

The Ultimate Golf Outing & Event Planning Guide

Compliments of...



The Golf Club
@ The Resort

“The Best Greens in Texas!”



So they've made you the Golf Event Planner for this year.

Now what do you do?

Not to worry. What might seem a daunting task – bringing a large number of people together for golf, a catered meal, prizes and contests need not be difficult. You need not be an experienced golfer to run an outstanding golf tournament. All it takes is some advance planning and the foresight to use the planning tools that will be at your disposal.

This manual will provide you with some basic guidelines on how to approach planning for your golf outing, as well as a schedule and task list to guide you through the entire process.

Most golf tournaments can be staged by a relatively small group of individuals with the help of the golf course's own staff. But there are some tournaments that are so large that they require special expertise to make them happen. If your group is so large that it demands the use of multiple golf courses and a host of other logistical challenges, it might be best to outsource a company that stages large events. However, assuming that your tournament is of typical size, the following information will be invaluable in helping you treat your group to an unforgettable day of golf hospitality.

At The Golf Club at The Resort, with "The Best Greens In Texas", you will discover a can-do attitude of service that will assure you and your group a world-class experience for your Tournament or Outing.

Your Golf Outing: An Overview

A typical day long, afternoon golf outing involves 90-100 players with 18 holes of golf beginning at 1 p.m. Plan for 4 ½ to 5 hours of actual golf, with most outings followed by a cocktail hour and dinner. Registration usually begins at 11 a.m., and many organizations choose to serve a light lunch to golfers before they head out for the day's round.

As the golf event planner, most of your work will be completed well in advance of the outing. On the day of the event, you'll get plenty of help from the golf course staff, which will be more than happy to take many details off your list, including all matters pertaining to the actual golf competition.

One of the pleasant surprises about staging a golf outing is how helpful the professional staff is in the planning process and on the actual event day. Hopefully, you'll have already developed a good working relationship with your key golf course representative, to the point where on the day of your event, the golf staff will almost seem like part of your own event staff. Good golf courses put a high value on building a spirit of teamwork among their golf staff. Thus, you'll find the staff extremely attentive to your needs and very adaptable to the inevitable last-minute changes that are typical to golf events.

First Step: Decide on a Date

The single most important step in starting your golf event plan is choosing a date. Are the days of the week flexible when you can schedule your event? Is it important that it be held on a weekend or would a Friday or Monday work?

For example, if you are able to schedule your event on a Monday, it drastically opens the possibilities of courses where you might take your event. Private clubs are usually closed on Mondays to member play and available for the booking of golf outings. Members of your group who rarely get a chance to play the better golf courses will be delighted to take part in a tournament at a high-level private facility. While Monday is a business workday, there are many golf outings held on Monday afternoons, with some of them preceded by a business meeting in the morning.

Weekends are by far the most popular times days for outings and it is likely that the consensus is your event should be held on a Friday, Saturday or Sunday. For weekend events, you will find that most 18-hole golf courses prefer to book group outings for afternoon play on the weekends so they can still welcome the many individual golfers who like to play on weekend mornings.

The most popular time of day for an event is during the afternoon, after lunch. This not only suits most golf courses who want to preserve morning tee times, but it also works well for your guests, so they don't have to get up early on a weekend morning. Additionally, if desired, a company can stage a business meeting during the morning hours, and then break for lunch followed by an afternoon of golf.



Second Step: Choosing a Golf Course

The first task is deciding which golf course is appropriate for your group. Is the course centrally located so that most of your guests can easily commute there the day of the event? If you are having out of town guests, is the golf course close enough to the airport so that it is convenient for late arriving guests and those who must depart soon after the event is completed? Does the course have the type of food and beverage facilities that can provide your group with the type of service that you would want your guests to have?

The number of players for your event will also have an effect on the choice of courses. For example, a golf course will max out at 144 players for an 18-hole event, but in reality a group that large would cause an exceptionally long day because the pace of play would be so slow. So if you are expecting a group in the vicinity of 150 players or more, you may want to consider a facility that has 27 or 36 holes.

What is the goal of your golf event? If it is a charity event where players are asked to make a fairly substantial donation to the cause by competing in the event, your best choice might be one of the area's more prestigious courses that is well known to everyone. Likewise, if the event is designed to award a group of employees for doing a good job, you might want to make sure that you utilize a first class golf course with first class amenities.

Keeping in mind that there will be players at your event with a wide range of golf experience, the actual topography and layout of the course might have an impact on your choice. The best choice for a golf outing is a course that will provide a challenge for the best golfers, yet still allow inexperienced players a chance to navigate their way around the course with the least amount of difficulty. A course that is in excess of 7,000 yards long would be more difficult than choosing a course that is just over 6,000 yards in length. A course with wider fairways and flatter greens is much more playable for the average golfer and will not intimidate those with little golf experience.

Remember, if the golf course you choose isn't ideal for some of your players, you can compensate by having players tee off from the forward tee markers rather than from the championship tees located the farthest back.

Research Other Golf Outing Events

As you research your golf course options, ask the director of golf, head professional or other person with whom you are negotiating to provide you with the names of other groups who have held events at this particular course. You'll be able to contact someone who has been through the whole process and has the benefit of a great deal of feedback from golfers who played the course.

If there are experienced golfers in your organization, talk with them about their feelings on certain courses that they play during the year. You'll find that golfers are more than willing to provide excellent feedback on their experience playing a specific course. Plus, you'll find that during the discussion with your fellow employees who play golf, they will surely recount some story about the outing or some memorable aspect of it that will provide you with excellent background information.

Visit the Course and Take a Tour of the Facilities

When you begin to make telephone calls to inquire about golf course availability, make an appointment to come out and see the facilities first-hand. In most cases you will be able to meet with one person who can book





the golf course, meeting rooms and food and beverage choices. But sometimes, depending on the course, you may meet with two or more persons who deal with different aspects of your event. When making an appointment for your first visit, ask for an on-site golf course meeting where you'll have a chance to inspect the course for yourself.

Once you get there, ask the various staff members about the condition of the course and you'll find plenty of people willing to provide thorough feedback.

Take a golf cart out on the course and notice the condition of the greens. Are they green and lush or do you see large bare or brown spots. Remember that greens are supposed to be green. Putting surfaces that have large brown patches or worn spots are something you don't want to have to explain to your outing guests. Also look at the fairways, areas of rough and the areas surrounding the tee boxes and rough areas that divide one hole from another. Are these areas well maintained and tidy looking? These are part of the many little things that, besides playability, delineate one course from another.

Make sure you ask about the maintenance schedule of the course. Early spring and late fall are times of the year you may want to avoid for your golf outing, depending of course on the area of country where you live. These are the times of the year when many golf courses and making the transition from cold to warm weather conditions and vice versa. During transitional periods the conditions of the fairways and greens aren't as good as other times of the year. Make sure that you ask the club representative about these transitional periods when there is much course maintenance work that could conflict with your tournament dates.

There are many other routine things you will want to check on with regard to the course. You'll need at least one golf cart for every two golfers, so does the golf course have enough carts in their fleet to accommodate you? What about golf club rentals for those in your event who might not be bringing their own clubs? Are there locker room or changing facilities available?

What is Your Budget?

When establishing a budget for a golf event, remember that most golf courses will charge on a per person basis. This cost per golfer includes the greens fee (the cost of actually playing the course) and a cart fee (the cost for renting each golf cart). Most courses will also tack on an administrative fee of some sort that handles the various details of the golf event, including bag handling, preparation of cart signs, scorecards, scoring the tournament and

"I was very nervous when I ran our fund raiser tournament because I had never done it here before. The pros at The Golf Club at The Resort made it a breeze and the event was a huge success. They took care of all the details and I took the credit! – Thanks!"

Nicole Polston,
Office Administrator,
Tarrant County Precinct 4

the display of a large scoreboard with all the names of the golfers. Cost per golfer can be as low as \$25 during the off peak months at a course or as high as \$200 on up depending upon the type of golf course and the time of year.

Food and beverage is usually calculated separately, again at a cost per head. If you plan to provide a meal either before or after your event, your choices are endless, beginning with something as inexpensive as a box lunch that includes sandwich and a drink all the way to prime rib or a rib-eye steak. Because many events are played in the afternoon, many tournaments choose to serve barbecue buffets after an event that include a choice such as hamburgers and hot dogs or chicken and baby back ribs, along with cole slaw, potato salad, baked beans and other items.

Will you want to serve a box lunch or a continental breakfast to golfers before the round? What about beverage tickets so that your guests will not have to fumble for change on the golf course when they purchase a beverage from the on-course beverage cart? These are some of the other costs to be considered in a golf event budget.

What kind of prizes will you have and will you have to purchase them or will they be donated. Many golf tournaments, especially those run for a charitable purpose, contact various businesses for donations of prizes. Additionally, you can work with the particular golf course so that some of your prizes can be gift certificates redeemable at the golf shop on the day of the event.



Key Golf Outing Budget Items

- ✓ **Greens fee and cart fee**
- ✓ **Food and beverage (pre-event)**
- ✓ **Food and beverage (post event)**
- ✓ **Drink tickets**
- ✓ **Prizes (trophies, gift certificates)**
- ✓ **Printing (brochures, posters, entry forms)**
- ✓ **Transportation to and from the event**
- ✓ **Insurance for high visibility hole-in-one contests.**
- ✓ **Gratuities for staffers who are part of your event**

Depending upon the size and scope of your outing, here are some other items that perhaps could be considered as part of your golf outing budget:

- ✓ **Hole-in-one contest insurance**
- ✓ **Photography, including team pictures for each group**
- ✓ **Signs and banners to recognize tournament sponsors**
- ✓ **Clinic or appearance by club professional or touring professional**

The number of items in your budget will vary depending on the size of

your event and how big a splash you want to make with participants, clients, customers and the other groups who make up your group. You can offset some of these costs through donations from various businesses, including the selling of individual hole sponsorships. Business will “buy” a particular hole when they make a donation for the tournament or to help a designated charity. Hole signs are produced and they are placed at each hole to recognize that company’s participation in the outing.

Food and Beverage: Topping Off Your Day of Hospitality

A traditional part of a golf outing is extending the best in hospitality to your guests in the form of outstanding food and beverage service. Often, this starts with a box lunch upon arrival, where guests can grab a quick lunch before spending five hours out on the golf course. If your golf is to be played following a meeting, the box lunch can be placed on the golf carts so everyone can take it with them on the course.

Once out on the golf course, beverage service is a must, especially since your guests will likely be out there for five hours and sometimes the weather is extremely warm. You may want to consider purchasing drink tickets for your guests, so they can exchange tickets for their beverages on the golf course without having to produce money, get change and take up valuable time that could be better-spent playing golf. Many golf outings provide two or three drink tickets to each golfer when they check in.



After 18 holes of golf and five hours on the course, most golfers are more than ready to have something to eat. Your club can provide a great array of choices, beginning with the popular barbecue buffet that is so prevalent with golf outings. For example, a typical barbecue buffet menu consists of chicken and baby back ribs, cole slaw, potato salad, baked beans, condiments, dessert and coffee or tea. However, the food and beverage department will be glad to cater any type of entrée and serve it in sit-down dinner style, whatever is appropriate for your event.

Signing the Contract

Once you decide on the golf course, choose your food and beverage options and settle on the actual time of your event, the golf course will draw up a contract that will list all the elements of the event. This will give you a chance to review all of what you have discussed, and it provides a for a written agreement that the golf course will reserve the particular date on your behalf and agree to deliver the food and beverage and other services that you request.



Guarantee – Once you have signed the contract, the golf course will require that by a certain date – usually two or three weeks in advance of the event -- you guarantee that you will pay for a certain number of players on the day of the event. This is so that the course can order the proper amounts of food for your group and to avoid any last minute changes that could adversely affect club staffing or food and beverage service.

Getting the Word Out

A key component of planning for a golf outing is informing your potential guests about the event. Since golf outings are all-day events, it is extremely important to provide your guests with at least six months' advance notice. If there is a huge demand for spots in your tournament, you may have to start the process even further in advance.

For your first announcement of the event, a simple news item or press release listing the name and date of the event, the location, starting time and list of the day's activities is appropriate. Distribution can be via e-mail, fax, through the company newsletter or via snail mail. Plan to announce your tournament six months in advance so that your guests can reserve the date on their calendar.

Approximately three to four months in advance, plan to follow up with a second announcement – this could be a formal invitation -- that includes a registration form or some type of reply form. One month in advance, plan to follow up with another news item about the golf tournament, as well as send out a confirmation letter to those who have already signed up.

The moment you step out on the first tee at The Golf Club at The Resort, you'll experience a sense of excitement at the beautifully, conditioned layout before you. There is an excellent balance of holes from tight, tree-lined fairways that demand accuracy, to open links style holes that are forgiving from the tee.

What If It Rains?

Every golf outing must have a plan in place for inclement weather. As much as we all like to think we can predict the weather and even though we may be scheduling during the summer months, there is always a chance of rain. While it is possible to play a tournament in light rain, no one likes to be out there in a steady downpour. When you are negotiating for a date, also plan for a rain date, an alternate time that the event can be held in case of bad weather.

The worse enemy of the golfer is lightning. At the slightest hint that lightning is in the area, most golf courses will pull golfers off the course to avoid the chance that there could be injury.

Registration Desk

When golfers arrive at your outing, you'll want to have a centralized place where they can check in, meet their playing partners, change their pairings, learn their starting hole and pick up a tournament rules sheet. The

Event Planner and his/her volunteers usually man this table. The registration desk is also an excellent place to hand out pre-tournament gifts and distribute box lunches. It goes without question that if there is a pre-tournament lunch being served in the club itself, the most likely place for the registration table is very near where the lunch is being served.

Factors to Consider in Choosing a Format

A primary factor in determining the playing format for your outing is the number of players who will participate. Once you know how many players will take part you can choose the type of event that makes most sense for the size of your group.

A golf tournament brings out a wide variety of players, some of them serious players and others who rarely pick up a club. This will affect your choice of formats in that you should try and pick a format that will allow players of all abilities to enjoy the round and actually take part in the competition. Even though you will match players of varying abilities on teams, the social nature of golf is one that soon after the event begins, golfers always find they have something in common.

You also might want to take into account the time of year and the weather conditions. For example, if the weather is warm, you may want to try and stage your event in the morning, although this is sometimes difficult for a golf course to have tournaments in the morning on weekends when tournaments are popular. You will also want to choose a format that allows players to compete in a reasonable amount of time. Remember, it takes five to five and a half hours to complete a typical golf outing.



Golf Event Formats and Contests

There are a wide variety of golf formats and contests that will work for a corporate or charity event, but perhaps the key factor in choosing a format is the abilities of the golfers who will be taking part. Since there are a great number of golfers who are playing at the same time, team formats work best. And because there is usually a wide variance among players in terms of their golf skills, putting players on teams tends to even things out so everyone has a chance to win.

In order to put teams together that are even in ability, it will be necessary for you to know the various abilities of the participants. That means you may want to ask for each player's handicap, so you'll know how to match up players in the event.



Sometimes, however, the business purpose of your event might outweigh any need for putting players on competitive teams. If this were the case, players would be matched according to the type of business that they want to discuss during the day. As the event planner, all you would have to do in this case is provide a list of your four-person teams to the club's head professional.

Competition Formats

The Scramble

By far this is the most popular format for a group golf event because it allows for a good pace of play despite the large number of players. Additionally, a scramble gives everyone – even the less experienced golfers – a chance at winning. A four-person scramble is one in which there are four players on a team, with each golfer classified according to his/her ability. For example, on each team there is an A player, B player, C player and D player, with a player having little or no golf experience classified as a D player. Each team member hits a tee shot at each hole, but the second and succeeding shots are played from where the best shot of the four lands. Play continues until the ball is holed out.

Best Ball

Each player hits his/her own ball in a Best Ball competition, but only the lowest score from among the group is recorded as the official score for the competition. The lowest score for each hole is recorded as the official score for that hole. The best ball allows for each player to play a full round of golf, but still allows for less experienced golfers to contribute to and be part of a winning team.

Odd & Even

Two-player teams hit one ball between them, with one player hitting all the odd-numbered shots and the second player hitting all the even-numbered shots. Players alternate hitting tee shots, so that one player doesn't have to hit every single tee shot

Stableford

A Stableford awards points for shots made depending on a player's handicap. A point value is assigned for a birdie, par, eagle, bogey, double bogey or triple bogey based on the following formula. Instead of the player winning with the fewest strokes, in this case the winner would be the player with the most points.

"We hold our outing here at The Golf Club at The Resort every year for three simple reasons: Our players enjoy the playability of the golf course, the staff treats us like family and everyone goes home feeling like a winner!"

Don McGaughy, Palo Dura Freight

Sample Stableford scoring scale:

Scoring Shot	Player A	Player B	Player C	Player D
Double Eagle	8	11	14	17
Eagle	5	8	11	14
Birdie	2	5	8	11
Par	0	2	5	8
Bogey	-1	0	2	5
Double Bogey	-3	-1	0	2
Triple Bogey	-3	-3	-1	0
Others	-3	-3	-3	-1

Blind Hole Match

Played under a full handicap, the only scores that count are those on certain holes that are unannounced until after the competition has been completed. This leaves the winners to chance, based on how they played on these particular holes.

Callaway

The Callaway, though more complicated than other scoring systems, is used for one-time events when most of the players do not have a handicap. The Callaway system utilizes a special scoring table to determine each player's net score, based on how players do on their worst scoring holes of the day. Event planners take note, however, that the Callaway scoring system is much more complicated and takes much longer to score than other methods.



Contest Formats

Putting Contests

The most common added competitive activity at golf outings, putting contests are extremely popular because anyone – whether they are playing golf that day or not – has the basic skill to putt a golf ball toward the hole. Usually held on the practice putting green at the course, putting competitions offer dozens of variations on a theme, with the object to be the person to putt the ball in the hole in the least number of attempts.

Most putting contests collect a nominal fee from each participant, depending on the group. These entry fees can range from as little as \$1 to \$50, with income going to the winner or a smaller prize available to the winner with the money going to charity.



Chipping Contest

Another variation of the putting contest, except that shots are taken just off the putting surface to see who can chip the ball closest to the hole. Separate variations of the putting contests are those involving shots from just off the green and those involving shots from the sand bunkers. Fees to enter are usually the same as putting contests. The playing format for a chipping contest can be the same as the putting contest, as well as the fees and the recognition of winners. One variation is to have a single entry apply to participation in the chipping contest off of the grass, as well as in the sand-trap chipping competition.

Driving Contest

This contest, held separate from the regular golf competition, should be staged on a hole that has a particularly wide fairway. Flags are put up on the fairway every 25 yards beginning 125 yards out and ending 300 yards out. Each contestant gets to hit five drives, with only those landing on the fairway counting for the competition. You can also vary this competition by giving each player only three drives and deducting 10 percent from a person's gross distance for each drive that is not in the fairway.

Longest Drive

Award a prize for the person who hits the longest drive on a predetermined hole during the competition. Normally, this contest takes place on the course's longest par 5 hole.

Shortest Drive

This contest can usually get a laugh or two out of your group. It goes to the person who hits the shortest drive that lands on the fairway and is usually held on the same hole as the longest drive competition.

Straightest Drive

Paint a white line down the middle of the fairway and the drive that comes closest to that white line is determined the winner.

Closest to the Pin

This popular contest involves a tee shot off a par 3 that comes closest to the pin. Often this contest is played at the course's first par 3 hole on the back nine.

Longest Putt

A prize is awarded to the player who is able to sink the longest putt on a pre-announced green. Many times this contest is played prior to the start of the round, in that it gets the group in a fun mood and avoids the possibility of slowing play.

Whether it's a 150 player charity event, or just 16 guys from the office, The Golf Club at the Resort is the ideal choice. Many corporations, associations and private groups have chosen The Golf Club at The Resort to host their events and return to us again and again!

Should We Sell Mulligans?

A mulligan is an extra shot that players may use during the course of the round that make take the place of another shot. Should you muff a shot, you can use a mulligan to replace that shot without any sort of penalty. Mulligans are an excellent way to raise money for charity or to defray the expenses of the golf tournament. Traditionally, only two or three mulligans per player are the norm. The price for a mulligan can vary from \$1 up as high as \$50, depending upon your group.

Make a Hole-in-one – Win a New Automobile

High visibility hole-in-one contests on par 3 holes are a way to draw attention to your event and send a message of status to your guests. While few people during the course of a year win automobiles for holes in one, the prospect of victory is something that entices every single golfer who steps up to the tee to have a go.

A hole-in-one contest is something that your organization may want to consider as a way to spice of your event. It's an excellent hook for pre-event publicity and something that will surely be a hot topic of conversation among your guests.

There are a number of ways to go about having such a contest, but the first is to contact an insurance company that handles such contests. Your golf professional is no doubt familiar with contests and what organizations can do a good job for you.

You can also work with a local auto dealer to supply the car for display that day and, if necessary, as the prize to the lucky winner. Of course, the cost of purchasing a car for the winner will come from the insurance company payoff. To entice golfers during the day, your golf course will be happy to park the car at or near the hole where the contest will take place.

Prizes on these high visibility contests include cars, boats and other large items costing thousands of dollars. Of course, there are minimum distances that must be observed for these contests, so you'll want to make sure that the golf staff has the tees set to the proper distance to qualify for the prizes.

Hole Sponsors Can Help Pay for Your Event

If your outing is a charity event, hole sponsors are a great way to raise money for the designated charity, as well as a way to engage local businesses to help you promote your event. Decide on a price for sponsorship of each hole. Keep in mind that you'll have to produce hole sponsor signs, and in the process, collect copy and artwork from the individual hole sponsors. Signs that are perfect for golf course placement can be produced at many local



commercial sign companies for a reasonable price. Better yet, recruit a local sign company as a hole sponsor in exchange for giving you a reduced rate on producing the signs.

Volunteers: Backbone of Your Golf Event Planning

Plan to enlist the help of a dozen or so volunteers, depending upon the size of your event. These individuals should plan to work the entire day, handling such items as manning the registration table, helping with contests, helping the photographer, loading and unloading supplies and prizes, placement of hole sponsor signs and collecting supplies when the event is completed.

Scheduling Activities for Guests Who Don't Play Golf

Chances are not everyone who attends your event will be a golfer. Thus, it is desirable to have something available so that non-golfers will come out and enjoy the day along with the rest of the group. Well prior to your event, survey your guest list and find out how many attendees will not be playing golf, and most important, how many in your group would attend the golf event if there was something to do other than golf. This information is best gathered well in advance and not left to the last minute.

Everyone can putt a golf ball and most people have at one time or another played miniature golf. Putting contests are always popular and you can probably arrange for a special contest for non-golfers on a practice green while the rest of the guests are out on the course.

If you are fortunate to be playing at a facility where there are ancillary recreational facilities, such as a pool, workout room or basketball courts, then you automatically have something to offer. If it is a full scale resort, then perhaps a massage or visit to the spa for your guests.



Your Awards Banquet – The Finishing Touch for a Perfect Day

A final conclusion to the day's events is the post event awards banquet, where your organization has the opportunity to honor competition winners, say thanks to sponsors, announce charitable contributions and, most important, treat your guests to a wonderful meal.

To prepare for the banquet you'll need a podium, microphone and public address system to communicate with your audience. To display trophies, prizes and other items, you'll need a table that should be located in a position that can be seen by the largest number of people. The golf staff

will set up a tournament scoreboard with the names of all the teams and participants and their scores.

Remember that the results of some of your contests are still out on the golf course when the players finish. A member of the golf staff will pick up the Closest to the Pin, Longest Drive and other contest markers and bring them in for the official scorer. A member of the golf staff will collect scorecards from teams as they finish, total and post the final scores on the board.

Golfers are a hungry lot when they come off the golf course after more than five hours of play. Thus, you'll want to choose a meal format that will allow a large number of guests to be served in a short period of time, with a menu that will appeal to the a wide variety of appetites.

The barbecue buffet is by far the favorite post-event meal for golf outings because it offers simple fare that is compatible to a traditional outdoor event. Choices such as hamburgers, hot dogs, chicken, ribs and steaks, along with cole slaw, potato salad and baked beans are the most popular. More formal menus are certainly available at any golf club, and you'll find the food and beverage staff will go out of its way to ensure that your every request is fulfilled.

Presentation of awards is a major part of your banquet, including team winners and individual winners such as low gross, low net, closest to the pin, longest drive and other contest winners. You'll need a public address system for your banquet room, which is usually supplied by the club. Depending upon the club, the PA system will either be included in your package price, or an extra charge. Decide in advance who will emcee your banquet. It is usually best to have someone with a sense of humor who can entertain the guests as well as acknowledge their attendance and thank them on behalf of the sponsoring organization.



A Sample Golf Outing Timetable

Six Months in Advance:

- ✓ Research and make final decision on a golf course.
- ✓ Block off tee times.
- ✓ Review and choose menus.
- ✓ Sign and return contract to the golf course.
- ✓ Decide on playing format.
- ✓ Prepare your invitation list.
- ✓ Send out first publicity announcement.
- ✓ Begin creating an invitation.

Three Months in Advance:

- ✓ Place orders for any special gifts that require logos.
- ✓ Order sponsor banners, hole sponsor signs and other graphic materials.
- ✓ Select a photographer or videographer.
- ✓ Mail out formal invitations for the event.

One Month in Advance:

- ✓ Review start time and arrangements with your golf course contact person.
- ✓ Check the status of any gifts you have on order, confirm delivery times.
- ✓ Mail second publicity announcement to remind people of the event.
- ✓ Mail confirmation letters to those who have already signed up.
- ✓ Schedule final review meeting with your golf course contact person.

Two Weeks in Advance:

- ✓ Review your check list.
- ✓ Begin arranging your final guest list.
- ✓ Call golf course with final guarantee for the event.

One Week in Advance:

- ✓ Make sure gifts and prizes have been received.
- ✓ Reconfirm all outside suppliers.
- ✓ Send your team list to the head golf professional or director of golf.

On Day Prior to the Event:

- ✓ Review pairings list with golf courses and spelling of names.
- ✓ Alert golf course of last minute changes.
- ✓ Review final numbers.

Day of the Event:

- ✓ Arrive at the golf course at least 2 ½ hours prior to the event.
- ✓ Ensure that all volunteers arrive at the golf course 2 ½ hours prior to the event.





- ✓ Hold a short meeting with your immediate volunteers at least two hours before the event.
- ✓ Check arrival of special event contest props (automobiles or other hole-in-one prizes).
- ✓ Make sure your registration table is set up and staffed two hours before the event begins.
- ✓ Stay in close touch with the golf staff regarding last minute changes of the player list.
- ✓ Obtain copies of the alphabetized player list that will be supplied by the golf staff.
- ✓ Arrange for placement of tee gifts and rule sheets on the golf carts.
- ✓ Consult with the golf course about the placement of hole sponsor signs.
- ✓ Confirm the beverage cart and the times it will be on the course.
- ✓ Reconfirm timing of meal service following the event.
- ✓ Double check on availability of practice facility for the group.
- ✓ Know where the locker rooms are located and be prepared to direct people there.
- ✓ In case of inclement weather, review rain options and start time.

