

TOURNAMENT TIMELINE

- 36 WEEKS** Select Tournament Date and Course and negotiate contract
- 32 WEEKS** Finalize Tournament Logo/Brand Identity
Identify Committees for Your Event
Solicit Committee Members
Develop Tournament Budget and Objectives
Determine Committee Meeting Dates and Location
Develop Agendas for Committee Meetings
- 24 WEEKS** Send out "Save the Date" to Players, Sponsors, Volunteers
Hold Scheduled Committee Meeting
Develop Sponsor Packages
1st Round Phone Calls to Sponsors – Begin
- 20 WEEKS** Hold Scheduled Committee Meeting
YTD Budget Review
2nd Round Phone Calls to Sponsors
Begin to Solicit Items for Auction and Raffle
- 16 WEEKS** Hold Scheduled Committee Meeting
Review Expense and Revenue Projections vs. Objectives
Develop Press Release and Media List for PR
Solicit a Hole-in-One Sponsor and Purchase Hole-in-One Package
Contract a Photographer or Find a Volunteer to Take Photos
Continue to Solicit Auction and Raffle Items
ORDER HATS
- 12 WEEKS** Open Website for registration - support with e-mail blast
Hold Scheduled Committee Meetings
YTD Budget Review
Send Solicit letters/invites to celebrities & dignitaries
Order Photography Plaques (or when Sponsor confirms)
Solicit Donation of Sponsor/Players Gifts or Establish Gift Budget
Invoice Sponsors YTD, send confirmation letter, req. logos/ads
- 8 WEEKS** Hold Scheduled Committee Meetings
Committee Meeting @ Golf Course
Finalize Details with Golf Course
YTD Budget Review
Layout Event Program for Sponsors to Display Advertisements
Order Arrival Gifts (or when Committee decides)
Order Sponsor Gifts (or when Committee decides)
Invoice Sponsors YTD, send confirmation letter, request logos
Arrange hole in one automobiles (if used)
Finalize Thank You cards

4 WEEKS Hold Scheduled Committee Meetings
YTD Budget Review
Finalize Event Program - Confirm Sponsor Ads
Invoice Sponsors YTD, send confirmation letter, final request for logos
Hold Sponsor Lunch with Potential Sponsors Invited
Discuss volunteer assignments
Order Signage - Banners, Hole Signs, Golf Cart Signs, etc.
Confirm Signage Inventory, Assign sponsor holes
Confirm Photography & Plaques
Order Awards
Review all print materials
Review all gifts/prizes
Design player information sheets
Finalize pairings/player roster
Design / print bid sheets

2 WEEKS Hold Scheduled Committee Meetings
Finalize Event Program and Event Day Printed Materials
Confirm Arrival Gift delivery
Confirm Sponsor Gift delivery
Event Logistics - radios, volunteer name tags,
Finalize Award program (script) and send to emcee
Send out event reminder with dates, directions to everyone
Finalize pairings/player roster

1 WEEK Send pairings / player roster to Golf Course
Send out e-mail reminder to Players, Sponsors, Volunteers

1 DAY Deliver all signs, gift, prizes and awards to the course

Event Day Set up Welcome Banner and Directional Signs
Hold Volunteer Meeting
Set up Registration, Mulligan and Raffle ticket sale area
Meet with employees to go over event agenda
Set up all signage
Set-up arrival gift area
Set-up silent auction area with items & bid sheets
Confirm carts have sponsor signs, itinerary cards, etc.
Check all sponsor signs on course
Check contest holes and provide table and chairs for volunteers
Assign Photographer Location
Raffle volunteers
Scoreboards INSIDE
Set-up awards table and prizes
Assist with awards ceremony
Silent Auction Close Out

After Event Review all costs from the golf course
Finalize any auction item collections/deliveries
Sign Contract & Deposit with Golf Course for next year
Final Committee Meeting - Debriefing
Deliver Sponsor Thank You Gifts
Send E-mail Thank You and Survey to Players and Volunteers
Summarize Financial Results