

How To Run A Successful Tournament

The purpose of this section is to assist you as a tournament coordinator. We know that many times you are running a golf event for the first time. If that is the case.....this section will really help you through the process from beginning to end. If you have run events in the past then we hope this section may give you a few helpful ideas that will make it easier to run you event. The information below has been gathered from years of experience and input from other coordinators like you.

- First of all relax, it is much easier than it seems. You have already taken the most important step and that is “ask for help and advice.”

- **The most important thing you need to know** - *“Planning is the Key to Success”*

- Majority of the work occurs prior to the day of the event

EVENT PLANNING STAGE

1. Staffing

- Recruit the help of experienced golfers or people who have organized events in the past. If nothing else, ask them for advice in your planning process. They can help you with a lot of the terminology that you may have never used before. You will need some volunteer help on the day of running the event. The amount of help may vary based on the size and complexity of the event.

2. Promotion

- In order to get the optimal number of players *you must advertise*. Take advantage of internet communications systems and bulletin boards for flyers

3. Event Ammenities

- Decide what package you can afford or what your participants are willing to pay for the event. Pricing your event too high or low may result in lack of participation or insufficient funds for prizes and other expenses.
- Decide on a format that best suits the abilities of most of the players that will be participating. You can consult with your experienced help or see the local PGA Professional for assistance in this area
- When considering the number of players to have remember that 128 is the optimal number of players to fill the course. The event will not play any faster or slower with 60 players. You can expect a 4 ½ Hour round with 128. You are allowed to have up to 144 players, however, each foursome you go over and above the 128 - the event takes significantly longer to play. (i.e. 5 ½ hours +)

4. Financial Matters

- Create a budget so that you know what to expect on all financial obligations.
- Many Coordinators go to a bank and set up an account just for this special event. It helps to keep all the funds separate from your own and creates a place for you to deposit all the funds in the account and write one or two check(s) out for the final payment. You may also want to check to see if your organization has a recreational budget for events like this.
- **Collect the funds up front**. (i.e. a week or so prior to the event) This will assure you no out of pocket expense and better chance that all the players will show up. Pay the full outing costs in advance, permitting you to enjoy the outing day as well.
- Find sponsorships to help cut the cost of the event

5. Prize Fund & Specialty Prizes

- Prizes and giveaways make the event more enjoyable for all the participants. As a result you should try to include as many prizes as you can afford.
- Closest to the pin and longest drive are popular contests that most events will have on the side.
- Most events add extra money to the entry fee over and above what we charge you so that they can budget more money for prizes.

6. Food and Beverage

- Choose a meal that is most popular. (You can't please everyone - so don't try!)
- The Course can prepare a few vegetarian or special diet requests so ask the players as they sign up if they have any special needs.
- Most events of more than 40 players use a beverage cart. 1 cart for every 60 players will provide adequate coverage. Find a beverage cart driver that is friendly and yet can get around to all the players.

7. Access to the Post

- Find out who needs access to the post and get those names to the golf course coordinator in the appropriate amount of time, stated in the contract.

8. Arrival

- Arrive at least an hour and a half ahead of time.
- Have a person sit down at the registration area, so that you can check people in and know how many showed up and when everyone is ready to go.

Relax and enjoy your outing day.....You deserve it!