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Tournament Golf: Checklist for Tournament Planning

Planning a charity or corporate golf tournament? Brand Agents' experienced golf division, Tournament Golf, can help make your event a complete success with gifts and prizes, auction items, signage, and tournament apparel.

- _ Set Goals
 - o Determine how much money you want to raise, how many players you will need, and what the entry fee will need to be to accomplish the monetary goal.
 - o Set a budget goal for expenses, i.e., expenses will not exceed x% of money raised.
 - o Contact Brand Agents to help you determine the gifts and prizes budget.
- _ Recruit Staff
 - o Determine how many volunteers you will need to help run your event.
 - o Group the volunteers into committees, with a leader for each committee.
 - o Have regular staff meetings to keep tasks on track.
- _ Find a Golf Course
 - o Be flexible on your event date for the best rate.
 - o Specify your needs with the golf course.
 - o Plan ahead – the sooner you secure the golf course the better. 4 - 6 months in advance is a good rule.
- _ Choose the Right Event Format
 - o Choose a format that fits the caliber of your golfers.
 - o The most popular formats are:
 - Scramble – team members play the best shot out of every stroke
 - Best Ball – team member play their own balls each hole, but the lowest score among all team members is recorded as the team score.
- _ Sell Sponsorships – Make your event more profitable
 - o Develop several levels of sponsorships to meet the varying needs of different sponsors and determine what each level receives.
 - o Put a measurable marketing value on all sponsorship items.
- _ Promote and Market your Event
 - o Promote your event to market specific industries that coincide with your event, your sponsors and your golfers.
 - o Use direct mail, email, industry/employee newsletters, trade magazines and networking to promote your event.
- _ Recruit Golfers
 - o Make sure you recruit enough golfers to meet your fundraising goals.
 - o Typically tournaments have 120-144 players, or 30 to 36 groups.
 - o Personal relationships are the key to recruiting golfers.
 - o Some companies allow employees a certain number of hours to designate to volunteer work. If your event is a charity tournament, be sure and encourage golfers to utilize office volunteer time, if applicable.
- _ Gifts and Prizes
 - o Contact Brand Agents to help choose the perfect gifts and prizes for your event. Brand Agents has helped supply products for over 120 golf tournaments.



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- Each golfer typically receives a player gift bag for their participation. In addition, prizes are given away for lowest score, hole-in-one, etc.
- Gifts are an opportunity to make your event memorable. Choose gifts that golfers will use and display long after the event.
- Place your company or event logo on the gifts. Allow sponsors to provide branded gift items as well. Make sure to include the cost of the gifts in the sponsorship packages.
- _ Organize Games and Contests to Create More Excitement
 - Promote the games and prizes that will be given away to give golfers incentive to participate.
 - Use a Hole in One Insurance company to generate additional excitement for your event. Major prizes, like a new car, boat or vacation, can be offered to anyone who hits a hole in one. The insurance company will cover the cost of the major prize if someone does hit a hole in one.
- _ Designate a Photographer
 - Create memorable images of your event by taking photos throughout the day. Take team photos, action photos, award ceremony photos and also pictures of sponsor areas.
 - Consider hiring a professional photographer and building the costs into a sponsorship package.
 - Give copies of team photos to participants and use other photos to promote the event next year.
- _ Create Event Signage
 - Each sponsor should see their logo prominently displayed on signage at the event.
 - All games and contest should be clearly indicated on signage.
 - Create signage for the registration and awards ceremony areas.
- _ Plan an Auction – Second Biggest Money Maker
 - Contact Brand Agents for auction items including sports memorabilia, like a Tiger Woods framed photograph, sports collector's items and autographed items.
 - Develop a silent or live auction to help raise more money at the end of your event.
- _ Awards Ceremony - Send your golfers and volunteers off with a lasting impression.
 - Have a host or emcee for the ceremony.
 - Make sure everyone receives a prize or some sort.
 - Provide special event shirts and a discounted entry fee for next year's event to the low-scoring team.
 - Include food and entertainment like music and dancing.

This checklist was adapted from The Golf Event Planning Guide & Resource Directory published by The Champion Group Inc.