

Golf Event Planning Checklist



We are excited to help you have a successful charity tournament. The following checklist is a guide to help you with the planning of your event.

Planning Timeline

(9 -12 months before your tournament)

- Secure your golf course. Lock in your date and agree on terms, fees, and facility usage.
- Establish a golf tournament planning committee. Allocate roles and responsibilities for each member and host a kick-off call or meeting with your committee.
- Establish budget and fundraising goals for the charity golf tournament.
- Register your golf tournament for free (a \$297 value!) and create a webpage at perfectgolfevent.com/shriners
- Prepare sponsorship collateral and prospective sponsor list. Discuss sponsorship levels with your committee and agree on pricing tiers that fit with your tournament.

- Prepare basic marketing collateral to promote event (physical flyers, social media banners, digital flyer).
- Launch your event website.
- Email your committee and golf registrants regularly with updates on fundraising, highlights on the tournament details, or new sponsors.

(7-9 months before your tournament)

- Challenge your committee members to secure the largest sponsorship. As sponsors are secured ask for their logo for website and signage.
- Link your event page to your social media.
- Determine if signage is needed and confirm restrictions with the golf course.
- Recruit volunteers for event day.
- Determine if you are having a raffle and/or auction at the event. Start getting donations of raffle/auction items with the help of your committee.
- Identify and purchase player gifts/swag. Contact pro shop at course to see what they can order (balls, hats). Solicit sponsors to provide items for swag bags.
- Hire a photographer/videographer.

(3 -6 months before your tournament)

- Email fundraising updates and any exciting tournament news to participants.
- Post your event on social media to continue seeking support of your event.
- Confirm in-play challenges with committee and plans with golf course (longest drive, closest to the pin, putting contest).
- Confirm with golf course the menus and serving times for any meals provided throughout the day.
- Confirm with golf course the logistics and set-up for post-golf banquet, including any A/V equipment you may need.
- Assign tasks to your volunteers!

(1-3 month before your tournament)

- Keep an inventory of giveaway and raffle/auction items and, together with your committee, determine if additional items are needed.
- Confirm with tee sponsors what activity they plan to engage with the golfers. Work with golf course to place sponsors accordingly.
- Work with printer to create banners and sponsor signage, contact pro shop at course to see if they can order.
- Assemble swag bags.
- Work with course to make sure there will be waters and every other hole.
- Start finalizing awards dinner program, secure speakers.
- Finalize your tournament roster — verify each foursome.
- Assign starting tee positions for each foursome.
- Email participants 5-7 days before event to remind them of important details (location, time, if they need to bring cash for challenges/raffle, etc).
- Email your committee and volunteers or set a meeting to discuss the day-of details (include committee attire, morning meeting time at golf course, and location of welcoming /registration area).

Tournament Day

- Bring all sponsored prizes and event items to the course

- Arrive early to set-up for the event (including registration tables, sign placements, food and beverage preparations, prize set-up, etc.) and award ceremony
- Check-in volunteers within 1-3 hours prior to event, assign any back-up volunteers as needed, review the agenda as a group to assure everyone is on the same page
- Familiarize volunteers and staff with course layout.
- Assign volunteers or staff with retrieving tee sponsors at the end of the day.
- Assign a roving volunteer to drive course and assist tee sponsors with bathroom breaks.
- Assign driver/cart to drive/assist photographer/videographer

Immediately after your tournament

- Send thank you notes to your committee, your sponsors, all your golfers, and the golf course. Include photos from the tournament. You should also include a survey in your thank you letters. Ask your attendees what they liked and what they would like to see next time. Fundraising and thank you letters are always an excellent opportunity to learn from your donor base and update your strategies. This can help you continually improve your fundraising events and market your next one with quotes of positive feedback!
- Collect all outstanding tournament fees and any remaining donations by logging into your fundraiser page