



Parkinson Canada

Your fundraiser, your way.

Golf Tournament Planning Guide





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Step 1: Determine Your Objectives

- What is your fundraising goal?
- What are the goals, vision, and purpose?
- How many golfers do you want?" -"Is it a corporate tournament? Or is it for family and friends?
- What is your goal for sponsorship?

Step 2: Choose a date:

- What time of year works best for your golfers? For the golf course?
- What day of the week is best? i.e., weekday or weekend?

Step 3: Create a budget:

- Create an outline for your budget.

Step 4: Pick a golf course and determine the format of the tournament:

- Easy commute.
- Food and beverage options.
- The number of golfers that will be at your event.
- Does it fit into your budget?
- How challenging is the golf course?



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- Does it align with the experience of your golfers?
 - Selecting a course that is shorter in length would make it less difficult i.e., 6000 yards versus a course that is 7000 yards long.
 - Wider fairways make it much more playable for less experienced golfers.
- Will you be playing best ball or scramble?
- Will it be a shotgun start or do you need to stagger start times?
- How many golfers will be at your event?
- What is the minimum/maximum amount of players?
- Do a site visit, and take a tour of the facilities and courses.
- Research other golf events around the chosen date.

Step 5: Food and Beverage:

- Does the golf course offer catering options?
- Are you able to outsource a caterer?
- Does it fit into your budget?

Step Six: Sponsors and Donors:

- Determine what assets you can sell to sponsors i.e., hole sponsor, signage, presenting sponsor, etc. and what your price points are.
- Research companies and people who would be interested in being a sponsor or a donor.



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- Create any required signage to recognize your sponsors and donors.
- Ask for items that you can use for an auction, raffle, or golfer prizes.

Step 7: Promote your Tournament:

- Create and distribute a media kit to your local newspaper, radio, and TV stations.
- Promote your tournament on social media.
- Hand out fliers and posters in your community.
- Send emails or make phone calls to your target audience.
- Think about other creative ways you can reach your target audience.

Step 8: Volunteer and Staff:

- Will the golf course chosen have staff supporting your event, and does that fit into the budget?
- Do you need volunteers for your event?
- Reach out to family, friends, and colleagues.

Step 9: Event Schedule:

- Create a schedule for your participants that includes the start time, starting positions and other key event information like meal times, auctions, speakers, and prizing.
- Develop a logistics schedule for your staff and volunteers.



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Step 10: Risk Management:

- Write down risks that could complicate or ruin your event i.e., what if it rains?

Step 11: Travel and Accommodation:

- Are you providing travel or accommodations for your guests? staff? volunteers?

Step 12: Post-Event:

- Pay your invoices and complete your budget and financials.
- Send out thank you letters to your vendors, sponsors, donors, staff, volunteers, speakers and presenters, media contacts, and golfers.

Fundraising ideas for your Golf Tournament:

- Auctions and Raffles
- Cash bar
- Charge for contests, or sell sponsorship
 - Putting Contests
 - Shootout
 - Closest to the pin
 - Longest Drive
- Put a celebrity or golf pro on teams to charge more for a game
- Online donations during registration
- Sell golf merchandise
- Dinner or banquet