




Golf Outing Planning Guide

Larry Woodard Golf is a consultancy designed to help you maximize profit and golfer satisfaction. We have the knowledge and partnerships to help you obtain plan, obtain sponsors, celebrities, participants, event enhancers and golf-merchandise.

We have developed this Free Planning Guide to help you think through and plan your event. We are, of course, available to address your committee and become involved at any point during the process as a full-service partner or a-la-carte.

Keep it in play,


Larry Woodard - Principal
Larry Woodard Golf



OVERVIEW

Charity Golf Tournaments can be excellent Fund-Raisers and outstanding social events. For decades, charitable organizations have leveraged the fact that golfers will happily pay to miss a day of work and play courses in many cases they wouldn't otherwise have access to. As a rule, golf is an activity tailor-made to Fund-raising objectives. However, anyone that has been a part of a poorly planned event as a sponsor, participant or organizer knows that it is no walk in the park to organize and successfully marshall a great charity golf event. At Larry Woodard Golf, most of us have been around golf our entire lives and we know by experience how to create great golf events from the ground up...events that raise record amounts of money and have golfers saving the date a year in advance.

This Guide will provide you with the basic outline of how to plan a great event.

TIMING

At LWG, we believe it takes a year to plan a great event and several years to create a must-attend event. At minimum, allow three full months to plan your event.

If you are planning your event at 3 months or less...keep it basic. Stay away from components that would be nice but do not add directly to the bottom line. Focus almost all of your time on networking and signing up sponsors and golfers. Meet frequently with the venue to tap into the knowledge of the golf facility. Share openly with them so they can keep you from making basic mistakes. Make your format a scramble, make sure you insist golfers pick up their balls after reaching double par which will get golfers around the course the quickest.



9 to 12 Months Prior to Event

- Select Event Chairperson**
- Select Committee**
- Organizational Meeting**
- Outline Tournament**
- Outline Tournament activities (e.g. Hole-in-One Contest, etc)**
- Discuss day's events (e.g. lunch, dinner, etc)**
- Identify paperwork logistics (contracts needed, legal liabilities, insurances)**
- Brainstorm sponsor and donor list**
- Select and visit golf facilities**
- Select facility meet with facility representatives**
- Obtain contract with facility**
- Plan general marketing/sales/contact/publicity plan**



6 Months Prior to Event

- All celebrity, Pros and dignitaries should have been contacted**
- You should have about 50% of sponsor contracts in hand**
- Develop your entry materials**
- Develop Posters and Fliers for event**
- Secure equipment (e.g. two-way radios)**
- Develop press release**
- You should have all food related logistics resolved**
- All committee members should have specific responsibilities**
- Key sponsor prospects should all have been contacted**



120 Days Prior to Event

- Order Awards
- Plan player goody bags
- Solicit event volunteers
- Solicit ads for program journal
- Develop art for imprinted items
- Order long lead time items (tees, golf balls, gloves. etc)
- Long lead press materials mailed (e.g. local magazines, directories)
- Hire photographer/videographer

60 Days Prior to Event

- Issue newspaper release
- Order imprinted materials (e.g. volunteer shirts)
- Evaluate status of players, sponsors and advertisers
- Confirm celebs, dignitaries and pros
- Confirm venue details (e.g. proper number of golf cart, use of facilities)
- All paperwork should be in hand (e.g. hole-in-one insurance, event signed contracts, confirmed sponsor and golfer contracts, etc)
- Plan general marketing/sales/contact/publicity plan

30 Days Prior to Event

- Hold meeting with facility to go over checklist and logistics of day.
- Plan positioning of registration tables, signs, banners and day-of-event activities (e.g silent auction, pro-workshops, etc)
- Assemble goody bag contents



Countdown to Event (48 to 0 hours)

- Determine Pairings**
- Determine flow of events and timing**
- Assign hierarchy and day-of-event responsibilities**
- Print rules, player roster and cart signs**
- Develop on-site fund-raising logistics (raffles, mulligans, etc)**
- Go over final numbers**
- Develop day-off crisis plan (player contact, rain-day plans, medical emergency, back-up plan to photographer, etc)**
- Two-way radio test**
- Place sponsor signs and prepare course (hole-in-one vehicle placement, ice bins, etc)**
- Good Luck!!**