

TOURNAMENT CHECKLIST

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.

COMMITTEE

- Form your committee early for maximum planning time
- Reserve the golf course early
- Identify helpers...the more the better.
- Be sure at least some are golfers
- Set timelines and goals to occur at predetermined 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 website to promote your tournament including a sign-up form

MAJOR SPONSORS

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

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 turnout

TOURNAMENT FORMAT

- Will it be a charity tournament (such as American Heart Association) 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 committees

EMAIL LIST

- Develop email list of all participants for this tournament but more importantly for future tournaments
- List should contain committee members, golfers, sponsors, food and beverage vendors, etc.

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 tournament. National associations such as Susan G. Komen Breast Cancer Foundation and American Heart Association can be helpful in arranging celebrity appearances.

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 an extra charge for picture with celebrity.

SIGNING UP TEAMS

- Designate specific committee members the duty of signing up teams/players. Good record keeping is essential.
- Develop email 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 tournament as team sponsors scramble to sign up golfers.

TOURNAMENT TROPHIES

- Order early to ensure availability
- First place team, second place, team, etc.
- Consider Longest drive & Closest to Pin trophies

PRIZES

- Suggest coordinating this with the local pro/course manager
- Gift certificates, clubs, gloves, balls, bags, umbrellas, etc.
- Consider 1st, 2nd, 3rd, 4th, 5th place prizes to build goodwill with lots of winners for future tournaments
- Ask the course manager/club pro what prizes they can offer in the pro shop.

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.

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 a 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.

TEE TIMES

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

PROMOTION

- All promos should contain name of tournament, date, format, contact person, email, phone number and fee for team/golfers, and deadline
- Promote with high-profile Hole-In-One Prize
- Promote often on social media channels. Encourage golfers and participants to reshare social posts
- 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 promotion. Should include sign up form in graphics.
- For charity tournaments, seek advice from national organization such as American Cancer Society, March of Dimes, etc.

TOURNAMENT FORMAT

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

PUBLICITY

- Consider identifying high profile individuals as Honorary Chairperson(s) particularly with charity tournaments.
- Suggest interviews with tournament organizers and publicize via social media, radio, TV and newspapers
- Email notices to golfers with graphics developed to promote your tournament
- Paid media on social media—promote social posts for a fee
- Require committee members to make announcements at local Civic Clubs
- Advertise at the golf course where tournament is to be held
- Consider getting list of golf members from area golf course(s) and contacting them
- Photos for newspapers of tournament organizers and possibly Honorary Chairperson

GRAB BAGS

- Request items from local companies who would like to advertise with their names on the product:
- Green repairers
 - Bag tags
 - Golf tees
 - Golf balls
 - Koozies
 - Golf towels
 - Other assorted branded items

FOOD & BEVERAGE

- Have local caterer or club/course provide food
- Beer distributor/soft drink distributor provide beverage
- Have drink carts on course during tournament
- 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 email for verification to avoid confusion and embarrassment
- Discuss your financial commitment to the course if the tournament is cancelled for weather, unforeseen events, etc.

SIGNAGE

- Order signs in plenty of time
- Signs for team sponsors and individual hole sponsors
- Consider large banner(s) to welcome golfers and include name of major sponsor(s), celebrities

CONTESTS

- Closest to the pins
- Longest drive
- Straightest drive

DAY OF TOURNAMENT

- Confirm in advance which workers are to appear and when, and make clear their duties
- Must have a 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 tournament to clean up area

TOURNAMENT RECAP

- Recommend follow up meeting within week of tournament to make notes for improvements for next year's tournament
- Suggest circulating checklist for next year based on recent tournament
- 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 tournament even better. Email can be very effective in soliciting suggestions.

**Please contact HoleInOne.com if
we can be of assistance:**

email@holeinone.com

1-800-566-3148

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 \$ _____

TOTAL EXPENSES

INCOME

Corporate sponsorship
contribution \$ _____

Entry fees by teams/golfers \$ _____

 Mulligans \$ _____
charge extra or include in entry fee

 % of fees from teams sold
through Calcutta auction
typically for multi-day tournament \$ _____

 Beverage cart sales driving
around the golf course
during tournament \$ _____

 Raffle Tickets \$ _____
*consider selling tickets during
sign up and during tournament*

Photographs of golfers/teams \$ _____

TOTAL INCOME

CONTACT US

We welcome your comments and suggestions about Holeinone.com.
Please send your comments and suggestions to: email@holeinone.com

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