



Golf Tournaments Planning Guide

Step One

What is your objective?

- What are the goals, vision, purpose and theme for your event?
- I.e. a fundraiser goal is to raise money

Step Two

Choose a Date

- Which day of the week will be the best for your guest's? I.e. weekend or weekday? When will most likely have the best weather?

Step Three

Create a Budget

- Create an outline for your budget.

Step Four

Pick a Golf Course

- Easy commute
- Food and beverage options
- The number of players that will be at the event, and participating in each course. Golf courses do vary in size, meaning it may be difficult to have everyone participate.
- Does it fit into your budget, and goal of the event?
- Guests will have different golf experience, therefore, it is important to select a course that will be a challenge for the more experienced golfers, while



ensuring beginners do not find it too challenging.

- Selecting a course that is shorter in length would make it less difficult. I.e. 6000 yards verses a course that is 7000 yards long.
- Wider fairways make it much more playable for more experienced golfers, while not being intimidating for less experienced golfers.
- Do a site visit, and take a tour of the facilities and courses.
- Research other golf events around the chosen date

Step Five

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

- Research companies and people who would be interested in being a sponsor or a donor.
- Signage for sponsors and donors
- This is when you can ask for items for an auction or raffle, and prizes

Step Seven

Promote your Tournament

- Media kit for local, newspaper, radio and TV stations
- Social media
- Fliers and forms to be handed out



- What is the best way to reach your target market

Step Eight

Volunteers and Staffing

- 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 Nine

Schedule for Event

- Create a schedule for participants
- Assigning starting positions

Step Ten

Risk Management

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

Step Eleven

Lodging and Travel

- Are you planning on arranging lodging and travel for your guests

Step Twelve

Post-Event

- Pay remaining fees, clean up, and write thank you letters



Fundraising at 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
- Golf marathons where players get pledge donations, which will have them contact their friends, families, and colleagues for donations. This way if they raise their pledge minimum they would not have to pay to play.
- Sell golf merchandise
- Dinner or banquet