

GOLF EVENT CHECKLIST

PRE-EVENT

- Set ROI goal
- Determine budget
- Confirm venue
- Create event committee
- Put all event action items into a calendar
- Set your event date
- Determine sponsorship levels
- Market the event
- Secure sponsorships
- Secure registration gifts
- Secure prizes
- Determine course flag and event experiences
- Plan for the post tournament drawings and awards
- Plan for “flighting” of the event for cash prizes (ask venue)
- Hire caterer
- Do a “day of event dry run” for the golfer experience (from arrival to departure)
- Market the sponsors
- Print all material
- Have a volunteer schedule and instructional sheets
- Teams with responsibilities
- Invitation plan
- Plan for video/drone/pictures
- Determine what at this event will show impact and how will you share it with attendees

AT EVENT

- Make check-in easy
- Capture data
- Think of the golfers’ “on the course” experience and work to improve it
- Provide beverages/snacks
- Be visible and thank donors and attendees

POST-EVENT

- Document thoughts from the day
- Ask for feedback
- Post-event meeting
- Send thank yous immediately
- Market the event (sponsors/results, etc...)
- Reporting
- Review and improve
- Secure the venue for the next season