

# SAMPLE TIMELINE

To plan a successful golf tournament can take from 6 to 12 months of planning. Even the smallest details can make the difference in the success of a tournament, and it's a mistake to attempt planning a golf event without following a step-by-step guide complete with timeline.

- Using our suggested guideline below, create a timeline of things that need to be done and assign a date by which they should be completed. If you build your event using the Golf Digest Planner, you will receive automatic task list reminders based on your event date. These task list reminders highlight critical tasks to be completed by specific dates to keep your event on schedule.
- The very first things to do are to: Choose the right golf course for the event, sign a contract with the golf course, secure top sponsors, and seek media coverage.
- If you are working with a tournament committee, assign tasks to each person and track their progress.
- You will minimize logistical mistakes and make the golf tournament more enjoyable for everyone involved by planning carefully according to a timeline.

The following sample timeline should be revised according to the needs of your event.

Days from Event	TASKS	Person Responsible	Due Date	Date Done
360	Select Tournament Date			
	Select Course and Negotiate Contract			
330	Finalize Tournament Logo/Brand Identity			
270	Send out "Save the Date" to Players, Sponsors, Volunteers			
	Identify Committees for Your Event			
	Solicit Committee Members			
	Develop Tournament Budget and Objectives			
	Determine Committee Meeting Dates and Location			
240	Post Event in GolfDigestPlanner.com National Golf Event Database			
210	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meeting			
	Develop Sponsor Packages			
	1st Round Phone Calls to Sponsors - Begin			
210	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meeting			
	YTD Budget Review			
	2nd Round Phone Calls to Sponsors			
	Start Soliciting Items for Auction and Raffle			

<b>180</b>	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meeting			
	Review Expense and Revenue Projections vs. Objectives			
	Develop Press Release and Media List for PR			
	Solicit a Hole-in-One Sponsor and Purchase Hole-in-One Package			
	Contract a Photographer or Find a Volunteer to Take Photos			
	Continue to Solicit Auction and Raffle Items			
<b>150</b>	Develop Agendas for Committee Meetings			
	Open Website for registration - support with e-mail blast			
	Hold Scheduled Committee Meetings			
	YTD Budget Review			
	Send Solicit letters/invites to celebrities & dignitaries			
	Order Photography Plaques (or when Sponsor confirms)			
	Solicit Donation of Sponsor/Players Gifts or Establish Gift Budget			
	Invoice Sponsors YTD, send confirmation letter, req. logos/ads			
<b>120</b>	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meetings			
	Committee Meeting @ Golf Course			
	Finalize Details with Golf Course			
	YTD Budget Review			
	Layout Event Program for Sponsors to Display Advertisements			
	Order Arrival Gifts (or when Committee decides)			
	Order Sponsor Gifts (or when Committee decides)			
	Invoice Sponsors YTD, send confirmation letter, req. logos/ads			
<b>90</b>	Develop Agendas for Committee Meetings			
	Hold Scheduled Committee Meetings			
	YTD Budget Review			
	Finalize Event Program - Confirm Sponsor Ads			
	Finalize Thank You cards			
	Invoice Sponsors YTD, send confirmation letter, req. logos/ads			
<b>60</b>	Develop Agendas for Committee Meetings			
	Hold Sponsor Lunch with Potential Sponsors Invited			
	Hold Scheduled Committee Meetings			
	YTD Budget Review			
	Discuss volunteer assignments			
	Order Signage - Banners, Hole Signs, Golf Cart Signs, etc.			
	Confirm Signage Inventory, Assign sponsor holes			
	Confirm Photography & Plaques			
	Order Awards			
	Confirm celebrity emcee			
<b>30</b>	Hold Scheduled Committee Meetings			
	Finalize Event Program and Event Day Printed Materials			
	Confirm Arrival Gift delivery			

	Confirm Sponsor Gift delivery			
	Event Logistics - radios, volunteer name tags,			
	Finalize Award program (script) and send to emcee			
	Develop Agendas for Committee Meetings			
	Send out event reminder with dates, directions to everyone			
	Committee Meeting			
	YTD Budget Review			
	Review all print materials			
	Review all gifts/prizes			
	Design player information sheets			
	Finalize pairings/player roster			
	Arrange HIO vehicles			
	Design / print bid sheets			
	Finalize pairings/player roster			
	Arrange HIO vehicles			
<b>7 days</b>	Send pairings / player roster to Golf Course			
	Send out e-mail reminder to Players, Sponsors, Volunteers			
<b>1 day</b>	Deliver all signs, gift, prizes and awards to the course			

<b>Event Day</b>	Set up Welcome Banner and Directional Signs			
	Hold Volunteer Meeting			
	Set up Registration, Mulligan and Raffle ticket sale area			
	Meet with employees to go over event agenda			
	Set up all signage			
	Set-up arrival gift area			
	Set-up silent auction area with items & 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 awards ceremony			
	Silent Auction Close Out			
<b>After Event</b>				
	Review all cost from the golf course			
	Finalize any auction item collections/deliveries			
	Sign Contract & Deposit with Golf Course for next year			
	Final Committee Meeting - Debriefing			
	Deliver Sponsor Thank You Gifts			
	Send E-mail Thank You and Survey to Players and Volunteers			
	Summarize Financial Results			