

## **Golf Digest Planner Event Timeline: 3 Months to Plan**

**[www.golfdigestplanner.com](http://www.golfdigestplanner.com)**

### **90 days before your event:**

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

Select and finalize your golf course including a written contract covering your requirements and expectations.

Determine committee meeting dates, location and times. Consider utilizing on-line meetings to save travel time and expense. Develop agendas for committee and volunteer meetings. Find and finalize committee members.

Create sponsorship packages.

Initiate Sponsor requests.

Set up your custom event website on [GolfDigestPlanner.com](http://GolfDigestPlanner.com) so potential attendees and sponsors can 'Save the Date' on their calendars.

Finalize the event fees and registration process

Establish and begin executing your marketing and action plans. Begin building e-mail lists to promote your event using the Golf Digest Planner marketing tools. Use e-mail templates included with your custom Golf Digest Planner website to promote your event.

Finalize event branding or theme, including your event logo.

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

Gather photos from prior events and/or your organization to upload on your custom [GolfDigestPlanner.com](http://GolfDigestPlanner.com) website photo page.

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.

Set up your revenue and expense budget.

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, & MORE!

Download the e-book, Best Practices for Great Golf Events from the [www.GolfDigestPlanner.com](http://www.GolfDigestPlanner.com) homepage.

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

### **86 days before your event:**

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

Review revenue projections, expenses and budgets.

Hold your first committee meeting.

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

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.

Schedule second round phone calls to potential sponsors.

Begin soliciting items for your auction and/or raffle.

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### **72 days before your event:**

Develop updated agendas for committee meeting.

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

Review revenue projections, expenses and budgets.

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

Continue to solicit auction and raffle items

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

Order photography plaques for the event photo sponsor.

Gather participating sponsor logos for your custom website, signs and banners under the 'Marketing' tab. Continue to solicit sponsors.

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

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.

### **58 days before your event:**

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.

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.

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

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

Invoice confirmed sponsors to maintain cash flow.

Finalize Auction and raffle items.

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

Order player arrival gifts.

Order sponsor appreciation gifts.

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

Order signs and banners.

### **30 days before your event:**

Finalize signs and banners

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.

Confirm photography and plaques

Order awards

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