

# Golf Tournament



## Golf Tournaments

Golf tournaments can be terrific fundraisers!

### Step 1 - Write a Plan:

- Start planning your event at least 6 months ahead.

### Step 2 - Organize your Team/Committee:

Putting together a golf tournament requires a dedicated team. Ideally, try to recruit...

- People who passionately support your fundraising organization (they will be committed)
- People who play golf – they'll be familiar with all the golfing lingo (saving a great deal of confusion) and will have lots of tips and suggestions for making the event as appealing to golfers as possible. They may even be able to get you a good deal on the golf course.

- People with strong connections in your local business community – they'll be useful for recruiting players AND sponsors.

Once you've got your team in place, it's time to divide up the responsibilities. Who does what, of course, will depend on the skill set of the individuals.

Your team should include...

**Someone to seek sponsors:**

- Sponsorship from local businesses is KEY to the success of your fundraising golf tournament, since that's where the majority of your profit will come from.
- In addition to someone selling sponsorship packages, you will also need someone to seek prizes for the raffle, items for the silent auction and items for the golfers' goody bags.

**Someone to organize a team of volunteers to work at the tournament:**

- Ensure your judges have sound golfing knowledge or you risk seriously undermining the credibility of your event!
- You'll need a fair bit of manpower (or womanpower!) on the day, for things like greeting, serving, selling (merchandise), judging on the course, working on the registration tables, selling tickets, selling mulligans (more on those later) and giving out goody bags.
- Staff and volunteers will need to be recruited at the planning stage then organized on the day itself.

**An event marketer:**

This person will need to advertise the tournament as extensively as possible, using every avenue available for publicity.

These include:

- Posts to social media

- Press release
- Local TV/radio
- Flyers and posters
- Newspaper and magazine ads

### **Step 3 – Choose your Time and Place:**

- When to hold your golf tournament?
- Where?

Questions to ask before booking the golf course...

- Do you have to guarantee a certain number of golfers?
- Will you be penalized if the minimum number is not met?
- What do the fees include? Will they cover golf balls, golf carts, gratuities etc?
- How much is food?
- Can you arrange to supply your own food/drink/alcohol?
- Is a deposit required?
- When must the bill be paid in full?
- What is the cancellation policy? What happens in the event of bad weather?
- Is there a sound system in the club (for speeches etc after the game)?
- Can you sell your own merchandise at your event? (Some clubs will prohibit this, some will want a 'cut').
- If you have little golfing experience, can the club's pro assist you in planning the event?
- Are there any restrictions on displaying sponsors logos/banners on the course on the day?

### **Step 4 – Decide on Your Golfing Format for the Day:**

- Ask the golfing expert on your committee – or the club itself – for advice on the best way to structure play at your event.
- There are various ways of arranging play during a fundraising golf tournament.

- The most popular format is the 'scramble'.
- This is where players are divided into teams of 4. Each team member drives on each hole and the captain of the team chooses the best drive.
- The second shot is then played by each member from the spot where the winning drive landed. Then the team captain chooses the best second shot. This process is repeated until the hole is completed.
- There are some variations on a scramble, or additional rules (such as each team member's drive being used a certain number of times).
- Many charity golf tournaments use a 'shotgun start'.
- This is where 1 or 2 teams of 4 players are allocated different holes at which to start. That way, everyone gets started simultaneously, then rotates around the course.

### **Step 5 – Seek Sponsors:**

- Sponsorship makes up the bulk of your profits when running a golf tournament fundraiser, so it's crucial that this step is carefully and thoroughly executed!
- Whilst traditional sponsorship – where sponsors are sought by the fundraising organization prior to the tournament – is typical, another option is the 'golf marathon' or 'golfathon'.
- The majority of organizations, however, still use the traditional approach, where committee members – hopefully with strong business connections – solicit valuable sponsorships from local companies.
- Of course, local companies will want something in return, and that 'something' is advertising... plenty of it!
- Put together the right sponsorship package – and follow through on your promises – and you'll have a 'win-win' situation, where sponsors are happy with their elevated profile within the community and YOU are happy with a very profitable event!
- Offer different levels of sponsorship to include as many differently sized businesses as possible with the largest contributor being the 'title' sponsorship package. Each sponsorship level will therefore offer a different range of benefits, according to its value.

- Ensure that the person 'selling' the sponsorship packages to potential donors clearly outlines the benefits they'll be getting.
- If your tournament will be drawing in lots of influential community members, selling a solid sponsorship package should be a breeze!

#### **Step 6 - Seek Prizes:**

- Similar to cash sponsorships, donating prizes will bring in advertising for your donors, the LEVEL of advertising depending on the value of the prizes they donate.
- You will need prizes for raffles, any 'side game' held throughout the tournament and items for the silent auction (more on that later).
- You will also need items for the golfers' 'goody bags' given to them at the tournament. Goody bags generally contain items such as golf balls, tees, mugs, key-rings etc.

#### **Step 7 - Market Your Event:**

- It's important to let as many people know about your fundraising golf tournament as possible, using every means at your disposal.

**For more information contact the Believe to Achieve Committee at  
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