



AMYOTROPHIC LATERAL SCLEROSIS SOCIETY OF ONTARIO
SOCIÉTÉ ONTARIENNE DE LA SCLÉROSE LATÉRALE AMYOTROPHIQUE

GOLF TOURNAMENTS

GENERAL DESCRIPTION:

A well-organized golf tournament has the potential to attract participants, media, and sponsors year after year. In planning a charity golf tournament, it is important to ensure that all participants enjoy themselves, less emphasis is placed on the competitive component. Prize distribution is therefore not based only upon performance in the tournament. Hole prizes, where prizes are awarded at certain holes, are a popular alternative awards system. It is also possible to purchase hole-in-one insurance, which provides for a large cash or otherwise substantial prize should one occur at your tournament. Many tournaments also include tickets for a draw in the price of the entry. The charity tournament also features active sponsor participation. Donors enjoy enhancing their profile by donating prizes or sponsoring a hole (many sponsors give away free beverages and snacks at their holes). Celebrity participation can enhance ticket sales and sponsorship efforts. A celebrity tournament will often feature one celebrity in each foursome. The emphasis on player enjoyment and sponsor commitment makes the charity golf tournament a particularly challenging event to organize because it is critical that a good time is had by all!

RESOURCES REQUIRED:

- High profile member/s of the golfing community to advise on format and scoring and to assist with promotion
- A high-profile club willing to sponsor event, provide organizational/promotional support, officials, caddies, golf carts, draw board, and other supplies
- Separate facility for cocktail party and awards dinner if necessary
- Caterer for above
- Sponsors to provide prizes, capital, goods, and services
- Local celebrities/personalities
- Volunteers to staff cocktail party, luncheon, awards dinner, registration tables, to help set and clean up, and to keep score
- Entertainment for party and awards dinner
- M.C., guest speakers for awards dinner
- Trophies
- Prizes ranging from mementos such as jackets and kit bags to jewellery and watches to vacation packages
- Invitations, programmes, awards dinner tickets, draw tickets, score sheets, posters/flyers
- Refreshment tickets for party and dinner

RESOURCES REQUIRED-CON'T:

- Signs, tables, and chairs (for registration)
- Draw bowls
- Refreshments and snacks
- Photographer
- ALS banner, posters, flyers, and brochures
- Sponsor acknowledgement signs
- Liability, theft, and hole-in-one insurance

PRE-EVENT ACTIVITIES:

- Evaluate competition and potential market
- Designate event Chair and form subcommittees (suggested categories: pre-event cocktail party, pre-event luncheon, tournament, post-tournament dinner, sponsorships, caddies, general operations, rules, accounting & receipting)
- Choose a course
- Establish tournament format, scoring system, maximum entries (in consultation with knowledgeable golfers)
- Decide upon peripheral activities such as pre-event cocktail party, lunch, awards dinner
- Set entrance fee, cut-off date, and complimentary entries policy (e.g. do major sponsors get free entry?)
- Invite celebrities to participate
- Secure tournament M.C.
- Secure tournament and hole sponsors
- Secure tournament, hole, and draw prizes
- Print invitations and awards dinner tickets
- Distribute invitations and awards dinner ticket order forms
- Secure donations of goods, services, and capital
- Coordinate peripheral events (e.g. cocktail party, awards dinner): secure restaurant sponsor, book entertainment, print refreshment tickets, recruit volunteers, M.C., guest speakers, etc.
- Set awards dinner menu
- Write volunteer job descriptions
- Recruit volunteers
- Sell programme advertising
- Coordinate sponsor acknowledgement signs
- Begin advance publicity campaign (the newer your event is, the more advance publicity you'll need)
- Print programmes, score sheets, refreshment and draw tickets
- Invite media
- Produce instruction/rule sheets for golfers and score-keepers
- Train volunteer scorekeepers

PRE-EVENT ACTIVITIES- CON'T:

- Draft agenda for awards dinner
- Finalize list of participants and prepare draw
- Notify participants of draw
- Put up sponsor signs
- Prepare welcome packages for participants (containing tournament info, souvenirs, draw tickets, etc.)
- Set up registration tables
- Set up prize table
- Put up ALS banner/posters
- Team up players and celebrities

EVENT ACTIVITIES:

- Cocktail party the evening before event (optional)
- Registration
- Lunch
- Tournament
- Spectators encouraged
- Media presence
- Pop, juice, snacks available
- Photographer on hand to cover tournament
- Supervisor on hand to make announcements and troubleshoot
- Awards dinner tickets on sale
- Prizes awarded to top teams and hole winners
- Mementos distributed to all participants
- Finalize awards dinner agenda
- Awards dinner evening of event
- Prize draw

TIPS FOR SUCCESS:

- You cannot have too much lead-time. Six to eight months is the minimum. This is especially crucial for securing major sponsors.
- Your event committee should include golfers. Similarly, make sure that a significant proportion of your volunteers know at least a little about the game.
- Your committee members should be well connected in the community. This kind of event is the perfect opportunity for attracting new volunteers.
- The success of this event depends upon the generosity of sponsors and donors. Set up a tiered sponsorship system in which the level of recognition a donor receives is tied to the level of their contribution.

TIPS FOR SUCCESS–CON’T:

- Note that the course, the prize table, and the scoring system are the three things players remember most about a tournament. Have prizes for 2/3 of the field, without too much emphasis on first place. Rather than fixed prizes, many tournaments give winners first choice of prize table, second place second choice, and so on. Remember that you will need multiple sets of each team prize.
- Choose a course challenging enough for better players, but not too difficult for the more casual golfer. Consult with your resident golf expert in this regard.
- Schedule one entry fee that includes entire event (excluding awards dinner). The entry fee should accurately reflect the value of the event. Most golfers are willing to pay for a good time in support of a good cause.
- Consider details such as gift bags for players, awards dinner mementos such as mugs, commemorative golf balls, golf tees, t-shirts, hats, etc.
- When grouping players for the tee-off, don’t automatically group the good players together. This will create gaps in your field. Instead, group together players of different skill levels.
- Don’t fill the course to maximum capacity; this will make your tournament too long.
- A shotgun start is preferable for larger tournaments (over 125 players).
- Encourage celebrity participation. Even one or two well known local personalities can enhance your tournament every step of the way.

POST-EVENT ACTIVITIES:

- Clean up
- Return borrowed items
- Save sponsor signs for next year
- Distribute unclaimed prizes
- Pay outstanding bills
- Finalize accounting & remit proceeds to the ALS Society
- Have trophies engraved
- Proofs back from photographer
- Follow-up news release naming winners, announcing proceeds, and thanking sponsors
- Send thank-you notes
- Thank sponsors in local newspaper
- Evaluate event for future reference
- Secure commitment of major sponsors and other key participants for next year’s tournament while event is still fresh

FOR FURTHER INFORMATION:

The ALS Society of Ontario, 265 Yorkland Blvd., Suite 300, North York, Ontario.
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