

HIGH HEEL GOLFER



THE ULTIMATE
GUIDE
TO HOSTING A
SUCCESSFUL
CHARITY
GOLF EVENT

How to Plan & Execute Your
Event to Maximize Fun & Profits



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GETTING STARTED

INTRODUCTION

Are you looking to raise awareness, raise money and raise the bar for your next charity event? If so, you're in the right place! Every year there are roughly 140,000 charity golf tournaments worldwide that raise over 2.9 Billion dollars.

Having hosted many fundraising clinics myself, I know the best ways to increase revenue and reduce costs so you can make the biggest difference for your non-profit.

In this straightforward ebook, I'll address questions you're probably concerned about, such as:

- Where should you host our event?
- How do you secure sponsorships and how much should you ask for?
- How do you get attendees coming back year after year?
- How much should you expect to raise?
- Which promotional items are the most popular?

These are just some of the important questions I'll cover. I'll also show you how golf charity events have the power to achieve fundraising goals, foster new connections and strengthen relationships, especially through my Clinics for a Cause, a more intimate and fast-paced type of charity golf event.

WHO BENEFITS THE MOST FROM HOSTING AN EVENT?

Charity golf events offer immense value for a variety of companies, organizations, and individuals, such as:

- Fortune 1000 Companies who raise money for charity each month
- Business associations looking for fun events for members to network and raise money for a good cause
- Associations already hosting golf tournaments
- Non-profits
- Chambers of Commerce
- Rotary Clubs
- Universities who want to raise funds for Scholarships and related organizations, such as Alumni Clubs and Sororities

If you think you can benefit from hosting a golf event and are ready to learn the steps needed to host a Charity Golf Event that will build strong relationships, is incredibly fun and will raise a lot of money, then here are the steps to make it happen!



SETTING REALISTIC GOALS

When planning your next charity golf event, the first thing you should do is figure out why you want to host an event. Are you looking to raise money for your non-profit or just raise awareness? Once you have this figured out, you can then determine how much money you can realistically raise.

DETERMINE YOUR TOURNAMENT OBJECTIVES

- Raise Funds for Charity
- Raise Funds for a School Cause
- As a Thank You to Customers / Supporters
- Raise Awareness of Non-profit Organization

DETERMINE #OF PARTICIPANTS WHO WILL ATTEND

Most 18 hole golf courses can handle up to 144 golfers (36 groups of 4). If you have a shotgun start, this requires two groups on every hole. If you are looking to host a 9 hole golf tournament, then you can have a max of 72 players. Most golf courses will have a minimum for renting out the course, so it's critical to figure out that you can fill the tournament before you sign a contract.

To make this process easier, I've created a pretty simple equation for you to figure out the number of attendees you should be able to bring to your event based on your network and email contacts. Once you have that number, you can pick your course and start planning your event!

See the equation below:

$$\begin{aligned}(\# \text{ of planning committee members}) \times 4 &= \text{ ______ } A \text{ ______} \\(\# \text{ of email contacts you can send invite to}) \times .02 &= \text{ ______ } B \text{ ______} \\(\# \text{ of people you call after the email invite}) \times .20 &= \text{ ______ } C \text{ ______} \\(\# \text{ of Sponsors} \times 2) &= \text{ ______ } D \text{ ______} \\A + B + C + D &= E \text{ (\# of attendees you can realistically get for your event)}\end{aligned}$$

*Please remember to be conservative with these estimates.



IDENTIFY WHO WILL ATTEND

Now that we know how big your network is, you need to identify what type of network it is, based on average donation per person. Most of the people I know are in the Medium Income range, so my events are always priced between \$75 and \$250. Whereas Warren Buffett probably only attends tournaments that cost in the \$5,000+ range.

Low Income - Donate anywhere from \$20-\$75 at charity events

Medium Income - Donate anywhere from \$75-\$250 at charity events

High Net worth - Donate in the \$1,000's at charity events

PICKING A COURSE & PRICING YOUR EVENT

Now that you know how much each person will spend at your event, you can pick a course and price your event. Just like hotels and restaurants, some courses are better and more expensive than others, so picking the right course around your budget is crucial.

You should also factor in skill level when picking a course. Some courses are more difficult than others and could dissuade people in your network from attending.

You want to price your event with a 75-100% mark up. Many event coordinators will tell you that you will make most of your money off of raffles, silent and live auctions and sponsorships. And to be reasonable with the price so you will have a good attendance. I disagree, because your attendance will come from your network and in all my years in business, price has never been the issue when targeting to the right people.

If we look at the markup as our cushion for a scenario with a low turnout, then everything else from Sponsorships and Raffles will be an extra bonus!

In addition to cost and course difficulty, you should also vet out the staff. Keep in mind that you will be dealing with the staff on a regular basis for several months, maybe even a year. You will need their advice and help before and during the event. If the staff does not seem friendly and helpful, perhaps you should choose another venue.

Now that you know the # of Attendees and what you will price the event for you can come up with a realistic fundraising goal.

$(\# \text{ of Attendees}) \times (\text{Ticket Price} \times .55) = \text{Ticket Price Profit}$

$\text{Ticket Price Profit} \times 1.2 = \text{Total Profit (w/ Raffle prize donations and sponsorships)}$

This is a very conservative estimate. Obviously if you have a title sponsor and other big sponsors to cover costs, you can make a much larger profit. However, the reality is that most first time events either brake even or lose money because they think they can bring in more attendees than then actually can and end up owing the golf course for the spots they never filled.



CUTTING COSTS

Often, first time tournament hosts will spend too much money on the extras. Getting Shirts made, promo items, advertising, and prizes that only take away from your profit.

It isn't easy, and takes some maneuvering, but if you work hard enough, you can get a lot of those items donated, which will again reduce costs and increase profits.

MAKING YOUR EVENT A HUGE SUCCESS?

There are a lot of reasons why some golf events are more successful than others, but the most important thing is to give your players a great tournament day experience and to over deliver on your promise to your sponsors! It will keep your attendees and sponsors coming back year after year! Here are the steps to create the perfect day of experience:

PICKING THE RIGHT DATE & TIME

As an entrepreneur who attends multiple networking events a week and also hosts events for a living, I know how important it is to pick the right date for your event.

When deciding when to host your event, consider the following:

- Can your attendees take off time from work during the week or will you need to host the event on a weekend?
- If they can take time off from work, will it be a half day or full day?
 - Noon or 1 pm shotgun starts are usually ideal because business men and women can get some work done in the morning!
- Is it a busy season for attendees in your network?
 - If you are hosting an event with mostly accountants, you wouldn't want to schedule an event before April 15th.
- Are there any other competing events being held that day?
- Is there enough sunlight to host an afternoon event?
 - The sun sets in San Diego at 4:30 pm during the winter months which wouldn't give you enough time to host an afternoon event.



ENLISTING INFORMED AND FRIENDLY VOLUNTEERS

Having informed and personable volunteers makes registration and play easy, and having clueless volunteers (or not enough volunteers) can lead to frustration and confusion. When it comes to volunteers, communication and training is key.

There are also many tasks involved when coordinating a golf tournament and its important to have committees that can make sure all of the tasks get done before and after your event.

Here is a list of some areas where you will want to recruit help or establish a committee.

Before the event

- Creating a Budget
- Solicit and Evaluate Golf Courses
- Advertising/Marketing
- Website Creation
- Online Registration Setup
- Logo Design
- Soliciting Sponsors/Donations
- Getting Attendees
- E-mail Blasts/Invitations/Thank You's
- Gifts/Prizes/Awards
- Auctions/Raffles
- Contests/Games
- Signage
- Tournament Clothing for men & women
- Team Pairing
- Food and Beverage
- Rules and Regulations

During the tournament

- Placing Hole Sponsorship Signs
- Long Drive & Closest to the Hole Signs
- Scoreboard
- First Tee Coordinator
- Award Presentations
- Raffle Prize Tables
- Raffle Prize Sale
- Registration Table
- Bag Drop
- Alcohol on Holes
- Sponsor Coordination
- Marshaling
- Making sure Sponsors are Happy
- Making Sure Attendees are Happy



KEEPING YOUR TOURNAMENT FAST PACED & ORGANIZED

Golf is a slow paced sport, but that does not mean that people want to spend 7 hours on the course. Keep the tournament fast paced and fun by picking the right golf format and keeping things organized.

When choosing your event format for your tournament, again think back to who your attendees will be. Better players may want a more traditional format (Stroke Play or Match Play), whereas, hackers (people who aren't very good at the game) may want to play formats that are a bit easier (Best ball or Scrambles) which are less intimidating, more enjoyable by all participants and easier to score.

Stroke Play - Golf competition in which the total number of strokes taken is the basis of the score. This is what we see the guys and gals on the LPGA and PGA Tours playing.

Match Play - A method of scoring golf games by counting only the number of holes won by each side rather than the number of strokes taken.

Best Ball - An event in which everyone can play their own ball the whole round and you use the best two or three scores per hole (with and without a handicap) in the group. "Handicap" refers to a numerical representation of a golfer's playing ability. If someone is a 12 handicap, then they would get a stroke on the 12 hardest holes. i.e. if you are playing hole number 10 and it's the 3rd hardest hole, and you score a 4, your actual score for the tournament on that hole would be a 3.

Scramble - Event in which everyone in your group shoots from the best shot in the group. i.e. Everyone will hit their drives off the tee, then you will pick the best shot and from there you will all hit your second shot. This continues until the ball is in the hole.

If this is your first time hosting a charity golf tournament, I suggest using the scramble format. It is the most common format and is widely accepted by recreational and avid golfers.

In the event that you don't have enough participants for a shotgun start, please make sure your best players are in the first few foursomes. There is nothing worse than turning a 4 hour round into a 6 hour round because you have one group that holds everyone else up.

TOURNAMENT EXTRAS - GALA's, BREAKFAST & ALCOHOL

In addition to picking your tournament format, you will want to choose what the whole event will look like. I've been to events that had no alcohol and others that had booze on every hole. Some tournaments have a Bloody Mary bar with breakfast followed by the tournament and a luncheon. Others will have a boxed lunch followed by a cocktail happy hour reception followed by a gala.

You need to decide how much detail you want to add to the event.

In my opinion, having food and booze at the start of your event is a must, and having a quick dinner or lunch afterwards is also ideal. Make sure you don't drag the dinner out, because too many tournaments end up being excruciatingly long and people need to get back to work or to their families.



SHOW APPRECIATION FOR YOUR PLAYERS THROUGH GIFTS & PRIZES

Gifts and prizes are another step of planning that should not be overlooked. Departure gifts will keep you in your players mind when they leave the tournament, and welcome gifts will make the players feel special and appreciated. There is no replacement for a classic and carefully thought out gift for your players, and it is worth the extra investment.

GIFT IDEAS

- **Welcome Bags**
 - Golf Shirts with logo of event or cause (Make sure there are ladies shirts as well as mens shirts)
 - Goodie Bags with Promotional Items from your Sponsors
 - Snacks for the course
 - Water or gatorade
 - Sleeve of Golf Balls
- Departure Gifts
 - Candies or baked goods at dinner (Candies wrapped up in cute bag with logo - have the dinner sponsor donate these)

WINNING TEAM PRIZES

- Trophies (Make sure these are gender neutral)
- Golf Clubs
- Golf Balls

RAFFLE PRIZES

- Spa Packages
- Gift Cards for Restaurants
- Rounds of Golf at Local Courses
- Golf Clubs
- Golf Balls
- Sponsor donations

CULTIVATE A FUN ATMOSPHERE

Gifts and prizes are an important aspect of a successful event, but nothing will be a better advertisement for next years tournament then making THIS years tournament the place to be. Fun contests, a professional feel, and a great atmosphere is what your players will remember when deciding which tournaments to attend next year.

CONTEST IDEAS

- Longest Drive Contest
- Closest to the Pin
- Hole in One with a car (Hole in one insurance prize companies with items like an iPad are pretty anticlimactic, go big or go home with this one)
- Dixon Golf - Hit the Green
- 4 Cup Hole - place 4 golf cups on one hole and offer a deal that with a donation of anywhere from \$20-\$200 if you birdie the hole you will double your money, if you don't the money is a donation. If everyone donates, you get a hole in one for your team.
- Helicopter Ball Drop
- Putting Contest (\$5,000 or \$10,000 are ok, but you might be better off purchasing a new golf club for the same price as the insurance)

CALLING OUT THE CORRECT WINNERS

I was at a golf tournament where the host gave the long drive prize to the first name on the Sheet. The winner is always the last person to write their name down. Same goes for closest to the pin. If you give the prize to the wrong person or if people cheat, It will deter more competitive players from coming back next year.

MAKE SURE TO HAVE A MEN'S & WOMEN'S COMPETITION

Remember to have a Men's and Women's competition. Men and Women play from different tees and have different strengths. You want to make the competitions as fair as possible, because there have been times when i've beat the guys on holes where the women's tees were at a huge advantage, and times when my tees were right next to the guys and there was no way I'd have a chance.





SECURING GREAT SPONSORS

As far as sponsors go, the key to getting them to return year after year is getting them involved in your cause. If your tournament is for a non-profit, this means allowing the sponsors to meet some of the people they are directly benefiting with their sponsorship. If it is for a corporate event, talk to the sponsor about what his or her support is achieving and how important they are to you and your company.

Don't forget that sponsors are also at your event for exposure, so make sure they get time to talk to the players and meet as many people as possible. As the tournament organizer, it is up to you to make sure connections are being made and that people are being given what they have been promised.

Another important part of retaining players and sponsors is having a memorable awards ceremony that is inclusive and fun. The awards ceremony is how you wrap up the night, and highlight the purpose of the tournament. The mood of the awards ceremony is the mood that the players will leave with at the end of the night, so make it full of fun speeches, great prizes, and delicious food.

DETERMINING SPONSORSHIP LEVELS

Sponsorships are crucial to hosting a successful Charity Golf Event. You can optimize how much money you raise by covering the cost of the event through sponsorships.

The amount in Sponsorship dollars raised is dependent on 3 factors:

The quality of the golf course
value of marketing to your attendees
and the charity benefiting from your event

If we look back at our network, we can then determine Sponsorship Levels

- **Low Income** - \$250 Hole Sponsors, \$500 Lunch or Dinner Sponsor, \$1000-\$2500 Title Sponsor
- **Medium Income** - \$500 Hole Sponsors, \$1000 Lunch or Dinner Sponsors, \$2500 - \$5000 Titles Sponsor
- **High Net worth** - \$1000 Hole Sponsors, \$2500 Lunch Sponsor, \$5,000 Dinner Sponsor, \$10,000 Title Sponsors

You also want what ever benefits they get to get roughly 25% of the total sponsorship, i.e. a \$250 hole sponsor might get 2 tickets to dinner, but no tickets to play, but the Title Sponsor should at least get a foursome and an opportunity to have a hole to highlight their business. Also make sure that sponsor names are prominently displayed during the event, on the scoreboard, tee boxes, carts, in the pro shop, at the dinner/lunch and award ceremony.

Sponsors should also donate prizes for the raffle and offer goodies for the welcome bags.



HOLE SPONSORSHIP IDEAS

To increase a sponsors value, they will want to set up a fun and creative experience for the golfers coming throughout the day. I've seen a number of great setups, and the most common elements are below:

- Have giveaways (branded pro items)
- Have a fun competition or game
- Have booze or delicious food
- The hole sponsor rep is outgoing
- They are unique, sometimes just having Gatorade or San Pellegrino can be the thing that separates you from the pack.
- Massage tables
- A pro giving a quick lesson
- Have a branded set up

PROMOTIONAL ITEM IDEAS

- Cigar cutters
- ball markers / hat clips / golf tees
- plastic wine glasses or water bottles
- gum with business card taped on
- mini liquor bottles with sticker of brand
- Hand sanitizer
- Sun screen
- Coffee Cups
- Ball Marker Necklaces
- Iphone Chargers - already charged since most people phones die on the course
- mini speakers for the course
- bottle or wine opener

Remember, the key to a successful golf tournament is that once someone takes interest in your event, you KEEP their interest and grow it to the point that they share their experience with friends, family, and coworkers. Don't lose your players and sponsors once you have gotten them involved. This is the way your tournament can grow every year and develop the strong image you are looking for!



ESTABLISHING YOUR BUDGET

Once the course is selected you will be able to establish your budget. Items to be considered include:

- Greens fees
- Golf Carts
- beverages
- Food Services (Breakfast, Lunch, Dinner, Appetizers)
- Insurance
- Prizes and Awards

If your event involves a charity, the appeal of a tax deduction can be used as a selling point for sponsorships. Often a company's advertising budget may allow support of the tournament and the sponsor will gain in his relationship with the community. Just about any business that deals directly with the public is a good candidate for sponsorship. Other opportunities exist with vendors. Whatever the case, make sure that sponsor names are prominently displayed during the event, on the scoreboard, tee boxes, carts, in the pro shop, at the dinner/lunch and award ceremony. Package deals where the sponsor receives apparel with the event logo, free lessons or a free round of golf are also a great consideration.

If you are seeking a major sponsor to fund the entire tournament, obtain facts about the company to show that you are informed and interested.

LINE ITEM COST & TAXES

Some of the least fun parts about planning a golf charity event are the most important; such as line item costs and taxes. It's important to know and incorporate the fact that Golf Tournament Sponsorship is tax deductible and is categorized as a marketing expense.

Golf Tournaments themselves are not 100% tax deductible; instead they are considered meal & entertainment and are only 50% tax deductible. Raffle tickets are however 100% deductible since they are a direct donation to the charity.

In contrast, tax donations from my smaller, speedier version of a golf tournament, the Clinics for a Cause that I'll tell you more about later, are 100% tax deductible.



REGISTRATION

classy.com
Event Brite
Merchant Services Fees

SIGNAGE

Getting Signs donated
In kind / trade - Signs for a spot at the tournament
How much do signs cost? Is it worth the trade?
How fast can printers make them?
Better to give the printer a hole sponsorship and brand awareness - Charitable Marketing



CLINICS FOR A CAUSE

An Easier, Less Time-Consuming Way to Have a Successful Golf Charity Event

If these 9 steps sound like a lot of work, that's because they are. Putting on a successful charity golf event is very time consuming. However, as mentioned earlier, I host a more compact version of the traditional, large golf tournament, **Clinics for a Cause**. This type of event is a lot less work for you, yet is still incredibly effective, A Clinic for a Cause allows you to hit fundraising goals, develop relationships and offer attendees a fun experience.

Clinics for Cause can be even better than a traditional golf tournament for a variety of reasons. Clinics for a Cause only takes 2.5 hours while a traditional golf tourney can last anywhere from 6-8 hours.

The results speak for itself. We help you raise anywhere from 3-5K per event. If you want to raise more, you can host more events! Plus our events are after work, so it doesn't interfere with work time.

Clinics for a Cause are also tax deductible. The Sponsors or suppliers write it off as a marketing cost and all of the attendees pay directly to the charity which is a charitable write off whereas Golf Tournaments are considered Meals & Entertainment.

At High Heel Golfer, we do all of the planning and coordinating, which means your team only has to get people to the event and find raffle prizes. Most golf tournaments have big teams and countless meetings that take months to plan. Our events are simple.

Clinics for a Cause are welcoming to everyone, even non golfers. We separate the groups by skill level, so an avid golfer can work on the kinks in their swing with the coaches which a complete beginner works on learning the game.

Clinics for a Cause can be coupled with a Golf Tournament, which brings in more people who normally wouldn't attend the tournament. Since the heart of our programs are to really bring new people, and especially women into the game of golf, our event is always approachable.

The event increases confidence, camaraderie and golf skills so it supports employee retention plans in a truly meaningful way. Attendees will feel just as close as you do after a 4-hour round on the golf course. It is teamwork practiced in a timeless tradition - the game of golf.

LEARN MORE ABOUT CLINICS FOR A CAUSE

If you're interested in learning more about this solution that raises money, is really fun and takes the work off your shoulders, I'm happy to help and provide more information. Just fill out the contact form at this link, and myself or a team member will be in touch shortly! Or if you'd rather pick up the phone, give me a call at 619.206.1343!