



TOURNAMENT PLANNER

The first two things to determine when planning your tournament are:

1. "What do you hope your tournament will accomplish?"
2. "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: _____

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:

- Scramble Teams
- Individual Scoring **Not recommended will slow down play considerably and does not encourage people to sign up in foursomes**

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

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.

- Food and Beverages
- Guest Speakers
- Auctions
- Raffles

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: \$ _____

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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.***

SAMPLE 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 may receive a hole and a playing spot
- Lunch or Dinner Sponsor • Prize 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.

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6MONTHS 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. Sending a formal invitation card is always a nice touch but can be costly.

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
- Email address:
- Names, addresses, and phone numbers of others on team
- Shirt size or any information required if you have a giveaway or registration gift

FINALIZE FOOD AND BEVERAGE

Decide on the menu, beverages, entertainment, and decorations.

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.

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3 MONTHS PRIOR (_____/_____)

ORDER PRIZES AND AWARDS

Determine your prizes and order them. Spend your money wisely and find something they will use! Plan on awarding at least 1st, 2nd and most honest 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:	_____
Most Honest:	_____
Hole in One Contest	_____
Putting Contest:	_____
Longest Drive:	_____
Straightest Drive:	_____
Closest to the Hole:	_____
Longest Putt:	_____
Other:	_____

SIGN UP VOLUNTEERS

You will need volunteers on site the day of your event. Start recruiting these people now for help filling the tournament and completing task.

ON-SITE VOLUNTEERS:

Volunteer #1:
Volunteer #2:
Volunteer #3:
Volunteer #4:

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:

Details:

Putting Contest Insurance.

Sponsor:

Details:

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2 WEEKS PRIOR (_____/_____)

CONFIRM TEE TIMES

Contact the Pro Shop to keep them up to date on your progress.

Confirm tee times and any other services we are providing.

CONFIRM FOOD AND BEVERAGE

Once again, keep in touch with the Pro Shop at all times and confirm times, dates, and anticipated number of entries.

CONFIRM PRIZES AND AWARDS ARE ON SCHEDULE

Make sure all items will arrive at the desired location at least one week prior to your event.

72 HOURS PRIOR (_____/_____/_____)

EMAIL PLAYER LIST, JPEG FILES AND CONFIRM FINAL NUMBERS

THIS IS CRITICAL!

The golf course needs your players list and relevant JPEG files to prepare cart sheets, hole assignments, tournament rules, pin placements

Email a copy of the pairings and confirmation to the Pro Shop

MONEY BOXES & CHANGE

Have money boxes and change ready for your volunteers to sell raffle tickets, 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.

DELIVER ALL PRIZES AND MATERIALS TO THE GOLF COURSE

The Harbour View staff will execute and coordinate all on course, cart, registration and banquet set up.

TOURNAMENT PLANNER

DAY OF THE TOURNAMENT

ARRIVAL AND REGISTRATION

Plan to arrive one (1) hour before your advertised registration time. The goal is to be completely set up for your event and this allows you to review the set up and function sheet one final time.

REVIEW PRE TOURNAMENT SPEECH – SHOTGUN ONLY

It is standard practice for Harbour View to review the rules of the day and contests with the golfer before they are led onto the course. Please instruct the Pro Shop if you have specific requests or if you would like to speak yourself.

REGISTRATION

Harbour View will provide you 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

Set up all tournament prizing on the provided prize tables. Show all raffle and auction prizes at registration.

AFTER GOLF

SCORES

Harbour View will provide a scoring report and course winners summary.

AWARDS CEREMONY

**YOUR AWARDS CEREMONY SHOULD BE QUICK TO THE POINT AND NOT DRAG ON.
REMEMBER: TIME IS OF THE ESSENCE FOR YOUR GUESTS!**

We recommend starting your announcement as soon as everyone has been to the main course buffet. All guest speakers should talk at this time. Then introduce your winners in reverse order beginning with Most Honest. Bring each group up to receive their awards. Continue on with draw and auction prizes. Close all silent auction and 50/50 draws. Direct you guest on how to pay or purchase last call items. Announce your final winners, how to register for next year and thank everyone for their support.

TOURNAMENT FOLLOW-UP

COMPLETE PAYING BILLS

Tie up any loose ends before leaving the golf course.

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 year's event.

COMPLETE A SWOT ANALYSIS

Summarize the strengths, weaknesses, opportunities and threats surrounding your tournaments. What went well and what can be improved? You should consider forwarding your analysis to Harbour View Golf Course for insight or to offer feedback.

COMPLETE FINANCIAL ACCOUNTING

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

GENERATING ADDITIONAL TOURNAMENT REVENUE

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 — 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.

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.

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 a reasonable amount. Be sure to prominently display each sponsors name on a professionally designed master sign, at each hole.