



BOOK EXCERPTS

This Book *Benefits:*

CHARITIES & FOUNDATIONS

By showing you how to plan and run a tournament, advertise, promote, raise funds, issue tax receipts, solve recurring problems and ensure that players, banquet guests, sponsors and volunteers have fun and return to participate in future tournaments.

COMPANIES

By guiding you in planning and running an appreciation golf tournament for clients, suppliers and employees.

PLAYERS & GUESTS

By advising organizers on how to provide a top quality golf tournament and banquet for your enjoyment.

SPONSORS

By associating you with a first class, well run tournament.

VOLUNTEERS

By making you proud to work with a highly organized group.

GOLF COURSES

By enabling staff and organizers to work together in forestalling problems and applying practical remedies to recurring issues such as SLOW PLAY.

CONTENTS

Preface

1. Tournament Organization
 - The Board
 - The Committee
 - Tournament Decisions

2. Detailed Duties and Responsibilities
 - Committee Chair
 - Committee Vice-Chair
 - Registrar
 - Finance
 - Advertising, Promoting and Fundraising
 - Tournament Operation
 - Post Game Festivities

3. Tournament Formats, Rules & Regulations
 - Individual and Team Games

4. Golf Course Selection – What to look for
 - How to Get Started, Timing, Course Features and Facilities

5. Post Game Festivities
 - Banquet Planning and Fundraising Activities

6. Make Friends
 - Popular Do's and Don'ts

7. Check List and Timeline

8. Post Tournament Action
 - Performance Appraisal and Celebrate Your Success

- Appendix 1 Fun Team Tournaments
- Appendix 2 Tournament Documents Examples
- Appendix 3 Contracts, Insurance, Tax Receipts, Security, safety
- Appendix 4 Costs and Revenues Examples



PREFACE

Organizing a golf tournament is a challenge. It can also be fun and rewarding for both the organizers and participants.

How to Organize Successful Charity Golf Tournaments will especially benefit charities and foundations that want to provide a fun event, raise funds and ensure that participants return in following years.

The book is easy to read and comprehensive. It shows how to set up an organization that will successfully execute the two main components of a tournament, namely the golf event and the banquet after the golf.

Different types of golf tournaments, individual and team games, their formats and costs are described.

The book provides suggestions on fundraising, advertising and promotion, postgame festivities particularly the banquet and on how to avoid pitfalls.

The book emphasizes use by charities but corporations who plan an appreciation tournament for their clients, suppliers and employees will also benefit.



CHAPTER 1

Tournament Organization

This chapter describes the preferred structure for organizing a golf tournament and stresses the importance of having clear goals and a committed group to plan and run the tournament.

Organizational Structure

- The Board
- The Committee

Tournament Decisions

- Types of Golf Tournaments
- Shotgun Starts
- Maximum Number of Players
- Prizes
- Post Game Festivities
- Assign Responsibilities
- Prepare a Timeline
- Prepare Cost Estimates
- Tournament Web Site
- Tournament Policies



CHAPTER 2

Detailed Duties and Responsibilities

This chapter describes the duties and responsibilities of each committee member.

Committee Chair

Committee Vice-Chair

Registrar

Finance

- Entry Fees
- Revenues
- Credit Cards

Advertising, Promoting, Fundraising

- Recruiting players and banquet guests
- Advertising and Promotion – Major Tournaments
- Advertising and Promotion – 1 day Tournaments
- Fundraising
- Sponsors
- Recruiting Sponsors
- Sponsors Recognition
- Banquet Fundraising

Tournament Operation

- Volunteers
- Slow Play

Post Game Festivities



CHAPTER 3

Tournament Formats, Rules and Regulations

This chapter describes golf games that are both challenging and fun to play. Prizes can be awarded to individual golfers and teams.

Stroke Play - Individuals

Stroke Play – Best Two Balls – Team Game

Pro-Am – Team Game

Stableford – Individual and Team Game

Texas Scramble – Team Game

- Variations

Shamble – Team Game

Two or Three Days Charity Tournaments

Ancillary Items

- Tournament Preparation
- Handout Sheets
- Other Points



CHAPTER 4

Golf Course Selection – What To Look For

Many factors influence your decision when selecting a golf course - timing, course difficulty, course facilities, course conditions, pro shop facilities, and clubhouse facilities.

How to Get Started

Timing

Course Difficulty

Course Facilities

Course Conditions

Pro Shop Facilities

Clubhouse Facilities



CHAPTER 5

Post Game Festivities

The post game banquet should provide players with a relaxing enjoyable time where they can party and acknowledge each other's efforts on the golf course. Your organization may have the additional goal of fundraising and this chapter emphasizes how this can be achieved. Priority elements for these events have always been: value for money, networking opportunities, and a great party.

Banquet Location

Room Preparation and Set-up

Volunteers

Guests

Program and Schedule

Presentation of Prizes

Music and Entertainment



CHAPTER 6

Make Friends

It is important that you bond with your supporters and golf course staff if planning annual events. This chapter discusses some “Do’s and Don’ts” that will improve these relationships.

First the “Do’s”

Now the “Don’ts”

A Few Reminders



CHAPTER 7

Check List and Timeline

Essential to organizing a successful golf tournament is checking and double checking that everything is completed and on time.

This chapter provides a check list and a timeline by which tournament activities must be completed or in place.

15 Months Prior to Tournament

14 Months Prior to Tournament

12 Months Prior to Tournament

10 Months Prior to Tournament Date

9 Months Prior to Tournament Date

6 Months Prior to Tournament Date

4 Months Prior to Tournament Date

3 Months Prior to Tournament Date

1 Month Prior to Tournament Date

2 Weeks Prior to Tournament Start

1 Week Prior to Tournament Start

1 Day Prior to Tournament Start

Tournament Day

Day after Tournament Finished

Within 4 Weeks after Tournament Finish

4 to 8 Weeks (maximum) after Tournament Finish



CHAPTER 8

Post Tournament Action

A performance appraisal after the end of the tournament is essential to determine your success and lessons learnt. Your committee should meet soon after the tournament ends. Have a Thank-You breakfast or lunch meeting to celebrate your success and appraise your performance.

General Satisfaction - Ratings

Your Own Performance - Ratings

(Are You Still Friends?)



APPENDIX 1

Fun Team Tournaments

Purely fun golf tournaments with prizes of nominal value are discussed here. Four person teams can compete in a no-pressure fun atmosphere. Players of little golfing ability can team up with good golfers.

IRISH MISHMASH --- 18 HOLES

MIAMI SCRAMBLE --- 18 HOLES

YELLOW BALL --- 18 HOLES

- Version #1
- Version #2



APPENDIX 2

Registration Sheet

Tournament Day Documents

- 1. Pro Shop Lists**
- 2. Golf Registration Desk**
- 3. Banquet Registration Desk**
- 4. Silent Auction List**
- 5. Banquet Program**
- 6. Tournament MC**



APPENDIX 3

Contracts, Insurance, Tax Receipts, Security, Safety

- Contracts
 - Liability Insurance
 - Hole-In-One Insurance
 - Putting Contest Insurance
- Tax Receipts
 - *Canada
 - *United States

- Security
- Safety



APPENDIX 4

Costs and Revenues Examples

- Committed and Variable Costs
- Revenues

