



MCKAY CREEK
GOLF COURSE & DRIVING RANGE

The Ultimate Guide to Planning a Successful Golf Tournament

Introduction

Hosting a golf tournament is an excellent way to treat friends, business colleagues, customers and members of your organization to a day of fun, fresh air, relaxation, friendly competition, networking and teamwork. Tournaments can also be used very successfully as a fundraiser for a wide variety of causes.

Planning and organization are imperative to a successful golf outing and will allow the organizers to have an enjoyable and stress free event along with the golfers. Our facility has developed this guide to assist in the planning of your event. Please keep in mind that some of the information may not pertain to your specific event. The following is a step by step guide to planning and executing your event. Our staff is ready and willing to help answer questions and assist you every step of the way.

STEP 1: TIMELINE

Having a timeline will help you and your committee stay on track and give everyone plenty of time to complete their tasks. Below is a sample timeline and checklist. Please make changes and additions to tailor to your event.

1 year before tournament date

- | | |
|--------------------------|---|
| <input type="checkbox"/> | If you have just held your event survey or talk to the golfers and get feedback on likes and dislikes regarding the format, food and value received. |
| <input type="checkbox"/> | Choose a date for next years event and book with McKay Creek. |
| <input type="checkbox"/> | Have a wrap-up meeting with committee and evaluate what went well and areas for improvement and discuss new ideas for next year. Start thinking about next years committee members. |
| <input type="checkbox"/> | Contact this years sponsors and commit for next year. |

- Create sponsor packages and start talking with potential large sponsors.
- OTHER:

6 Months before tournament date

- Recruit committee members/fill open committee positions.
- Finalize contract with golf course and schedule details
- Create a detailed budget. (Sample budget spreadsheet is attached)
- Price your event – Golf, Meal only, Sponsorship levels, game pricing.
- Continue selling sponsors and secure title sponsor
- Create a logo and flyer/brochure for the event with specifics including price.
- Develop marketing plan
- Build a database of golfers (See our sample spreadsheet). Create and send save the date cards or emails to golfers.
- Get quotes on gifts and prizes. (See attached offerings from McKay Creek)
- OTHER:

4 Months before tournament date

- Roundtable meeting with your committee
- Start recruiting and signing up golfers. Ask for payment at sign-up and consider a discount for registering early.
- Secure media partner and website if necessary
- Reserve extra golf carts with McKay Creek (If more than 20 are required)
- Define swag bag (tee prize) contents and start collecting/purchasing
- Create Auction (including item storage, display, bid forms and money collection plan) and begin acquiring items
- OTHER:

3 Months before tournament date

<input type="checkbox"/>	Roundtable meeting with your committee
<input type="checkbox"/>	Sign-up golfers and update Player Roster
<input type="checkbox"/>	Continue to sell sponsors and collect auction and prize donations
<input type="checkbox"/>	Send out press release and start marketing and advertising
<input type="checkbox"/>	Meet with McKay Creek to discuss format, menu and answer questions.
<input type="checkbox"/>	OTHER:
<input type="checkbox"/>	OTHER:

2 Months before tournament date

<input type="checkbox"/>	Roundtable meeting with your committee
<input type="checkbox"/>	Finalize games and contests
<input type="checkbox"/>	Secure real time scoring if necessary
<input type="checkbox"/>	Order merchandise for goodie bags
<input type="checkbox"/>	Send email to participants and prospects with updated and detailed information and ask them to share with friends.
<input type="checkbox"/>	Finalize hole in one contest and sponsor if applicable
<input type="checkbox"/>	OTHER:

1 Months before tournament date

<input type="checkbox"/>	Roundtable meeting with your committee
<input type="checkbox"/>	Confirm golfers and collect payments
<input type="checkbox"/>	Volunteer orientation meeting
<input type="checkbox"/>	Order food and beverage (drink tickets/open bar) with McKay Creek.
<input type="checkbox"/>	Get signs and banners made
<input type="checkbox"/>	OTHER:

2 Weeks before tournament date

	Committee meeting at McKay Creek (Cover setup and details with McKay Creek staff) Send confirmation email to golfers
	Offer golfers a great deal at McKay Creek the week before the tournament to get warmed up! (ask for details)
	Sign-up deadline for golfers
	OTHER:

1 Week before tournament date

	Provide final number of golfers and meals to golf course
	Send golfer pairings and starting holes to golf course
	Submit payment to course
	Finalize detailed plan for committee members and volunteers task on tournament day and send to each
	Assemble swag bags
	OTHER:

Your tournament schedule may vary but having a timeline will help keep your committee informed on when to start and complete their tasks.

Keep in mind that the two most important pieces of any tournament are golfers and sponsors and having a timeline will ensure both are maximized without a last minute rush.

STEP 2: ASSEMBLE YOUR COMMITTEE

Your volunteer committee is key to the success of your event. The right size committee will help to spread the work and make sure all aspects of your event are perfect. While the size will vary depending on the size and complexity of the event we generally recommend 4-8 people. As important as the correct size is making sure they are committed and have a diverse set of contacts and relationships. This will result in more golfers, prizes, sponsors and donations.

Once you have selected your committee it is imperative that their jobs are clearly communicated. Putting their responsibilities, goals and a timeline in writing will help ensure tasks are completed. Training each committee member is critical to make sure they have the knowhow and tools to be successful. Don't assume they have experience in the area they are assigned. Having each member sign an agreement after going over their job and training them will help with follow thru.

Giving each member a specific area of the event to take charge will help divide the work. While they are not responsible for all the work in their area they will facilitate and hold others accountable. Depending on the size and scope of your event some of these can be combined. Here are the areas we think should be covered:

- Tournament Chairman – Person in charge of the event helping to guide and hold everyone accountable. Ideally this person is very excited about the event, a golfer and well connected.
- Sponsor Chairman – Sponsors are often the main source of revenue for the event. The chair should be ready to sell, track and manage sponsors that others are calling on.
- Player Chairman – Responsible for tracking the golfers as they sign-up and holding the committee accountable for attracting foursomes.
- Operations Chairman – Responsible for working with the golf course on the details of the event including setup, check-in, food and beverages to make sure the event runs smoothly.
- Gift and Prizes Chairman – Will head up gathering prizes, gifts and goodie bags.
- PR & Marketing Chairman – Must be able and ready to get the word out about your event attract players and sponsors.
- Auction/Raffle Chairman – If you are having an auction this can be a large responsibility and critical to your events success.

Committee Motivation – Show the committee that they are appreciated by providing recognition during the event and a thank you gift after the event. Incentives are a great way to help motivate. They can be rewarded with a prize for bringing in x number of groups or sponsors. We can help supply golf related gear at our cost for this purpose.

Accountability – All of your volunteers are busy and need a few nudges and reminders to stay on track. Call your committee members weekly and get a report on their activity including calls made and tasks completed. This will keep everyone on track and allow extra resources to be applied where necessary.

A great volunteer committee can make or break your tournament. Choose the right people, train them and hold them accountable to ensure success!

VOLUNTEER AGREEMENT

I (Volunteer name) _____ agree to volunteer for the (name of event)
_____ to be held (date) _____ to the best of my ability.

I will act as _____ chairman

I agree to recruit _____ foursomes

I agree to sell _____ sponsors.

I agree to bring _____ gifts and prizes

I will attend all committee meetings and participate on the day of the event.

Signature _____

Date _____

STEP 3: BUDGET

Every tournament should have a detailed budget. For many of you raising money is the name of the game as most events are fundraisers! Creating and sticking to a budget will help your event be successful. Your budget should include some or all of the following expenses and incomes.

Income Sources

Sponsors and Donations: The main source of income for most events. Sell using your relationships and provide a return on investment to maximize income.

Golfers: Registration fees to cover the cost of the event and provide value.

Auction: Oral and silent should be considered depending on the crowd.

Appeal: If your event is a fundraiser have a brief presentation covering the beneficiary of the event and ask for additional donations during the awards ceremony.

Games and Contests: Get creative and consider a Big Ticket package that includes all games and can be sold prior to the event and at check-in.

Raffle: Having great raffle prizes and selling tickets before during and after the event is a great way to get golfers excited and keep them coming back.

Mulligans and String: Consider limiting amounts depending on how competitive the event is.

Expenses

Golf Course: Consider the date, day and time of the event in order to maximize participation and minimize cost.

Food: Providing great food and beverage can differentiate your event. We can help with many affordable catering options available.

Beverages: Consider paying for non-alcoholic drinks. The cost is small and golfers will remember. We can also help you to provide a reasonable amount of hosted alcohol if you like.

Golfer Gifts: The goodie bag is the first thing they received upon arrival and can create a great first impression. We have attached a list of items we can order and customize for your event at our cost to help out. Hopefully sponsors can cover some or all of the costs in exchange for including their logo on the item or their company information in the Goodie bag.

Contest Prizes: Get as many donated as possible and pay for the rest. We can supply merchandise at or near cost to help!

Signs: Bigger is better and will keep your sponsors happy! Get three quotes and use the best. See resources page at the end of packet for some options to get you started.

Hole-In-one Insurance: Adds excitement to the event. Get a few quotes and ask for extras for the other par 3's. A few options are included in the resources section at the end of packet.

Website and Advertising: Sometimes word of mouth is enough but a little more might help. McKay Creek will help advertise with emails and flyers if you would like.

Printing: Brochures, flyers and rules sheets. Include your sponsors names if possible to add value. Also consider postage and distribution.

Photography: Teams photos are a great keepsake to send with the golfers and will keep you on their mind for next year. Hire a photographer or find an amateur volunteer willing to donate their time.

Bank Fees: Accepting credit cards will help sell golfers and add-ons. Consider Square (or similar) and remember there are fees associated but usually golfers will spend more. McKay Creek can help with tournament payments by credit card if necessary.

Miscellaneous Budget Notes

Registration Fees: Setting your registration fee appropriately will ensure a full field of golfers. Keep as low as possible while covering your expenses. Most tournaments make their money from sponsors, on-course games, raffles and auctions not the registration. Typical registration fees at McKay Creek are \$18-40 for nine hole events and \$48 to \$75 for eighteen hole events depending on what is included (Cart, food, beverage, goodie bag)

Trade: Trading sponsor signs and exposure for advertising, merchandise, prizes, trophies ect. is a great way to save on expenses.

A sample budget spreadsheet is included with this packet. Please ask for an excel version.

STEP 4: CHOOSING THE BEST FORMAT

When choosing the format for your event keep in mind the purpose of the event (Fundraising, Entertaining, Networking or Competitive) and the skill level of the golfers. Here are some popular formats:

Scramble: The most popular and works well with a variety of skill levels. Everyone tees off and then pick the best of the four drives and everyone hits from that spot. This process is continued until the ball is holed. This format allows less skilled players to enjoy the good shots of the group and not get worn out or frustrated. Many events require using two or three drives per player so everyone contributes. We can help with team handicaps to even the field.

Shamble: Similar to a scramble but after using the best drive everyone plays their own ball the remainder of the hole. All players will have a score for each hole but only the best one or two will be used for the teams. Good format to keep pace of play up and allow people to pick up if they are struggling on a hole.

Best Ball: Everyone plays their own ball and the team uses the best one or two scores from each hole.

Pressure Cooker: A fun variation of the scramble. Before the round each player picks one par three out of the four. That player is the only person who plays their designated par three and hits the drive on the following hole! The rest of the round the team is playing a scramble. This is a great format and usually plays faster than other formats!

Orange Ball: Another twist on the scramble. Each team has one player play the orange ball on each hole while the other three play a scramble. The person playing the orange ball rotates each hole so each person plays it four or five holes during the round. Two scores are recorded: the scramble and the orange ball. If the orange ball is lost then the team continues playing a four person scramble and is out of the orange ball competition. The orange balls can be numbered and distributed at check-in to each team. Adds some strategy to decide the order for the orange ball.

Night Golf: This unique format uses glow balls and starts at dusk. Nine holes only as the round will take 2.5 to 3 hours. Please ask about dates and times that will work for night golf. Lots of fun and different from the usual!

Golf Marathons: Can be a major fundraiser. Rent the course for the day and have 12 to 20 players play all day with the goal of playing 100 holes! Each participant gets pledges based on number of holes played from their family and friends. At McKay Creek these events have raised more money than all other formats. Ask for more info if interested.

Scoring: There are several options for scoring depending on the format chosen. McKay Creek staff is happy to help with the scoring or provide a formula to even the field of players. We can provide large score sheets to post after your event so players can see how they finished. Asking for a handicap or average score when teams sign up and at check-in will help with the scoring process.

Real time scoring is now available allowing players to track their score and position as the round is happening on their phones! Several companies offer this service online.

Prizes and payouts: Golfers want to win and most want to win fairly. We recommend de-emphasizing winning to discourage cheating. Offer prizes worth competing for but not worth cheating for. Awards can be given to 1st, 2nd, 3rd overall, all women's team, and a mixed doubles team; or get creative and give prizes to 1st, 7th and last place to keep the event fun and give everyone a chance. The most successful tournaments usually save their best prizes for a raffle or auction to raise extra money and give all players a chance to win even if they play golf once a year.

STEP 5: SELLING SPONSORS

Fundraising tournaments rely on sponsors for a successful event. Simply offering a small sign and their name on the brochure is fine but the more you can offer the more they will pay. Companies are usually looking to increase their business and the event should be an effective marketing tool for them.

Before approaching sponsors you should do your homework and be able to communicate the demographics and reach of the tournament by answering these questions:

1. Who will receive your brochure?
2. How many people are in your organizations' and McKay Creek's database?
3. Will blast emails and a website be utilized?
4. Will there be additional PR and advertising in social media, newspaper, radio ect.? What is the reach for this?
5. What are the audiences occupations, income, geographics and how does this apply to the business you are approaching?

McKay Creek will help promote your tournament with our social media and email campaigns!

Sponsors Packages

Developing appropriate sponsor packages and levels while making sure they provide value with a good return on investment will help with selling. These should be clearly listed on a brochure and communicated with the potential sponsor.

Items that can be included in packages:

On-site display, testing and sampling	Website Links
Blast emails	Brochure distribution
Discounts for sponsor clients	Signage (Large banners are best)
Meeting customers	Media exposure
Promotion (Coupons, discounts ect)	
Drive customers to their business (discount entry if they sign-up at a business ect)	

Who to approach for sponsorship

Companies usually buy a sponsorship for the above reasons but the main reason is usually because of a relationship with someone on the committee. Have your committee think about all the people they interact with through business, personal, social ect. Here are some examples:

Industry vendors – Who do you buy from or work with.

Beneficiaries – Alumni of you group or organization who have benefitted from your Group

Business Cards/Contacts: Key relationships

Partnerships – Big companies with vendors who support your organization.

Friends and family – Particularly with business and philanthropic ties.

Social and church friends and contacts.

Pricing Sponsorships

Pricing is very important to provide value and new business. Having several levels and approaching the potential sponsor about the appropriate level will help sales.

Sample Sponsor Packages

TITLE SPONSOR BENEFITS

- Company Name in Title of event
 - Company name and logo on all promotional material, advertising and PR efforts
 - Company logo on tournament shirt, hat or towel
 - Event Banners, signs, carts signs
 - Company information provided to all participants (at check-in or during event)
 - Two Foursome in tournament
 - Opportunity to provide promotional items for goody bag. (See promotional items list attached)
 - Display table at a hole and/or at clubhouse
 - Company leader to MC awards ceremony
- Investment \$2000

PRESENTING SPONSOR

- Company name and logo on all promotional material, advertising and PR efforts
 - Event Banners, hole signs, carts signs
 - Company information provided to all participants (at check-in or during event)
 - Display table at a hole and/or at clubhouse
 - One Foursome
 - Opportunity to provide promotional items for goody bag
 - Company name and logo on trophies or photos provided for participants
- Investment \$1500

BEVERAGE CART OR MEAL SPONSOR

- Opportunity to buy all golfers two beverages from the cart or during lunch/dinner
 - Pay for Lunch or dinner for the event
 - Drink or lunch tickets can be printed with company logo
 - Recognition as lunch sponsor on print and media promotions
 - Company logo on website
 - Company banner or sign at lunch or on beverage cart and on a tee box
 - Public recognition during lunch/dinner and awards presentation
 - Display table at a hole and/or at clubhouse
- Investment: Purchase Meal or Beverages for all players or set amount.

HOLE IN ONE CAR SPONSOR

- Ask a local insurance company to price insurance on a new car for a hole in one and partner with a local dealership to provide a car the day of the tournament to stage near the putting green. Car dealerships will often buy this sponsorship as a way to showcase their car to a captive audience. A dealership can offer test drives before the tournament.
 - One Foursome
- Investment: \$1000 -\$1500 (Price based on cost of insurance)

Sample Sponsor Letter

Dear _____,

We would like to present an exciting golf event that will give you an opportunity to entertain clients and gain exposure to potential clients. This will include golfers from around the community and will raise money for a worthwhile cause.

(Describe the organization and who benefits)

The 1st annual McKay Creek Open will start with a shotgun start at 8am on May 13th at McKay Creek Golf Course in Hillsboro. This is a unique golf tournament that will be a full day of exciting events including a Longest Drive, Closest to the Pin and Hole in One Contest in addition to a raffle, auction and many wonderful prizes.

This is an opportunity for your company to reach many clients and help raise money for this great cause. Please consider participating as a sponsor. As a sponsor you will receive:

- Company name in all promotional material
- Extensive marketing campaign
- Display table with company services and representative
- Foursome in tournament
- Company sign at tee box
- Company recognition at awards ceremony

A contribution of \$1000 is tax deductible and will provide you with the benefits mentioned above. Thank you for your consideration and feel free to call with any questions.

We will be in touch soon.

Sincerely,
Jane Smith
Phone #
Email

STEP 6: EVENT PROMOTION

Successfully promoting your event is the key to recruiting golfers, sponsors and prizes. There are many avenues to use and this does not have to be an expensive process. Making sure you have consistent and quality brochures, flyers, logos, and brand is key to fully utilize the ideas below. Targeting specific groups will make promotion easier and less costly. Pick an industry or group of people and spend your resources to reach them.

Promotion Ideas

Website – Setup a website for your event or partner with the golf course or your organization to send blast emails and help streamline the registration process. There are several options including: birdeasepro.com and golffusion.com.

Internet & Social Media – Facebook, Twitter, LinkedIn and youtube are a free way to maximize your exposure online. The best part is that your committee probably already uses most of these and can quickly spread the word to family, friends and colleagues about your event.

Blast Emails – Build a database of past and prospective players and keep in contact with event details. McKay Creek can help by sending tournament info to our email list.

Advertising – Placing ads in magazines, newspaper, radio ect can work if it is a targeted market but can get expensive. Try to get a media partner that will help for free or trade for sponsorship.

Brochure – A quality full color brochure or flyer distributed to key businesses and organizations can be very effective to spread the word and can double as a sign-up tool.

Networking – The most effective tool to sign-up golfers and sponsors. Talk to everyone you come in contact with professionally and personally.

Public Relations – The media is always looking for interesting stories and great content. Try to find a unique concept or twist for your event that will grab attention (Worthy cause, celebrity participants, unique format, creative tournament name ect) and always follow up with a phone call. Try to include the title sponsor, name of your organization and what you are trying to accomplish or the beneficiary in your press release.

STEP 7: RECRUITING GOLFERS

Golfers have lots of options to allocate their time and money so why should they play in your tournament? Why do golfers participate:

- Golf Course is fun to play and in great condition.
- Good Food and Beverages
- Tee Package – Try to include quality items with tournament or sponsor logo
- To win – Have as many quality prizes and different winners as possible

- Clients and Contacts – Many get invited by clients or are looking for networking opportunities. Promote your event as such.
- Unique Event – Make your tournament special and memorable.
- The Cause – Make it clear what the cause is and how their money will be used
- Value – Getting more than they pay for. Package all of the items above to create value.

Fill Your Field Guaranteed

Here is a simple formula: Six committee members each ask three people to bring a foursome! Presto, a full field of 72 players.

Deal From McKay Creek

Golfers signed up for your event will receive a ridiculously good special at McKay Creek the two days before the event so they can come out and warm up. Can be included in reminder email or call a week prior to the tournament.

Sample Golfer Signup and Pairing Spreadsheet is attached at end of this packet.

STEP 8: GAMES AND CONTESTS

The purpose of games and contests:

Build Memories – When golfers win they remember it and remember your event.

Excitement – Most golfers are not serious and a 5 hour round can be a little boring unless you can break it up with unique and fun games on as many holes as possible.

Award Winner – Winners come back. The more winners you have the more return players you will have for next year. A perpetual trophy or plaque with the winning team's names is a great marketing tool for pictures.

Make Money – Add on games and contests can increase the amount raised by 25% or more if they are well communicated and sold before and during the tournament. Golfers will not pay for a contest they don't understand. Have explanations in writing and communicate face to face.

Types of Games and Contests

Tournament Winners: Include as many places as possible and last place to make every feel like they have a chance

KP – Closest to the pin. Can be held on hole 2, 4 and 6. Include a Mens and Womens if appropriate and give them a second chance on the back nine. Second shot KP can be held on hole 1, 3 or 7. McKay Creek will provide markers and measuring tapes for all contests. We can split by gender, age, ability ect.

Long Drive or Short Drive – Longest drive from the tee that ends up in the fairway. Hole 5 and 8 are popular for this contest.

Straight Drive – We paint a line down the middle of the fairway and the drive that is closest to the line wins. Helps give everyone a chance as they do not have to hit far. Another variation to consider is a crooked line down the fairway! Hole 9 is a good option.

Long Putt – Another great way to give everyone a chance. Anyone can get lucky on a long putt! We recommend hole 1, 7 or 9.

KP 2nd shot – Usually on hole 1, 3 or 7. This is a KP after your second shot on a par 4.

McKay Creek will provide markers and measuring tapes for all above contests. We can split by gender, age, ability ect.

Hole in One Contest – Hole 2 is a great option. Get a hole in one win a car (or other prize) this can be covered by Hole in One Insurance or by a sponsor.

Money Making Game and Contests

The above games can be included with golfers entry fee or sold separately on each hole or combined and sold as a 50/50. Below are additional games to sell for fundraising:

Putting Contests - Many Options. Charge \$5 each or 3 for \$10 to win a prize. The length of the putt should be coordinated with the prize level. Use a shorter putt and everyone who makes qualifies for a contest after the tournament to win a larger prize. This can be held before the event or during the tournament as teams go from hole 9 to hole 1 if the pace of play is slow enough.

Gambling Hole – Offering golfers the chance to double their money if they hit inside a 20 ft circle on hole 4 or 6.

Selling String or Licorice – Sell string or licorice by the foot allowing golfers to move their ball the length of the string without taking a stroke. Most often used on short putts. Can significantly reduce scores and is disliked by some serious players who see it as a way to buy the win. If the event is trying to raise money for a good cause...let them buy it!

Pro Drive – Put a Marker a long way down the hole and let groups pay \$10 or \$20 to use that as their drive. Hole 8 is a good option and a good sales person can usually get most groups to pay up. Give it a name like Rory McIlroy Drive.

Mulligans – A golfer pays for a chance to rehit a shot. Usually \$5 each or 3 for \$10. May want to limit how many each team or person can buy.

Inner Tube Game – Hole six into the pond below. We place an inner tube in the middle of the pond and golfers try to hit into it. Participants pay per ball and we can help with golf balls and prizes (Free rounds ect)

Tic Tac Doh! – Players chip balls into a tic-tac-toe grid that we setup and try to get three squares in a row or simply try to hit the center square. Number of balls for each contestant, price and prizes are determined by you. This game can be setup near a tee box and administered while teams wait to tee off.

STEP 9: AUCTIONS & RAFFLES

Auctions and raffles after your tournament are an excellent way to raise additional funds and can even exceed the amount raised from the golf portion of the event!

Auctions

Silent and oral auctions are both effective depending on the crowd, size of the group and time frame. Oral auctions tend to work well if you have a few big ticket items that will get people excited and bidding against each other. Silent auctions bode well with several smaller items and time after golf and before the meal for people to browse and bid. Popular items may include; Sports memorabilia, trips/vacation rentals, appliances, recreational items, golf gear and of course rounds of golf. Here are some tips on acquiring items:

Get Items Donated: Leveraging relationships is key to getting donations. Contact people and companies you know or that are passionate about your cause. Offer companies something in return in the form of additional business, exposure, marketing and recognition. Individuals and businesses with a unique or new product might be more willing to donate goods than buy a sponsorship.

Buy Items: Find ways to buy coveted items at wholesale and sell/auction for retail. Offer to buy items to match donated items from a business. McKay Creek is happy to offer golf related gear at our cost to help your event.

Packaging: Package small like items together to provide a desirable item that will sell for more than the sum of the parts.

Wine or Beer in a brown bag: Donated or purchased bottles of wine or beer can be wrapped in a bag and put on a table and sold for \$10/\$15 each. They don't know what they get until they purchase, adding to the excitement.

Successful Auction Tips

- ❖ Start early with item collection and advertising. Try to garner interest from non golfers!
- ❖ Accept credit cards, people will spend more. Get a square card reader or ask us for help!
- ❖ Collect money before people collect their item(s)
- ❖ Get buyers contact information and send them a thank you note.

- ❖ Serve food and drink during the auction. They will mingle, stay longer and spend more!
- ❖ Play music and/or have sports on the TV. Keep people entertained so they stay for the entire event.
- ❖ End the evening with the most valuable items so people stick around
- ❖ Invite none golfers, spouses ect. More people equals more money raised

Raffles

Raffles have been very successful and can be easier to administer than auctions. They allow everyone to participate, spend an amount they are comfortable with and ensure that golfers stick around to see if they won! Raffles are most successful when there are lots of items and a wide variety of small and large items. The more people that win the better!

Successful Raffle Tips

- ❖ Sell tickets for a buck each and write the buyers name on the ticket so you can read it off later. The raffle should move quickly to keep interest up and if people are reading and checking numbers the raffle will be slow!
- ❖ Sell tickets before, during and after the event. Setup a table on hole seven and provide drinks and snacks while selling tickets. Golfers typically have to wait on this par three and are a captive audience.
- ❖ Attractively display raffle items before the tournament so golfers see what is available.
- ❖ Start raffle during or before the meal and keep the largest prizes for the end. Let people choose a prize as they are called so they get something they actually want and not a left handed driver when they are right handed! Again, save a few big items for the end.
- ❖ Another option is to pick winners while golfers are on the course and attached the winning ticket to the item for later collection. This is a good approach if trying to save time and finish earlier.

STEP 10: SIGNS AND BANNERS

Make your event look bigger and better by using large and impressive signs and banners.

Tournament Banner – The tournament banner should have the name of the event and title sponsor and be located in a spot that is visible to everyone! McKay Creek can help with locations.

Sponsor signs – One sign can be placed at the check-in table with many logos or several can be positioned around the clubhouse and putting green.

Hole Signs – Hole signs can be placed at every tee. Make these as large as possible and position for maximum visibility when people approach the tee box. Consider including the sponsors name and logo and the tournament logo if applicable. We can also help place signs near greens for hole contest sponsors and additional visibility.

Cart Signage – Can be the title sponsor or a separate cart sponsor and attached to the front of every golf cart. Please ask for help/tips before attaching to carts.

Flex Banners – These are 15ft tall and can be placed at the driveway entrance or another prominent location to add awesome visibility.

Make signs and banners that are not year specific so they can be reused the following years and save on cost.

STEP 11: DAY OF OPERATIONS

All of the preparation is ready to be put into action on tournament day to make sure your event runs smoothly and successfully. Below are the key items to consider the day of the tournament:

Registration – McKay Creek will provide tables and chairs for registration, tee prizes ect. Registration can be held inside or outside depending on the weather and we can help with placement to ensure check-in runs smoothly. If you are having a raffle or auction plan on setting up the prizes for viewing when players check-in.

Volunteers – Make sure you have plenty of volunteers and ask them to arrive early. Do a quick walk through with the volunteers and make sure they can answer all of questions golfers may ask. Assign your volunteers specific task including but not limited to:

Course setup: install signs, tents and banners. McKay Creek can provide a cart and help with any supplies you forgot. (2 people should be enough)

Registration: 2-6 people depending on the size and complexity.

Photography: If you plan on having a photographer they can take pictures before or after the tournament and should try to get a group shot of each team to send to the players with a thank you note.

Spotters for Contests: On one or both of the par threes and any other hole with a contest such as 50/50, Hole In One ect.

Golf Carts – If golf carts are included for all players we will have them staged next to the tables with umbrellas (Good to discuss before the day of the tournament). You may want to have signs on the carts with starting holes or player names. If carts are optional then players can be directed to the proshop after check-in to rent a cart and pickup a key. McKay Creek has 20 carts on site and can bring in additional carts in groups of ten. Please ask about reserving extra carts as early as possible.

Rental Clubs – We have several sets of rental clubs that can be rented by the individual or paid for by your group.

Beverage Cart Service - We will have our beverage cart in operation during most events. For safety and liability reasons, an McKay Creek Golf Course employee must operate the beverage cart. We are happy to work with you on snack/beverage tickets or limited hosted drinks.

Start Types

Shotgun Start – All players start at the same time on different holes. Players should be asked to hang out near the clubhouse until directed to head to their starting hole. Ten minutes before the start time the tournament chairman or a member of McKay Creek's staff (If requested) can go over rules, contests, formats and answer questions before releasing players to their holes.

Tee Times – All players will start on hole one and tee off consecutively. Proshop staff can help make sure the first group starts on time and everyone is keeping pace with the group ahead. Tip: Have a fast group tee off first and then encourage everyone else to keep up!

Pace of Play – Pace of play is very important to many people and slow play is one of the most frequent complaints. Also, the faster the golf the happier people are to stick around for food, raffles, auctions ect. McKay Creek can help with many of the items below to ensure a fun pace is maintained.

Course setup/difficulty: We can help setup the course based on the ability of the golfers and the format of play.

Rangers: This can be a person on the tournament committee driving around or McKay Creek staff. Either way groups should be encouraged to keep up and asked to skip holes if necessary.

Format and Rules: Scrambles can help with pace but only if people play ready golf and hit one after another or at the same time. Consider having a max score (bogey) to help teams pickup and move on if struggling. Groups that fall behind should have the first person to putt out go the next tee and tee off. We can help you communicate these and other tips to the players before the tournament.

Games and Contests: Make sure games are not slowing groups down. We can help setup the holes appropriately.

Checklist – Make a checklist for the day of the event including all supplies needed and setup and teardown assignments.

STEP 12: BANQUET AND AWARDS

The golf is finished but the fun is just getting started. Making sure the tournament finishes on a good note will leave a great lasting impression. Here are the items to consider:

Food and Beverage: McKay Creek can provide a variety of catering options before or after your event.

Keep it moving: Remember that people have families and other obligations so keep things progressing quickly to keep them interested. Consider starting your raffle, auction and awards as people are finishing their meal. Give away your biggest prizes last to keep people interested.

STEP 13: TOURNAMENT EVALUATION AND FOLLOW UP

This is a critical step in order to improve your event year after year. Make sure to take notes to review the following year. Each year should get easier and be more successful than the last.

Have a wrap-up meeting with the committee and go over all aspects of the tournament making specific suggestions for improvement as well as what went well. Going back thru this guide and making notes on each section is a great way to make sure nothing is missed. Write down all notes and ideas!

The following task should be completed the day of the event or in the week immediately following:

Pay Bills – Make sure all bills are paid in a timely manner.

Balance Budget/Money Raised – Finalize your budget and determine how much was raised. Send emails, press release ect to let golfers and the community know the event was a successful.

Clean Up the Mess – Pick up as much as possible. Evergreen will help with this process.

Send out unclaimed prizes – Golfers will appreciate the gesture and want to come back.

Pick Up Sponsor Signs – Most of these can be reused and save money next year.

Book the Course For Next Year – We would love to pick a date for next year and you will be able to send out info sooner and get on golfers calendars. Don't worry if the date must be changed later, we are flexible.

Sponsors-Ask for feedback and for a commitment for next year's event.

Vendor Resource List

Signs & Banners

Miracle Sign Company 503-357-0264 www.miraclesign.com

Pixartprinting.com

The Sign Company 503-640-6011

Signazon - signazon.com/golf-tee-signs/

Hole in One Insurance

Hole-In-One USA 800-383-7273 www.hiousa.com

Rick Schmidt – Larsen Flynn Insurance – 503-873-8631

Hiousa.com

Holeinoneinternational.com

Photographers

Sample Tournament Checklist

Checklist Item		Checklist Item	
Purpose and Goal		Brochure or Flyer	
Tournament Date & Time Set		Golfer Pairings	
Course Reserved		Press Release	
Committee formed		Games & Contests	
Website		Photographer	
Media Partner (s)		Tee Prizes	
Marketing Plan		Schedule of Events	
Volunteers & Responsibilities		Registration Table	
MC		Mulligan tickets	
Budget		Drink Tickets	
Food and Beverage Booked		Raffle Tickets	
Format		Auction Items	
Sponsors packets		Rules Sheet	
List of Sponsors		Golf Carts	
List of Golfers		Scorecards Prepared	
Signs & Banners		Cash boxes	
		Credit Card Process	
		Tournament Evaluation	

Above list is a sample only and should be tailored to your event.