



YOUR ACE IN THE HOLE

A guide to running a successful and exciting golf event

Whether you are running a golf event for customer appreciation, employee incentive, or charity fund raising, the desired result is an exciting and memorable “day on the links” for all concerned. Here are some tips that will make the event successful and rewarding for you and your guests.

DATE

- ❖ Select a time of year that historically offers good weather conditions.
- ❖ Avoid conflicts with major sporting events, other tournaments and holidays.
- ❖ Consider a Monday. This affords you a larger selection of potential sites as private country clubs are often available for outside events on Mondays.

SITE

- ❖ Look for a golf course that is “fun” to play. A facility with a reputation of good course conditioning and an accommodating staff encourages participation.

FORMAT OF PLAY

- ❖ Utilize a scoring format that accommodates golfers of all abilities. A scramble (selective shot) or best-ball-with-handicap competition will serve this purpose and afford an equitable event.
- ❖ Schedule a “shotgun” starters format. This allows your entire field to start and complete the round at the same time and provides a convenient opportunity for awards presentation and post-event function.

SPECIAL EVENTS

- ❖ Provide Range balls for contestants prior to round.
- ❖ Having a putting contest before the event gets your contestants there on time and organized. Using National Hole-In-One Association’s “add-on” feature allows you to have a prize of \$2,500 for a small additional premium. Or larger prizes are also available.
- ❖ Hole-in-one prizes for par three holes add excitement and are so appealing they can even attract more players. These hole-in-one prizes can also be an additional source of

sponsorship revenue. Prize coverage for cash or a car is so affordable and easy to get. Sponsors will readily see this as an easy, economical way to promote their products and services to your players. Be sure to select a coverage provider that has personalized signs for all the par three holes so your sponsors get maximum exposure.

- ❖ To get people together after the event, a shootout where you select the contestants closest to the pin on the par three holes to take one shot for \$100,000 adds even more excitement to the tournament.
- ❖ Hire the golf course's pro to offer a "How To" golf clinic for non-golfing spouses or guests while the round is being played.

TOURNAMENT PREPARATION

- ❖ Pre-Event – Meet with the pro to discuss the particulars. He and his staff will assist you in all aspects of the event.
- ❖ Provide the pro with a pairing list (typed), with each player's name, handicap, and starting position included.
- ❖ Send each player a tournament fact sheet detailing the event. Include date, starting times, directions to course, format, food and beverage plans, and any special course instructions (soft spikes only, etc.).
- ❖ Secure or purchase tee gifts. Make the golfers feel like they've already "won" before the tournament event starts. Shirts, sweaters, caps, shoe bags, etc., make a marvelous impression and separate you from the "plastic tees and a ball marker" events.
- ❖ Purchase the competition prizes. Be creative and reward the winning teams with something unique such as framed golf art, antique clubs or crystal. A prize for the top 3-5 teams is sufficient.
- ❖ Purchase hole-in-one and putting prize insurance.

DAY OF EVENT

- ❖ Arrive early to set up registration area.
- ❖ Position direction signs to facility on roads (if necessary).
- ❖ Identify a bag drop area.
- ❖ Make certain that the club has golf carts positioned and staff to accommodate the loading of golf clubs.
- ❖ Each cart should have sign with golfer's name and starting position.

- ❖ An official scorecard and rules sheet should be placed on each cart.
- ❖ At registration area, present golfers with their tee gifts and inform them of any changes in the rules or the schedule.
- ❖ Prior to the start, welcome the golfers and review the rules sheet. Remind them of any special competitions and tell them where to return scorecards.
- ❖ Provide refreshments on the course. Position a beverage cart on the course (at each par 3 tee) or have it circulate the course (one cart for each nine holes).
- ❖ You and a fellow worker should “roam” the course throughout the round (one person each nine) to ensure a smooth round. Radios are recommended for communication. This will allow you to monitor beverage supplies, cart problems, etc.

AFTER EVENT

- ❖ Have an “official” scoreboard listing each team by player’s name. The pro normally provides this service.
- ❖ Make certain the staff is available to assist golfers with their equipment loading.
- ❖ The awards presentation should take place immediately following the completion of play **IF NO MEAL IS SCHEDULED**. All prizes should be displayed and a PA system should be provided for the presenter. If a meal is served, the awards should be the final agenda item.

FOLLOW UP

- ❖ A thank you note to your guests is always appreciated. If possible, include a brief survey or feedback opportunity.
- ❖ If you intend to make the event an annual affair, you should reserve the facility immediately for the following year.

These are some basic suggestions for a successful golf tournament. For a more comprehensive overview contact:

National Golf Foundation 1-800-733-6006 (publications)

National Hole-In-One Association 1-800-527-6944 (prize coverage)

