

6 MONTHS:

180 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 including the chairperson. Successful events have a high profile chairperson to add credibility and attract both players and sponsors.

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.

Set up your custom event website on GolfDigestPlanner.com so potential attendees and sponsors can 'Save the Date' on their calendars. Use the Golf Digest Planner e-mail tools to send out 'Save the Date' announcement to potential players, sponsors and volunteers.

Determine format and player fees for your event.

Identify potential committee members and send them an invitation to join. 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. Set up committees using the GolfDigestPlanner.com committee management tool.

Establish your initial marketing and action plans. 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.

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

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!

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.

Create sponsorship packages.

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

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

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

150 Days Before Your Event:

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

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

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

Review revenue projections, expenses and budgets.

Set your first committee meeting date and hold a meeting.

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

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

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

Review revenue projections, expenses and budgets.

Schedule second round phone calls to potential sponsors.

Begin soliciting items for your auction and/or raffle.

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120 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.

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

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

Order photography plaques for the event photo sponsor.

A One Stop Shop For All Your Event Day Needs!

90 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.

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

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.

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.

Order signs and banners.

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

60 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.

Invoice confirmed sponsors to maintain cash flow.

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

Order signs and banners

30 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.