

2010

THE ULTIMATE GOLF TOURNAMENT

PLANNER

A STEP-BY-STEP GUIDE

The keys to pulling off a successful golf tournament are planning and organization. This tournament planner doubles as a timeline and project checklist. Fill in your due dates based on the date of your tournament. For simplicity's sake, we've assigned responsibilities to three people: the tournament chairperson, the marketing or advertising manager, and the planning director/meeting planner. The entire event committee participates in certain steps, such as the site inspection, auction (if you have one), and determining the tournament format.

A TEAR-OUT GUIDE

9 MONTHS PRIOR TO EVENT

TASK	WHO	DUE DATE	STATUS
Set tournament objectives	Chairperson	_____	_____

6 MONTHS PRIOR TO EVENT

TASK	WHO	DUE DATE	STATUS
Set event date and timeline	Chairperson	_____	_____
Do preliminary budget	Chairperson	_____	_____
Develop project plan	Chairperson	_____	_____
Set up tournament Web site	Marketing	_____	_____
Solicit potential sponsors	Marketing	_____	_____
Send mailing to potential sponsors	Meeting planner/marketing	_____	_____
Perform site inspections	Event committee	_____	_____
Solicit and evaluate course proposals	Meeting planner	_____	_____
Reserve golf course	Meeting planner	_____	_____
Set up accounting process	Chairperson	_____	_____
Identify celebrities	Meeting planner	_____	_____
Create volunteer job list	Meeting planner	_____	_____

4 MONTHS PRIOR TO EVENT

TASK	WHO	DUE DATE	STATUS
Sign course contract	Chairperson/meeting planner	_____	_____
Prepare guest list	Marketing/meeting planner	_____	_____
Design logo	Marketing	_____	_____
Finalize tournament format	Event committee	_____	_____
Send out save-the-date mailing	Marketing	_____	_____
Arrange for hole-in-one insurance	Chairperson	_____	_____
Establish master account	Meeting planner	_____	_____
Draft invitation	Marketing	_____	_____
Select and order awards	Marketing	_____	_____
Finalize volunteer committee	Meeting planner	_____	_____
Hold auction	Event committee	_____	_____
Conduct a raffle	Event committee	_____	_____
Order signage	Marketing	_____	_____
Write press release	Marketing	_____	_____
Finalize budget	Chairperson	_____	_____

30 DAYS PRIOR TO EVENT

TASK	WHO	DUE DATE	STATUS
Prepare registration list	Meeting planner	_____	_____
Publish registration cut-off date	Meeting planner	_____	_____
Complete registration	Meeting planner	_____	_____

TASK	WHO	DUE DATE	STATUS
Finalize sponsors	Chairperson	_____	_____
Finalize rules and agenda	Meeting planner	_____	_____
Order shirts, shoes, gloves	Meeting planner	_____	_____
Hire photographer	Meeting planner	_____	_____
Plan aid stations	Meeting planner	_____	_____

21 DAYS PRIOR TO EVENT

TASK	WHO	DUE DATE	STATUS
Plan goody bags	Meeting planner	_____	_____
Send confirmation notices	Marketing	_____	_____
Revise pairings	Chairperson	_____	_____
Select food & beverage	Meeting planner	_____	_____
Compile dietary restrictions list	Meeting planner	_____	_____
Finalize food & beverage	Meeting planner	_____	_____

7 DAYS PRIOR TO EVENT

TASK	WHO	DUE DATE	STATUS
Draft pairings	Meeting planner	_____	_____
Write emcee's script	Chairperson	_____	_____
Finalize course arrangements	Meeting planner	_____	_____
Guarantee due to facility	Chairperson	_____	_____
Confirm celebrities	Meeting planner	_____	_____

48 HOURS PRIOR TO EVENT

TASK	WHO	DUE DATE	STATUS
Meet with course management	Event committee	_____	_____
Prepare goody bags	Marketing	_____	_____
Finalize pairings	Chairperson	_____	_____
Prepare cash drawer	Chairperson	_____	_____
Prepare to take credit cards at course	Chairperson	_____	_____
Reserve two-way radios	Chairperson	_____	_____
Print cart signs	Marketing	_____	_____

TOURNAMENT DAY

TASK	WHO	DUE DATE	STATUS
Set up registration table	Chairperson	_____	_____
Set up insured contests	Meeting planner	_____	_____
Ice down beverages	Meeting planner	_____	_____
Put up parking signs/instructional signs	Marketing	_____	_____

Source: www.GolfRegistrations.com