



Everything You Need to Know to

Host a Golf Tournament

at



Sussex

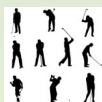
GOLF AND CURLING CLUB

www.sussexgolfandcurlingclub.ca



Where Do We Begin?

Thank you for considering the Sussex golf course for your golf event. This package has been compiled to help new tournament organizers execute a successful event, from start to finish. At the end, you will find a simple form in a checklist format. The following information will help you work your way through that checklist, but if you have questions please do not hesitate to contact our General Manager and/or Golf Pro.



⇒ The first item of business to determine before booking your golf tournament is **how many golfers you are likely to attract**. This normally depends on the cause or purpose of your event. For example, a fundraising tournament for a well known and widely respected charitable organization would likely garner more support than a smaller non-profit group. A workplace outing for which employees get to golf during normal business hours will almost always generate higher participation than a voluntary after hours event! And, a brand new golf tournament might have lower numbers than a long running, well established event looked forward to eagerly by participants year after year. We can help you decide what you might expect in your first year.



⇒ Once you've estimated the number of participants, you need to **book your tee times**. Here are the options available to you: **Shotgun Start** (golfers spread out over all 18 holes and start at the same time, best suited for numbers from 80 and up, 8am and 1pm start times available); **Reverse Shotgun** (golfers spread out over several holes and start at the same time, best suited for numbers in the 40-70 range, various start times available depending on course schedule); **Tee Times** (golfers tee off one group at a time, best suited for groups of less than 30, various start times available depending on course schedule), **Split Tee Times** (golfers tee off #1 and #10 tees at the same time, only available when the Golf Pro sees that it can be done efficiently, various start times available depending on course schedule). **Costs for each option vary**. We post tournament fees on our website, and the General Manager can also provide a quotation for your budgeting purposes.



⇒ Do I need to book **power carts** for my event? Power carts make sense for most large events as they generally make the event move along faster. Including power carts in your registration fee makes it much more convenient for your participants than requiring that they book carts and pay on their own. We can accommodate up to 100 golfers with our own fleet of carts; for events with higher participation, we out-source carts in increments of 10. If you have a small event with tee times only, you may know that most people prefer to walk and not bother booking carts for the group.



⇒ Do I want a **meal** after my tournament? Our exclusive caterer, Timberland, offers a wide variety of menu options.

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⇒ *What Next?*



⇒ Now that you've decided what, when and where, you need to focus on the **who and how**. In other words, you need to promote the event and get those golfers signed up, as well as recruit help and assign tasks to ensure your vision for the day is successfully executed. In this package you will find: a **tournament budget worksheet** (to help you determine your budget, including the tournament registration fee), **sample posters** (one each for a work event and a fundraising event), a **sample team/sponsor/prize solicitation letter**, a **tournament registration form**, and a **sample team list**. And remember that **checklist** mentioned on the previous page? That's there, too, covering everything you need to keep organized in the planning stages and on the day of the event. Once you book your tournament with us, we're happy to customize the posters with your own tournament information, and e-mail you the original Microsoft Excel and/or Word documents for you to use electronically.



⇒ What else can I do to **increase my revenue**? If yours is a fundraising event, you want to maximize your revenue for the day. People enter fundraising tournaments knowing there will be opportunities to support the cause, so give them lots of places to spend their money. **Hole sponsorship**, (see sample solicitation letter in this package), **50/50 tickets** (sold throughout the day), **silent or live auctions** (see sample solicitation letter in this package), and **putting and/or longest drive contests** (the Golf Pro can assist you with these) are just some of the ways you can boost your profit. **Round up your tournament registration fee** to include a **free beverage or snack** on the course, thereby enhancing the participant's experience and allowing yourself to make a little more profit on each registration.



⇒ Whether your tournament is for fun only or you're giving it a competitive edge, you may want to provide a few prizes. Our Pro Shop is fully stocked and has items such as caps, visors, socks, and apparel that would appeal to the golfers and non-golfers alike in your group. Consider adding on a small fee per person in your registration or a flat sum in your budget to purchase Pro Shop gift certificates for your prize selection.



⇒ So... that pretty much covers it. Nothing to it, eh? If this is the first golf tournament you've organized, we recognize it can be a daunting task, especially if you have not participated in any tournaments yourself. This kit should help you through the basics, but the most important thing to remember is that we will do everything within our power to ensure a) your golfers have a fantastic day at our facility and b) your event achieves the desired outcome, be it financial, team-building or purely social! **What are you waiting for? Pick up that phone and let's book your tournament!**



⇒ Frank McShane, General Manager—506.433.4951, extension 2 OR
admin@sussexgolf.ca

Blehr MacKinley, Golf Professional—506.433.4951, extension 1

Sussex Golf & Curling Club - Tournament/Outing Budget Worksheet

Group:

E-mail admin@sussexgolf.ca for the Excel spreadsheet if you'd like to work electronically.

When completing electronically, fill shaded areas only; all other numbers will calculate automatically.

REVENUE:

A) Registration fees

	Registration fee per person		
	# anticipated players	-	
	Total registration fees	\$	-

B) Hole sponsorship

	Sponsorship charged per hole		
	# holes (18+3 ladies = 21)	-	
	Total hole sponsorship	\$	-

C) Other revenue

	50/50		(for budget purposes, we recommend estimate half expected golfers x price to play)
	Putting contest		(for budget purposes, we recommend estimate half expected golfers x price to play)
	Longest drive contest		(for budget purposes, we recommend estimate half expected golfers x price to play)
	Auction		
	Other	-	
	Total other revenue	\$	-
	TOTAL PROJECTED REVENUE	\$	-

EXPENSES:

D) SGCC Cost per person

	Golf		(for shotgun start, divide the total shotgun fee by the minimum # expected golfers)
	Carts (if not included above)		
	Meal (including tax and grat)		
	Pro shop prizes		
	Beverage/snack coupons	-	
	Total SGCC cost per person	\$	- (total cost will calculate based on anticipated players provided above)

E) Other Costs per person

		-	
	Total other costs per person	\$	-

F) Flat Costs

	Printing/photocopying		
	50/50 tickets		
	Signage		(hole sponsors, contests, etc)
	Entertainment		
	Other prizes		
	Mailing/postage		
	Advertising	-	
	Total flat costs	\$	-
	TOTAL PROJECTED EXPENSES	\$	-
	PROJECTED PROFIT	\$	-

ABC Company

Golf Tournament

at the beautiful Sussex Golf Course

Wednesday, July XX, 20XX

Registration starts 12:00 noon

Tournament starts 1:00 pm

\$X00 per team

Register by calling/e-mailing John Doe
506.555.5555 or johndoe@abccompany.com
by July XX

Hope to see you out for a great day on a
great golf course raising money for

OUR FAVOURITE CHARITY

**YOUR
LOGO
HERE!**

ABC Company

Employee Golf Day

at the beautiful Sussex Golf Course

Wednesday, July XX, 20XX

Be at the club by 12:30 pm

Golf starts 1:00 pm

\$XX per person *(or fully company sponsored?)*

**Confirm your attendance by e-mailing
johndoe@abccompany.com by July XX**

**Looking forward to lots of fun on the course,
followed by a casual BBQ supper.**

**YOUR
LOGO
HERE!**

YOUR COMPANY LETTERHEAD HERE

<Date here>

Dear Supporter,

ABC Company is holding its first annual golf tournament in support of the **CHARITY OF YOUR CHOICE** at Sussex Golf & Curling Club on Wednesday, July XX, 20XX.

We are excited about this event and hope you will be, too. We are currently seeking the support of our employees, customers, suppliers, vendors and community. You can get involved in this great fundraiser by supporting us in any of the following ways:

HOLE SPONSOR	\$200
TEAM PARTICIPATION	\$400(4 PLAYERS)
COMBINATION	\$575
DONATION FOR PRIZE TABLE	
DONATION FOR SILENT AUCTION	

The format for the tournament will include 18 holes of golf (Texas scramble) followed by a banquet and auction. There will be many opportunities for participants to enhance our donation to the charity by participating in 50/50 draws, various contests and our live/silent auction.

CHARITY OF YOUR CHOICE supports many people, perhaps even someone you know and care about. Please consider which of the above opportunities would best allow you to help us make a substantial donation to this worthy cause.

Thank you for your consideration. We will be making a follow-up call in the near future. In the meantime, please contact John Doe or Plain Jane, per contact information below, if you would like to register a team before we're full!

Sincerely,

Plain Jane
Owner/Manager, ABC Company

John Doe
Tournament Coordinator
506.555.5555, ext 5
johndoe@abccompany.com

NOTE: This is a sample letter soliciting support in all areas. You may wish to send separate letters to various companies specifically for sponsorship, donations, etc, instead of offering up all opportunities to everyone. Regardless, once you book your tournament with us, we would be pleased to send you a Microsoft Word document with this content so that you can edit and use accordingly.

ABC COMPANY

1ST ANNUAL CHARITY GOLF TOURNAMENT

JULY XX, 20XX SUSSEX GOLF & CURLING CLUB

TEAM REGISTRATION FORM

COMPANY/ORGANIZATION CONTACT INFORMATION:

Name: _____

Phone: _____

E-mail: _____

TEAM INFORMATION:

Name: _____

Name: _____

Name: _____

Name: _____

PAYMENT INFORMATION (\$400/team to be paid in advance):

___ I have enclosed or will be forwarding a cheque

___ I would like to use a credit card; please call me for the number _____

___ I would like to pay cash in advance and will be making arrangements

PLEASE NOTE SPECIAL REQUIREMENTS SUCH AS FOOD ALLERGIES, ETC:

THIS SECTION FOR TOURNAMENT USE ONLY, PLEASE:

Pmt received cash/cheque/credit card Date/Ref: _____

Special requirements handled: _____

Tournament day, checked in: _____

ABC COMPANY

20XX Charity Golf Tournament

Sample Team List

COMPANY/ORG:

TEAM NAME:

HOLE:

Golfer _____

Golfer _____

Golfer _____

Golfer _____

COMPANY/ORG:

TEAM NAME:

HOLE:

Golfer _____

Golfer _____

Golfer _____

Golfer _____

COMPANY/ORG:

TEAM NAME:

HOLE:

Golfer _____

Golfer _____

Golfer _____

Golfer _____

COMPANY/ORG:

TEAM NAME:

HOLE:

Golfer _____

Golfer _____

Golfer _____

Golfer _____

COMPANY/ORG:

TEAM NAME:

HOLE:

Golfer _____

Golfer _____

Golfer _____

Golfer _____

COMPANY/ORG:

TEAM NAME:

HOLE:

Golfer _____

Golfer _____

Golfer _____

Golfer _____

NOTE: The team list can serve as a master list to help the tournament coordinator track the number of teams registered, and should also be copied to the Pro Shop at least two days in advance of the event. This is a sample only; any format is acceptable for the Pro Shop's purposes, as long as the company or team name is indicated, with the names of all players. The Pro Shop will assign actual hole numbers, but the coordinator can indicate preferred "line-up" of teams by listing them in order.

TOURNAMENT CHECKLIST

ORGANIZATIONAL

- Date and time booked -----
- Extra carts? -----
- Meal selected -----
- Tournament contract signed -----
- Partner with charity ? -----
- Budget -----

PROMOTIONAL

- Posters: printed/pdf/jpeg -----
- E-mail (company, other) -----
- Social media -----
- Website (company, charity) -----
- Ads (radio, paper) -----

REGISTRATION

- Forms: out with poster -----
- Payment: advance/how/bank -----
- Team list to Pro Shop (2 days) -----

HOLE SPONSORS

- Solicit/Sell -----
- Signs made -----

TOURNAMENT DAY

- Registration: who/table/supplies -----
- 50/50: who/tickets/sales -----
- Contests: who/what/\$/prizes -----
- Auction: who/items/how -----
- Dinner: MC/presentations -----
- Pictures: teams/sponsor/other -----

OTHER

- Prizes: solicit/organize -----
- Auction: solicit/organize -----
- -----
- -----