

# EVENT PLANNING TIMELINE

## 12 MONTHS PRIOR TO EVENT

### SET GOALS

- WHAT IS THE PRIMARY OBJECTIVE FOR HAVING THE EVENT, MARKETING, FUND RAISER, COMPETITION ETC.
- WHAT AMOUNT OF FUNDS ARE TRYING TO BE RAISED
- WHEN WILL THE EVENT BE HELD
- WHO IS THE TARGET GOLFER
- WHAT IS THEIR PROFILE, RECREATIONAL, AMATEUR, OR COMPETITIVE
- HOW MANY GOLFERS ARE PLANNED TO PARTICIPATE
- WHO AND HOW MANY SPONSORS/VENDORS ARE PLANNED FOR PARTICIPATION

### SELECT THE DATE OF EVENT (INCLUDING A RAIN DATE)

- RESERVE THE COURSE

## 9 MONTHS PRIOR TO EVENT

### SET AN EXPENSE BUDGET

- ENSURE ALLOCATION IN BUDGET FOR FOOD AND BEVERAGE, GIFTS, PRIZES, GREEN FEES, CARTS, ADMINISTRATIVE COSTS, PHOTOGRAPHY, WEB SITE ETC.

### VOLUNTEERS

- ENSURE THAT 6-12 VOLUNTEER COMMITTEE CHAIR MEMBERS ARE RECRUITED, ONE FOR EVERY KEY POSITION AND ENCOURAGE THEM TO RECRUIT THEIR TEAM
- COMMUNICATE TO KEY VOLUNTEERS THEIR RESPONSIBILITIES
- MOTIVATE THE VOLUNTEERS BY REWARDING THEM FOR MEETING GOALS WITH GIFTS AND PRIZES
- KEEP A CONTACT INFORMATION LIST FOR ALL KEY COMMITTEE MEMBERS, OFFICIALS, FORECADDIES AND MARSHALS

### SPONSORS

- TARGET SEVERAL KEY SPONSORS FOR TEE & GREEN, GOLD, SILVER, PLATINUM, TITLE SPONSOR, CUSTOM LOGO BRAND PRODUCT SPONSORS ETC.
- DEVELOP SEVERAL LEVELS OF SPONSORSHIP PACKAGES, EACH WITH THEIR OWN FORM OF RECOGNITION AND PARTICIPATION THAT WILL MEET THE EVENT GOALS AND SATISFY THE SPONSORS MARKETING OR CHARITY OBJECTIVES

## **PROMOTING AND MARKETING THE EVENT**

- TARGET MARKET SPECIFIC INDUSTRIES THAT COINCIDE WITH THE EVENT, THE SPONSORS AND THE GOLFERS
- USE PROMOTIONAL AVENUES SUCH AS BROCHURES, FLYERS, DIRECT MAIL TO SPECIFIC INDUSTRIES, MASS E-MAILS AND PRESS RELEASES TO MEDIA INCLUDING TV AND RADIO

### **CHOOSE A FORMAT**

- CONSIDER THE CALIBER OF THE GOLFERS. DO AN INFORMAL SURVEY TO SEE WHAT TYPE OF EVENT FORMAT THEY LIKE

### **SELECT GIFTS AND PRIZES**

- PROVIDE QUALITY ITEMS THAT PARTICIPANTS WILL USE AND REMEMBER
- PLACE SPONSORS' BRAND LOGOS ON THE GIFTS AND PRIZES.
- GIVE PRIZES FOR FIRST THROUGH FOURTH PLACE PLUS LAST PLACE, MEN'S AND WOMEN'S LONG DRIVE, CLOSEST TO THE PIN, LONGEST PUTT, MULLIGANS AND A GAMBLING HOLE

### **GAMES AND CONTESTS**

- ORGANIZE GAMES AND CONTESTS TO MAKE THE GOLF EVENT MORE SUCCESSFUL AND FUN
- PLAN A RAFFLE FOR MAJOR PRIZES.

### **HOLE IN ONE INSURANCE**

- OBTAIN HOLE IN ONE INSURANCE

### **RECRUITING OF GOLFERS**

- 120 TO 144 PLAYERS OR 30 TO 36 GROUPS
- MAKE PROMOTIONAL AND ENTRY INVITATIONS FOR MAILING AND RECRUITING INITIATIVES

### **6 MONTHS PRIOR TO EVENT**

- ORDER INVITATIONS
- DISTRIBUTE, MAIL AND EMAIL INVITATIONS
- SELECT FOOD AND REFRESHMENTS
- CONTINUE TO PLACE ALL EFFORTS ON RECRUITING AND CONFIRMING GOLFERS COMMITMENTS

### **3 MONTHS PRIOR TO EVENT**

- ORDER TEE GIFTS, VOLUNTEER SHIRTS AND HATS, SPONSOR THANK YOU GIFTS, GAME PRIZES AND AWARDS
- COORDINATE EVENT PLANNER, COURSE SUPERINTENDENT, CLUB MANAGEMENT AND BANQUET FACILITIES MEETING
- SEND INVITATIONS
- START ADVERTISING
- ORDER SIGNS
- WELCOME SIGN
- SPONSOR SIGNS
- REGISTRATION SIGN
- HOLE SPONSOR SIGNS

### **1 MONTH PRIOR TO EVENT**

- CHECK ON THE DELIVERY STATUS OF GIFTS AND AWARDS
- TABULATE PRELIMINARY CONFIRMED NUMBER OF PLAYERS BASED ON INVITATION RESPONSES
- CONFIRM TEE TIMES

### **2 WEEKS PRIOR TO EVENT**

- FINALIZE PREPARATIONS OF ALL TEE PRIZES, AWARDS, GIVEAWAYS AND TEE SIGNS
- SET UP PRELIMINARY PLAYER LIST AND BEGIN SELECTION OF TEAM CAPTAINS AND FLIGHT PLAYERS ACCORDING TO THEIR ABILITY, PREFERENCES OR TYPE OF EVENT

### **3 DAYS PRIOR TO EVENT**

- CONFIRM FINAL NUMBER OF PARTICIPANTS AND PAIRINGS. MAKE A LIST OF PLAYERS, THEIR VERIFIABLE HANDICAPS, IF APPLICABLE, THEIR GROUPINGS, AND STARTING ASSIGNMENTS
- REVIEW EVENT DAY DETAILS WITH GOLF DIRECTOR, CLUB MANAGER, BANQUET DIRECTOR AND GROUNDS SUPERVISOR
- HAVE MONEY AND CHANGE BOX READY FOR VOLUNTEERS TO COLLECT EVENT FEE AND TO SELL RAFFLE TICKETS OR OTHER ITEMS
- REVIEW THE "DAY OF EVENT" CHECKLIST AND SCHEDULE. PREPARE FOR THE COORDINATION AND TIMING OF EVENT ISSUES
- DETERMINE AND CONFIRM HOLE LOCATIONS TEE MARKER POSITIONS WITH COURSE SUPERINTENDENT
- ARRANGE AN ON SITE SUPPLY DELIVERY LOCATION AND A SECURE LOCATION FOR TEE GIFTS, AWARDS ETC.

## **DAY OF EVENT**

### **PRIOR TO THE START OF THE EVENT**

- ARRIVE AT LEAST 2 HOURS PRIOR TO GUESTS
- MEET WITH THE VOLUNTEERS FOR LAST MINUTE INSTRUCTIONS
- ENSURE HOLE IN ONE AND SPONSOR SIGNS ARE PUT UP
- ENSURE WELCOME SIGNS AND SIGNS TO DIRECT GUESTS ARE UP
- ENSURE SET-UP OF THE REGISTRATION TABLE, ALLOWING ENOUGH ROOM FOR MANY PEOPLE TO SIGN-UP AT ONE TIME
- MAKE SURE THE FULL NAME, ADDRESS, AND E-MAIL ADDRESSES OF ALL GUESTS ARE RECORDED
- PREPARE THE GOLF CARTS WITH SCORECARDS, PLAYERS NAMES AND STARTING ASSIGNMENTS
- SET-UP TEE GIFT PACKS TO BE HANDED OUT UPON REGISTRATION
- DISPLAY EVENT PRIZES AND AWARDS
- ENSURE THE SCOREBOARD HAS BEEN SET-UP AND REVIEW EVENT DETAILS
- VERIFY PLACEMENT OF CONTEST MARKERS ON HOLES
- PREPARE FOR ANY NO SHOWS AND LAST MINUTE CHANGES
- IF YOU ARE GOLFING IN THE EVENT, BE SURE YOU ARE THE FIRST GROUP TO FINISH SO THAT YOU MAY FOLLOW-UP ON THE REST OF THE DAYS EVENTS
- ENSURE THAT GOLFERS ARE GIVEN THE EVENT FORMAT, INSTRUCTIONS, SCORING INFORMATION AND LOCAL CLUB RULES
- RECOGNIZE SPONSORS
- ENSURE SOMEONE IS AVAILABLE TO TAKE PICTURES THROUGHOUT THE DAY
- START THE EVENT

### **PRIOR TO AND DURING AWARDS CEREMONY**

- ENSURE AWARDS CEREMONY AREA IS SET UP
- MAKE SURE FOOD PREPARATIONS ARE IN ORDER
- COLLECT SCORE CARDS TABULATE THE SCORING AND RECORD CONTEST RESULTS
- POST SCORES
- GATHER GOLFERS IN CEREMONY AREA AS THEY FINISH THEIR ROUNDS
- COMMENCE FOOD AND BEVERAGE SERVICE
- START THE AWARDS CEREMONY – GUEST SPEAKER (OPTIONAL)
- ACKNOWLEDGE AND THANK PARTICIPANTS
- ACKNOWLEDGE AND THANK SPONSORS
- ANNOUNCE SCORES, LEADERS AND GAME WINNERS
- HANDOUT PRIZES AND AWARDS
- CONCLUDE CEREMONY AND PROCURE NEXT YEARS PARTICIPANTS AND SPONSORS

## **POST EVENT**

- ENSURE ALL EVENT RELATED ELEMENTS ARE CLEANED UP
- SETTLE ALL INVOICES
- ENSURE ALL SPONSOR SIGNS ARE OFF THE COURSE AND STORED OR RETURNED

## **WITHIN A FEW WEEKS** (FOLLOW-UP)

- ENTER ALL PARTICIPANT INFORMATION INTO A DATABASE
- WRITE AND SEND PERSONAL THANK YOU NOTES TO KEY VENDORS, SPONSORS, GUESTS, VOLUNTEERS, ETC. SEND MAJOR SPONSOR'S GIFTS
- RESERVE THE GOLF COURSE FOR NEXT YEAR
- EVALUATE THE EVENT TO PREPARE FOR NEXT YEAR
- CONTACT MEDIA WITH FOLLOW-UP ARTICLE, PICTURES AND SCORES