people

- Check-in participants
- Collect outstanding money owed
- Handout Gift Packages to participants, if required
- Handout Thank you Gifts at end of event
- Sell raffles or other items of this nature



*Go Golf Events Management Tournament Outline  
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Silent Auction –

- Set Up / Strike
- Security
- Assist guests with any questions regarding items or the bidding process
- Assist in silent auction closing / valet

Live Auction –

- Assist guests with any questions regarding items or the bidding process
- Assist in auction spotting as bidders participate
- Collect contact information and payment from winning bidders

Sponsor Liaison –

- Event day contact for sponsors
- Assist sponsors with questions regarding set up / strike, transportation, etc.

Assistant Event Manager – Volunteers

- Check in volunteers
- Take the lead on volunteer orientation
- Deal with issues regarding no-shows, incorrect dress, etc.
- Assist volunteers with questions, evaluation, etc.

Assistant Event Manager – Production

- Ensure golf carts are properly loaded on schedule
- Oversee on course and club house set up and strike
- Oversee banquet preparations
- Ensure event is running on a timely manner

**First Aid / Security**

Golf Course Staff plus Go Golf Staff may handle all first aid and security services. St. John's Ambulance may be invited to be on course.

**Lost & Found**

Any lost & found items should be returned to volunteer check-in where the item may be recorded and kept until claimed.

**SET UP / STRIKE**

Event volunteers, along with staff may coordinate the full set up and strike of the event. University Golf Course staff may provide limited support to set up and strike in the forms of banquet, golf carts and removing materials off the course.

**Event Signage**

Event Signage may include (may not be limited to):

- Hole & Green Sponsors
- Directional
- Sponsor / Welcome Banners

*Go Golf Events Management Tournament Outline  
Sample Outline – for Discussion Purposes Only*

**Production Schedule Day of**

- EVENT COMMITTEE / VOLUNTEERS / STAFF ARRIVE ON-SITE
- Structures Set up & Strike (if necessary)
- Snacks and Beverages set out
- Sponsors Arrive
- Display Signage
- Contest Set Up & Strike
- Set up golf carts
- On-course Food & Beverage Set Up & Strike
- Sponsor Set Up & Strike
- Registration Opens & Closes
- Move participants' equipment to corresponding golf carts
- Move volunteers on-course and into position
- Shot Gun Start – 1:00 p.m (Call To Carts at 12:45 p.m)

On course Activities – 10:30 p.m to 4:30 p.m (OR END OF GOLF TOURNAMENT)

- Rounds Complete (attempt to have the golf portion completed by 6:00 p.m)
- Submit score cards to LeaderBoard
- Volunteer Food Served
- Silent Auction Set Up & Strike
- Dessert Reception Served
- Evening Speech(es)
- Silent Auction Close
- Auction Finance Centre Opens & Closes
- Announce Contest & Raffle Winners
- Award Prizes to Winners

The golf course may be open to all guests from 9:00 a.m. to midnight. Go Golf Staff are on site from 7:00 a.m to midnight. Volunteers may arrive from 8:00 a.m onwards, and may be fed lunch and/or dinner depending on their shifts.

The day flows with non stop activities from guests' arrival at the course, until the last thank you from the podium at 9:00 p.m. We have suggested 9:00 p.m be the close of day, however, depending on the activities, it could run later.

**We recommend that there is only one or two focused fund raising activities. While it is tempting to host as many fundraising opportunities possible, people have a certain amount of dollars to spend – offering more often dilutes the fun and funds. Focus on creating one excellent opportunity to support the event, with an excellent return on investment.**

## “Go Golf” Event and Tournament Planning & Coordinating

“Go Golf” Events facilitates and manages all the necessary arrangements associated with your golf event—from course selection and registration through to the banquet and silent and live auction items. Your golf tournament will be an immediate success because of the time and effort we will put into making your event run flawlessly. Our team of golf event specialists offers a combined 250 years of event, marketing, retail, hospitality, and golf industry experience and an outstanding level of service. Put your tournaments in the capable, confident and experienced hands of our events management team.

### Go Golf Tournament Management Options:

- ✦ The complete package covers absolutely everything, from booking the course and player registration to live auctions and distinctive fundraising games. Whether you are a non-profit, a charity, a school or a community centre, we will increase your fundraising efforts and provide you with an unforgettable tournament.
- ✦ Imagine just showing up to your corporate event, after attending a minimal number of status meetings, and simply playing in your own tournament. Anyone working with Go Golf can do this because we look after everything to provide you with a stress-free planning and execution process. So start looking forward to spending your day networking and having FUN.
- ✦ Want to have your tournament this year but you just don’t have the time to spend on it? Go Golf will do the back end, pre-event planning and preparation for you. You take over on tournament day and Go Golf will be there only to assist with your event...the glory is yours!
- ✦ You’ve spent months planning your tournament and now you want to enjoy the day. Let us take care of the event day activities and put all your plans seamlessly into action. Tournament day can be your reward for hours of hard work. An average fundraising event requires over 500 administration hours; a fundraising event can require over 3000 hours.
- ✦ Gathering prizes and arranging sponsorships can be the most time consuming and difficult aspect of a golf tournament. We can take this aspect of tournament planning out of your hands and make it hassle-free.
- ✦ If you want to customize your golf tournament we will customize the pricing for you. Simply tell us what you want and we’ll send you a tailored quote.

## *“Go Golf” Events Management*


*Our value-added services include a Past Event Audit, a Committee liaisons, meeting facilitation, agendas, minute taking, and administration. These services are included in most of our packages.*

### The Questions you want to ask:

- Audit and Analysis
- Pre-Event Planning, including Committee development and timelines
- Budget / **Financial Management**
- Registration Management
- Tournament Documentation
- Tournament Program
- Volunteer Management
- On-Course Activities
- LeaderBoard Scoring System
- Prizes/Tee Gifts
- Silent Auction
- Live Auction
- Food & Beverage
- Sponsorship /in Kind Sponsors / Event Benefits / Sponsor Benefits
- Signage
- Photography
- Merchandise
- Exit Report
- Thank you letters to volunteers, donors, attendees, sponsors and partners.

### The Services Provided

- **Event Audit & Analysis – for every tournament, whether you choose our Management Team... or not**

 We provide an in-depth look at your past golf events. We analyze costs, donations, funds raised, feedback and time spent by internal staff to determine where your event can save money and free up valuable staff hours. We will also take a look at how we can make your golf tournament more unique and more memorable. We can assist with celebrity and sports attendees, celebrity emcees, auctioneers **and, most importantly, valued added benefits.**

## *“Go Golf” Events Management*

### Pre-Event Planning

- Select and secure a golf course that will suit all of your needs.
- Oversee all golf course negotiations including price and services provided.
- Select a tournament date and start time.
- Select a tournament format. (stable ford, scramble, shamble, handicap stroke play)
- Develop a tournament itinerary that will outline the tournament events.
- Assist in selecting a charity of choice to distribute surplus tournament funds. (If required)
- Review all golf tournament functions with golf course staff.
- Communicate all tournament schedules and information with golf course staff in order to have the facility ready to accommodate your tournament.
- Promote your golf tournament on web sites with a listing on event calendars, community listings, magazines, newspapers, and, other media outlets to help increase player participation and awareness.

### Budget

- Plan an event within your budget.
- Our staff will work with you to prepare a tournament budget that will outline all related expenses and identify the necessary revenue centers.
- Produce and distribute a final tournament account that will list all expenses and revenues.
- Collect all registration monies for deposit into a specified bank account and provide you or your tournament director with regular updates on enrollment status, if so desired. **(We recommend that all monies go directly to you, directly into your bank account for security and ease of tracking. We recommend that all credit card payments be processed directly through your office, again, for security, costs, and controls.)**
- Provide tournament exit report detailing the monies raised and a budget analysis.

### Registration Management

- Design and produce a tournament registration program that will serve to promote the golf tournament, provide a list of available sponsorships, list the tournament itinerary and provide a registration form or information on how to register. (Copying or printing cost not included in any package price)
- Provide a registration process via your website, or, set up a website specifically for your tournaments.

### On Course Fundraising (should you desire)

- Manage the sale of tee it up Mulligans, 50/50, raffle tickets, passports and other related tournament fundraising, including unique games and activities!
- We recommend you include this in your registration fees

### Tournament Documentation

- Produce player registration forms, player foursome sheet, player alphabetical list, cart assignment cards, and any other administration forms required.

### Tournament Program

- Design and produce a simple tournament brochure/program for distribution on tournament day outlining agenda, format, hole promotions, sponsor names, tournament rules, golf course regulations, contest information and any other relevant tournament information. Does not include printing (additional)

### Volunteer Management

- Train all volunteers.
- Host a pre event training session with written and verbal instructions for day of event
- Produce and distribute volunteer assignments.
- Manage all tournament volunteers on event day.

### On-Course Activities

- Organize standard participant contests such as hole-in-one, putting, closest to the pin, longest drive, and other contests. Develop unique participant contests if required. (Material costs extra and to be approved by client)
- Promote, set up and manage all on course promotions. (Hole-in-one, putting...)
- Organize insurance for hole-in-one and/or putting contest(s), and other value added activities.

### Tournament Scoring

- Tournament scoring by LeaderBoard - the choice of the PGA Tour ([www.ltsleaderboard.com](http://www.ltsleaderboard.com))
- LeaderBoard also provides sponsor recognition, AV requirements, digital photography of event, slide show of day of activities at end of tournament with CD for your archives
- LeaderBoard also provides sponsor and fundraising opportunities with side games, logo recognition on customized score cards, cart labels, and on screen visuals

### Prizes/Tee Gifts

- Go Golf can research and select items for tournament awards, prizes or trophies to be distributed to winning teams and contest winners. Research, select and package items for arrival gift packages that can include the tournament and/or sponsor logo(s). Awards presentation set up. (Includes banquet/patio room set up, microphone/podium set up, and arrangement of tournament prizes and/or trophies)

### Silent Auction and/or Live Auction

- Hold a silent auction to raise additional funds for the golf tournament/chosen charity.
- Silent and live auction management. (Includes item set up, décor, bid sheets, security, tear down, announcements, purchase transactions, and other associated auction items.
- Assist with Securing items for silent auction.

### Live Auction Management

- **Develop an unique, priceless, things money can not buy, live auction**
  - Distribution of information prior to tournament
  - Design Bid Cards
  - Interactive Audience Management
  - Assist with sourcing a celebrity or professional auctioneer

### Food & Beverage

- Make the necessary food and beverage arrangements within the budget guidelines. We can either secure food and beverage through the golf course or use an outside vendor.
- Coordinate food and beverage set up. (For example: stocking of beverages and snacks in golf carts, set up and stock on-course beverage refill stations, dining room set up for breakfast/lunch/dinner and buffet line set up.)

### Signage

- Organize all tournament signage including hole sponsor signs, sponsor recognition signs, banners, and any other signs needed. (Design and printing costs additional)
- Set up, placement and pick up of all tournament signage including registration signs & banners, hole sponsor signs, sponsor recognition signs & banners.

### Photography

- Coordinate tournament photography needs.
  - LeaderBoard and Capture Action provide tournament coverage
  - [www.captureaction.com](http://www.captureaction.com) offers an excellent asset to any golf tournament
- Slide show of tournament photographs running throughout the banquet.
- Recommend inviting other photographers and cameras to assist with tournament coverage

## *“Go Golf” Events Management*

### Merchandise

- Develop and manage tournament merchandise. (Purchasing and printing/embroidering costs additional)

### Tournament Day/ Post Event

- Complete wrap up, clean up, and close of day
- Event Day Success requires over 150 person hours per one golf course and day of the tournament

### Exit Report

- Provide a mailing list of all participants to use for future player recruitment and thank you letters.
- Provide a tournament exit report detailing tournament analysis.

### Sponsorship

- ❖ Through the sale of sponsorships we can help generate the revenue necessary to fund the golf tournament. We will work directly with you to:
- ❖ Review your tournament budget and identify the funding necessary to cover all tournament expenses and fund your targeted charity donation.
- ❖ Design and produce a complete line of sponsorship packages.
- ❖ Develop sponsorship strategies and packages for presentation to local and regional businesses.
- ❖ Identify and produce a list of local and regional businesses that would be targeted for sponsorship opportunities.
- ❖ Assist the committee with the development of all partner and sponsorship opportunities.
- ❖ On going management of sponsor benefits post event

“Go Golf” Events Management

Thanks you for the Opportunity

To Assist your Event

In the Capacity that best suits you

Warm Regards

Dawn Donahue

Tournament costs not covered by this document include, but are not limited to, MC (personality), live auction, prizes/tee gifts, food and beverage, golf course charge, golf carts, design & printing of signage and brochures (some event day documentation is included), event/banquet equipment rental/AV (if not included in golf course charge), scoring, merchandise screen printing and/or embroidering and cost of merchandise, advertising and printing, and travel.



## Go Golf Events Management Draft Timeline

Timeline	Actual date	Task	Responsibility	Completed
		Golf Tournaments		
Start Date	Actual date	Task	Responsibility	Completed
And Continuing				
9 months before		Determine goals of event	Go Golf / Client	
9 months before		Determine desired event format	Go Golf / Client	
9 months before		Determine pre-tournament events	Go Golf / Client	
9 months before		Determine contests	Go Golf / Client	
9 months before		Determine theme	Go Golf / Client	
9 months before		Determine appropriate Golf courses	Go Golf / Client	
9 months before		Determine event date and timing	Go Golf / Client	
9 months before		Site inspection on short list of courses	Go Golf / Client	
9 months before		Site inspection on short list of dinner locations	Go Golf / Client	
9 months before		Present event proposal to client	Go Golf	
9 months before		Obtain proposal acceptance	Go Golf	
9 months before		Obtain contract with client	Go Golf / Client	
9 months before		Tentative hold on desired course	Go Golf	
9 months before		Tentative hold on desired dinner location	Go Golf	
9 months before		Create budget	Go Golf / Client	
9 months before		Create sponsorship plan	Go Golf / Client	
9 months before		Obtain approval for budget	Go Golf / Client	
9 months before		Confirm Golf course with deposit and contract	Go Golf	
9 months before		Confirm dinner location with deposit and contract	Go Golf	
9 months before		Create Event logo	Go Golf / Client	
9 months before		Obtain approval for event logo	Go Golf / Client	
9 months before		Determine marketing plan. Brochure / web based	Client / Go Golf	
9 months before		Create event brochure	Go Golf	
9 months before		Obtain approval for brochure	Go Golf / Client	
9 months before		Print brochure	Go Golf / Client	
9 months before		Compile targeted sponsorship and player contact list	Client	
9 months before		Begin sponsorship solicitation	Client / Go Golf	
9 months before		Begin player solicitation	Client	
9 - 1 month before		Obtain sponsor logos for signage	Go Golf	
2 months before		Final site inspections as required	Go Golf	
2 months before		Source supplier for f/b on transportation	Go Golf	
2 months before		Order transportation as required	Go Golf	
2 months before		Source supplier for hole in one insurance	Client / Go Golf	
2 months before		Source supplier for event insurance	Client / Go Golf	
2 months before		Arrange for hole in one prizes	Go Golf / Client	
2 months before		Arrange for photographer	Client / Go Golf	
2 months before		Begin writing production schedule	Go Golf / Client	
2 months before		Design signage	Go Golf	
2 months before		Obtain supplier and quote for signage	Go Golf	
2 months before		Obtain approval for signage	Go Golf	
2 months before		Design Golfer shirts/giveaways	Go Golf / Client	
2 months before		Order Golfer shirts/giveaways	Go Golf	
2 months before		Design ball markers/giveaways	Go Golf / Client	
2 months before		Order ball markers/giveaways	Go Golf	
2 months before		Order Golf balls	Go Golf	
2 months before		Ask for suggestions on giveaway items from suppliers	Go Golf / Client	
2 months before		Determine welcome package format and contents	Go Golf / Client	
2 months before		Advise Golf course of requirement for a contest pro	Go Golf	
2 months before		Determine giveaway item (s)	Go Golf / Client	
9 - 2 months before		Determine MC for dinner	Client	

## Go Golf Events Management Draft Timeline

9 - 2 months before		Determine volunteer and staff requirements	Go Golf / Client	
9 - 2 months before		Write volunteer job descriptions	Go Golf	
9 - 2 months before		Design and order trophies/prizes	Go Golf / Client	
2 months before		Determine dinner décor	Go Golf / Client	
2 months before		Order décor for dinner	Go Golf	
2 months before		Design Golf program	Go Golf / Client	
2 months before		Design score card	Go Golf	
2 months before		Design mulligan cards	Go Golf	
2 months before		Obtain update on sponsorship and player solicitation	Go Golf / Client	
2 months before		Based on solicitation results, revisit marketing program	Go Golf / Client	
2 - 1 month before		Provide weekly registration and sponsorship update	Client	
2 - 1 month before		Confirm sponsorship as obtained in writing	Go Golf / Client	
2 - 1 month before		Obtain volunteers / staff	Go Golf / Client	
1 month before		Print score cards	Go Golf	
1 month before		Print mulligan cards	Go Golf	
1 month before		Ensure event supplies in place (communications, office supplies, logo shirts)	Go Golf / Client	
1 month before		Advise Golf course of transportation arrangements	Go Golf	
1 month before		Obtain update on sponsorship and player solicitation	Go Golf / Client	
1 month before		Based on solicitation results, revisit marketing program	Go Golf / Client	
3 weeks before		Have signage produced	Go Golf	
3 weeks before		Confirm registration setup requirements with club	Go Golf	
3 weeks before		Confirm play format with club	Go Golf	
3 weeks before		Confirm any food and beverage requirements with club - lunch boxes	Go Golf	
3 weeks before		Confirm any food and beverage requirements with club - beverage cart	Go Golf	
3 weeks before		Confirm food and beverage requirements with dinner location	Go Golf	
3 - 2 weeks before		Determine which speakers will be Golfing	Client	
2 weeks before		Confirm rental Golf clubs with Golf club	Go Golf	
2 weeks before		Order AV from dinner location	Go Golf	
2 weeks before		Finalize Golf course equipment requirements - Golf carts	Go Golf	
2 weeks before		Begin writing dinner script	Go Golf / Client	
2 weeks before		Provide any additional deposits to Golf course	Client	
2 weeks before		Provide any additional deposits to dinner location	Client	
1 week before		Begin team selection	Go Golf / Client	
1 week before		Assign speakers to teams	Client	
72 hours before		Provide guarantee for F/B with dinner location	Go Golf	
72 hours before		Provide team lists to Golf course	Go Golf	
72 hours before		Provide final f/b guarantee to Golf course	Go Golf	
72 hours before		Provide final f/b guarantee to dinner location	Go Golf	
72 hours before		Obtain cash float for registration	Go Golf	
72 hours before		Arrange for credit card usage at registration (manual)	Go Golf/Client	
24 hours before		Deliver signage to Golf course with layout plan	Go Golf	
Day of		Event	Go Golf	
1 week after		Thank you letters to sponsors and Golfers	Client	
1 - 4 weeks after		Finalize bills	Client	
1 - 4 weeks after		Debrief with Committee	Go Golf / Client	
1 - 4 weeks after		Debrief with Volunteers and Sponsors	Go Golf / Client	
4 - 8 weeks after		Evaluation	Go Golf / Client	
12 weeks After		First Committee Meeting for next year's event	Go Golf / Client	