

We hope this checklist will help in planning your next golf tournament?

We've developed a detailed list of the many items you will need to consider when planning your next golf tournament. Feel free to print out this checklist for reference or email it to your golf committee members.

Check list for your golf tournament

Committee

- Form your committee early for maximum planning time
- Reserve golf course **early**
- Identify helpers...the more the better. Be sure at least some are golfers
- Set time lines and goals to occur at pre-determined dates
- Assign specific duties to committee members based on their interest and experience
- Establish follow up meetings with clearly defined goals and objectives
- Exchange email addresses and phone numbers with committee members for easy contact
- Depending on your budget, consider building a web site to promote your tournament **including a** sign-up form

Scheduling

- Research possible conflicts with other tournaments, holidays, school schedules, vacations, season weather variations etc.
- Consider time of the day, day of the week and day of the month for maximum turn out

Tournament Format

- Will it be a charity tournament such as American Heart Assoc. or a for profit event?
 - If a charity event, consider asking for help from national/regional office of **the** charity
 - One day or multiple day tournament?
 - If more than one day, consider evening entertainment and **forming** separate committee
 - Morning or afternoon tee times?
 - Most golfers will prefer afternoon tee times though am and pm tee times will accommodate larger number of golfers for your tmnt.

Major sponsors

Consider one or more major sponsor(s) and possibly give full/partial name to tnmt for the sponsor(s)

Mailing list of golfers

Develop mailing list of all participants for this tnmt but more importantly for future tournaments

List should contain committee members, golfers, sponsors, food and beverage vendors, etc.

Consider developing email list with increasingly popularity of email

Tickets

Consider adding a note to tickets..e.g. "\$75 of this ticket is considered a tax-deductible contribution". Caution: be sure and put a note on ticket..."Consult your tax advisor for final determination".

Corporate sponsors

Consider area businesses, hospitals, schools and financial institutions

Celebrity appearance

Consider inviting a celebrity to participate...it can be a big draw for a tournament, especially for a charity tnmt. National associations such as Susan G. Komen Breast Cancer Foundation, American Heart Association, etc., can be helpful in arranging celebrity appearances.

Hole In One Insurance

There is no better way to draw a crowd of golfers than a highly visible prize such as a new car, a motorcycle, boat, motor and trailer, a motor home or even cash. The prize can be **insured for** a modest premium. Click here for more information on this great way to bring out the golfers for your tournament...www.HoleInOne.com, then go to the "Insurance" tab. The hole in one prize should be heavily promoted in all your publicity. Be sure you assign several committee members to read the insurance policy that will cover your hole in one prize. It's a legal document with important requirements governing the payout if someone makes a hole in one. Have schedule for relieving witnesses to assure continuous availability of witnesses. Certain minimum age requirements apply to the witnesses, depending on the size of the prize. **Call 1-800-566-3148 if you need help with this.**

Signing up teams

Designate specific committee members the duty of signing up teams/players. Good record keeping is essential

Develop mailing list for subsequent years

Designate committee members the specific duty of keeping up with teams/players to avoid duplicate sign up of golfers

This can be a problem last few days before tmnt as team sponsors scramble to sign up golfers

Tournament trophies

Order early to ensure availability

First place team, second place, team, etc.

Consider ordering your trophies from our line on-line store...

www.HoleInOne.com, then click on "Store" tab.

Longest drive

Closest to pin

Prizes for winner

Suggest coordinating this with local pro/course manager. Gift certificates, clubs, gloves, balls, bags, umbrellas, etc.

Consider 1st, 2nd, 3rd, 4th, 5th place prizes to build good will with lots of winners for future tmnts

Ask course manager/club pro what prizes he/she has to offer in pro shop.

Photographs

Consider having professional/local amateur take photos of golfers/teams. Nominal charge for photos or include in entry fee. Coordinate photos with celebrity appearance. Consider extra charge for picture with celebrity.

Budget

Expenses:

Cost for use of golf course... Cost per golfer or per team

Food

Beverage

Prizes for winners

Signage

Insurance premium for Hole In One Insurance Prize

Beverage cart driving around golf course

Income:

Corporate sponsorship contribution...consider naming tmnt after corporate sponsor(s)

Entry fees by teams/golfers

Mulligans...charge extra or include in entry fee?

% of fees from teams sold through Calcutta auction...typically for multiple day tnmt
Beverage cart sales driving around golf course during tnmt.
Raffle tickets...consider selling tickets during sign up and during tnmt

For example...raffle tickets for trip for two.
Photographs of golfers/teams

Morning or afternoon tee times

Most golfers will prefer afternoon tee times
Consider lower entry fee to entice more morning golfers
Disadvantage for am and pm tee times is presentation of winners' prizes...morning golfers will have to return to course to claim their prize in the afternoon

Promotion of event through mailings, emails, flyers, posters, etc.

All promos should contain name of tnmt, date, format, contact person and phone no., fee for team/golfers, deadline

Be sure and promote with high-profile Hole In One Prize

Brief description of prizes, mention name of celebrity if applicable.

Consider having local printer print posters in exchange for posting the printing company on the poster or give printer
a team in the event

Consider developing graphics to use in email promotion. Should include sign up form in graphics.

For charity tnmts, seek advice from national organization such as American Cancer Society, March of Dimes, etc.

Mail flyers to area golfers

Format of tournament

Check with the pro /course manager...variations are endless

Publicity

Consider identifying high profile individual as Honorary Chairperson particularly with charity tnmts.

Suggest interviews with tournament organizers and publicize via Radio, TV, and Newspapers

Email notices to golfers with graphics developed to promote your tournament

Newspaper spots/ads

Have committee members make announcements at local Civic Clubs

Post flyers at golf course where tnmt is to be held...possibly also at area courses

Consider getting list of golf members from area golf course(s) and contacting them

Phone campaign to contact area golfers

Photos for newspapers of tournament organizers and possibly Honorary Chairperson

Grab bags for golfers

Request items from local companies who would like to advertise with their names on the product

Green repairers

Bag tags

Golf tees

Golf Balls

Cuzzos, etc. from financial institutions for advertising

Food and Beverage

Have local caterer or club/course provide food

Beer distributor/soft drink distributor provide beverage

Have drink carts on course during tmnt

Make sure you're not planning food or beverage from outside source that golf course will require you purchase from it

Location

Verify dates with head pro/course manager...consider exchange of letters or email for verification to avoid confusion and embarrassment

Discuss your financial commitment to course if tmnt is cancelled for weather, unforeseen events, etc.

Signage

Order signs in plenty of time

Signs for **team sponsors** and individual hole sponsors

Consider big banner to welcome golfers and include name of major sponsor(s), **celebrities**

Contests

Closest to the pins

Longest drive

Straightest drive

Tournament Day

Confirm in advance which workers are to appear **and when**, and make clear their duties

Must have cash box for collecting and making change and 2-3 committee members to sign in teams, sell mulligans, [raffle tickets](#), etc.
Have clearly marked signs to direct golfers to different areas
[Have helpers remain after tnmt to clean up area](#)

Recap of tournament for next year

Recommend follow up meeting within week of tnmt to make notes for improvements for next year's tournament

Suggest circulating checklist for next year based on recent tnmt

Ask pro/course manager [to join meeting](#) for input

Follow up:

Be sure and write thank you notes to sponsors and golfers and ask them to share suggestions with you for making next year's tnmt even better. Email can be very effective in soliciting suggestions.

Please call www.HoleInOne.com if we can be of assistance.

Robert Morton

HoleInOne.com, *every golfer's dream*

1-800-566-3148