

GOLF TOURNAMENT PLANNING CHECKLIST

General	Sponsors	Communications / Collateral
<ul style="list-style-type: none"> <input type="checkbox"/> Determine the purpose of your golf tournament. (what do you want to accomplish)? <input type="checkbox"/> Confirm a golf tournament is the right venue for your objectives <input type="checkbox"/> Choose Emcee for Awards Ceremony <input type="checkbox"/> Establish Time Lines / Build agenda <input type="checkbox"/> Create a list of optional dates <input type="checkbox"/> Choose a Golf Course / Meet with Banquet mgr and pro <input type="checkbox"/> Pick a Tournament Date <input type="checkbox"/> Choose Tournament Format 	<ul style="list-style-type: none"> <input type="checkbox"/> Develop list of potential sponsors <input type="checkbox"/> Create Major or Title Sponsor Package <input type="checkbox"/> Create Meal Sponsor Package <input type="checkbox"/> Create Contest Sponsor Package <input type="checkbox"/> Create Hole Sponsor Package <input type="checkbox"/> Send letter to potential sponsors <input type="checkbox"/> Call or visit potential sponsors <input type="checkbox"/> Send a commitment letter to sponsors <input type="checkbox"/> Ask for sponsor donations for prizes and gifts 	<ul style="list-style-type: none"> <input type="checkbox"/> Name the Tournament <input type="checkbox"/> Print tournament brochure – incl directions to golf course <input type="checkbox"/> Send brochure and invite letter to potential golfers <input type="checkbox"/> Acquire list of all media in your community / send press releases <input type="checkbox"/> Follow up media with phone calls <input type="checkbox"/> Develop advertising (multi media) / Place ads <input type="checkbox"/> Determine event day schedule <input type="checkbox"/> Reminder notices sent <input type="checkbox"/> Produce sponsor signs and banners for registration table
Organization	Budget	Gifts and Prizes
<ul style="list-style-type: none"> <input type="checkbox"/> Appoint committee chairs for <ol style="list-style-type: none"> 1. Tournament Director 2. Logistics / Operations 3. Sponsors 4. Tournament Prizes / Gifts 5. Volunteers. <input type="checkbox"/> Establish Committee Meetings <input type="checkbox"/> Recruit volunteers for registration table 	Develop a budget / financial plan including: <ul style="list-style-type: none"> <input type="checkbox"/> Golf Course <input type="checkbox"/> Carts <input type="checkbox"/> Food <input type="checkbox"/> Banquet Services <input type="checkbox"/> Gifts and Prizes <input type="checkbox"/> Speakers <input type="checkbox"/> Transportation 	<ul style="list-style-type: none"> <input type="checkbox"/> Acquire tee package gifts <input type="checkbox"/> Buy drink tickets <input type="checkbox"/> Line up Photographer <input type="checkbox"/> Acquire Winners gifts <input type="checkbox"/> Acquire contest's prizes <input type="checkbox"/> Acquire raffle prizes <input type="checkbox"/> Acquire auction items <input type="checkbox"/> Stuff Tee Packages for golfers
The Participants	Golf Format	Food and Beverage
<ul style="list-style-type: none"> <input type="checkbox"/> Create golfer package <input type="checkbox"/> Develop list of potential golfers <input type="checkbox"/> Send out Golfer Questionnaire <input type="checkbox"/> Recruit golfers <input type="checkbox"/> Develop golfer's pairings 	<ul style="list-style-type: none"> <input type="checkbox"/> Choose a format for play <input type="checkbox"/> Develop games and contests <input type="checkbox"/> Consider on course activities (such as swing analysis, massage at holes that may backup, player photos, etc...) 	<ul style="list-style-type: none"> <input type="checkbox"/> Choose menu for golfers <input type="checkbox"/> Organize post tournament banquet <input type="checkbox"/> Audio Visual equipment ordered <input type="checkbox"/> Banquet seating and head tables organized <input type="checkbox"/> Alcohol hosted or not? / policy communicated

DAY OF EVENT

On Course	Registration	Post golf and Banquet
<ul style="list-style-type: none"> <input type="checkbox"/> Set up scoreboard <input type="checkbox"/> Organize putting contest <input type="checkbox"/> Put up sponsor signs <input type="checkbox"/> Set up games and contests <input type="checkbox"/> Have golfers get in their carts 10 minutes before 	<ul style="list-style-type: none"> <input type="checkbox"/> Orient volunteers <input type="checkbox"/> Display prizes <input type="checkbox"/> Set up registration table Prepare mulligan tickets <input type="checkbox"/> Register Golfers <input type="checkbox"/> Hand out tournament rules sheet and format <input type="checkbox"/> Hand out sponsors packets 	<ul style="list-style-type: none"> <input type="checkbox"/> Set up Awards Ceremony area <input type="checkbox"/> Gather score cards and score tournament <input type="checkbox"/> Assemble golfers in awards area <input type="checkbox"/> Acknowledge sponsors <input type="checkbox"/> Hand out prizes to winners <input type="checkbox"/> Produce raffle and auction

POST EVENT

Thank	Feedback	Next year
<ul style="list-style-type: none"> <input type="checkbox"/> Notes to golfers including newsletter and photos <input type="checkbox"/> Thank you letter to golf course pro and manager <input type="checkbox"/> Thanks to sponsors (personal notes) <input type="checkbox"/> Post tournament press release 	<ul style="list-style-type: none"> <input type="checkbox"/> Schedule wrap up committee meeting <input type="checkbox"/> Send out golfer survey <input type="checkbox"/> Send out sponsor survey <input type="checkbox"/> Compare results to goals 	<ul style="list-style-type: none"> <input type="checkbox"/> Start planning for next year <input type="checkbox"/> Record feedback and note improvements needed <input type="checkbox"/> Reserve next years venue <input type="checkbox"/> Start next years budget – try to re-enlist sponsors now