

Golf Digest Planner Event Timeline: 1 Year to Plan

www.golfdigestplanner.com

360 Days Before Your Event

Determine the reason and objectives for your event. For example, set fundraising and attendance goals.

Determine the primary individuals who will be responsible for organizing and managing your event.

Finalize your event date.

Select your golf course. We recommend you visit several courses to compare costs and services provided.

Set up your custom event website on GolfDigestPlanner.com so potential attendees and sponsors can 'Save the Date' on their calendars.

Check your local community calendar to avoid conflicting with another popular event on the same date.

Identify potential committee members and prepare a preliminary agenda and guest list.

Establish your initial marketing and action plans. Use e-mail templates included with your custom Golf Digest Planner website to promote your event.

Reserve a Tournament Package through the Golf Digest Tournament Shop for \$100 and pay the balance just before your event - you can start promoting your event day contests and sell sponsorships now. Packages include everything you need for event day such as contests, prizes, signs, and more.

330 Days Before Your Event

Finalize your host golf course including a written contract covering your requirements and expectations.

Determine format and player fees for your event.

Set up your revenue and expense budget.

Set up committees using the GolfDigestPlanner.com committee management tool.

Create sponsorship packages.

Finalize event branding or theme, including your event logo.

Gather photos from prior events and/or your organization to upload on your custom GolfDigestPlanner.com website photo page.

Invite potential committee members to be a part of your event planning process.

Identify your tournament chairperson. Successful events have a high profile chairperson to add credibility and attract both players and sponsors.

Determine committee meeting dates and agendas leading up to your event.

Book celebrities or special guests for your event, if applicable.

Negotiate and block hotel rooms and rates if your event is going to have out of town attendees.

Determine if you'll need general liability insurance for your event. Check with your host golf course to determine if they provide coverage for your event.

Begin building e-mail lists to promote your event using the Golf Digest Planner marketing tools.

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270 Days Before Your Event

Use the Golf Digest Planner e-mail tools to send out 'Save the Date' announcement to potential players, sponsors and volunteers.

Be sure your Golf Digest Planner website is 'live' and ready to accept player and sponsor registrations.

Finalize the types of committees you'll need for your event and set them up using the committee management tool in the Golf Digest Planner. The most frequent committee types are already preset.

Continue to solicit committee members and volunteers.

Review revenue projections, expenses and budgets.

Determine committee meeting dates, location and times. Consider utilizing on-line meetings to save travel time and expense.

Prepare an event press kit - press kits are an inexpensive but highly effective tool to promote your event.

Update current sponsorship sales and player registrations to analyze your status versus your projections.

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240 Days Before Your Event

Develop agendas for committee and volunteer meetings.

Hold scheduled committee meetings to update your group on event status, including sales.

Start building your sponsor target list and make initial contact to sell sponsorships.

Send out press releases and follow up with media outlets to confirm receipt and scheduled publication.

Set up 'Media Sponsorship' packages to trade for local newspaper ads and radio spots.

Download the e-book, Best Practices for Great Golf Events from the www.GolfDigestPlanner.com homepage.

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event day contests and sell sponsorships now. Packages include everything you need for event day such as contests, prizes, signs, & more.

210 Days Before Your Event

Develop updated agendas for committee meeting.

Assign target sponsors to specific committee members who are responsible for tracking progress toward selling a sponsorship package.

Hold scheduled committee meetings to update your group on event status, including sales.

Review revenue projections, expenses and budgets.

Schedule second round phone calls to potential sponsors.

Begin soliciting items for your auction and/or raffle.

Be sure your Golf Digest Planner website is 'live' and ready to accept player and sponsor registrations.

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180 Days Before Your Event

Develop updated agendas for committee meeting.

Hold scheduled committee meetings to update your group on event status, including sales.

Review revenue projections, expenses and budgets.

Update press release with new sponsors and re-send to media contacts. Send copies to target sponsors to show how they will be recognized when participating in your event.

Contract a photographer or identify a volunteer to take photos at your event and awards reception.

Continue to solicit auction and raffle items

Update current sponsorship sales and player registrations to analyze your status versus your projections.

Set up your 'Event Page' on Facebook and add a link to your custom Golf Digest Planner website using the setup tool under the 'Marketing' tab.

Set up a Twitter account for your event and add a link to your custom website using the setup tool under the 'Marketing' tab.

150 Days Before Your Event

Develop updated agendas for committee meetings.

Hold scheduled committee meetings to update your group on the event status, including sales.

Review revenue projections, expenses and budgets.

Send confirmation letters to invited celebrities and dignitaries.

Order photography plaques for the event photo sponsor.

Solicit donation of items to include in the player arrival gift bag.

Invoice confirmed sponsors to maintain cash flow.

Gather participating sponsor logos for your custom website, signs and banners.

Draft your initial menu for the event including on-course food and beverage requirements.

Continue soliciting auction and raffle items.

120 Days Before Your Event

Develop updated agendas for committee meetings.

Hold scheduled committee meetings to update your group on event status, including sales. Consider holding your meeting at the host golf course to familiarize committee members with the venue.

Finalize your agenda and event day details with the host course.

Review revenue projections, expenses and budgets.

Determine your event cancellation policy with your host course, players and sponsors. We recommend you have an alternate event date in case of a weather-related cancellation.

Design your event day program and begin developing content to solicit sponsor ads.

Order player arrival gifts.

Order sponsor appreciation gifts.

Invoice confirmed sponsors to maintain cash flow.

Gather participating sponsor logos for your custom website, signs and banners.

90 Days Before Your Event

Develop updated agendas for committee meetings.

Hold scheduled committee meetings to update your group on event status, including sales.

Review revenue projections, expenses and budgets.

Finalize event day program layout. Schedule phone blitz to sell more sponsor ads in the program.

Create thank you cards for post-event mailing.

Invoice confirmed sponsors to maintain cash flow.

Gather participating sponsor logos for your custom website, signs and banners.

Consider hosting a pre-event breakfast or luncheon to promote your event. Have committee members and staff invite potential sponsors and players.

60 Days Before your Event

Hold scheduled committee meetings to update your group on event status, including sales.

YTD Budget Review
Discuss Volunteer assignments
Order any remaining signage
Confirm photography and plaques
Order awards

30 Days Before your Event

Hold scheduled committee meetings
Finalize even program and event day material
Confirm sponsor gift delivery
Confirm arrival gift delivery
Event logistics- radios, volunteer nametags
Finalize Award Program – (script) and send to emcee
Develop Agendas for committee meetings
Send out event reminder with dates, directions to everyone
YTD Budget Review
Review all print materials
Review all gifts/prizes
Design/print bid sheets
Finalize pairings/player roster

7 Days Before Your Event

Send pairings/player roster to golf course
Send out email reminder to players, sponsors, volunteers

1 Day Before Your Event

Deliver all signs, prizes, gifts, and awards to the course.

Event Day

Set up welcome banner and directional signs

Hold Volunteer Meeting

Set up registration/mulligan/raffle ticket sale areas

Meet with employees to go over event agenda

Set up all signage

Set-up arrival gift area

Set-up silent auction area with items and bid sheets

Confirm carts have sponsor signs, itinerary cards, etc.

Check all sponsor signs on course

Check contest holes

Assign Photographer location

Raffle volunteers

Scoreboards

Set up awards table and prizes

Assist with award ceremony

Silent auction close out

After the Event

Review all costs from golf course

Finalize any auction item collections/deliveries

Sign contract and deposit with golf course for next year

Final committee meeting: Debriefing

Deliver Sponsor thank you Gifts

Send email thank you to players and volunteers

Summarize Financial Results