

Corporate Golf Tournament Checklist & Timeline

Score a hole in one with your golf tournament fundraiser.



6-9 Months from Your Charity Golf Event Date

- Organize your committee
- Select your golf course and determine a date
- Set your budget goals and set your player costs and sponsorship packages
- Build your list of potential players and sponsors
- Decide on your event format. Contact inquiry@landmarkservicesllc.com
- Set up your event on social media (ie: Facebook event page)

6 Months from Your Charity Golf Event Date

- Finalize your event name and logo. Create a #hashtag to promote throughout your marketing
- Send a Save the Date e-mail to potential players and sponsors
- Schedule a Committee meeting and publish dates for future meetings and review event timeline and task list
- Start your sponsorship sales
 - Offer incentives to early sponsorship commitments ie: digital promotions on social media, distribute a message from a sponsor on your YouTube channel or name one of the tournament beverages after your sponsor Ex: SponsorSpritzer on the 9th hole

5 Months from Your Charity Golf Event Date

- Hold a Committee meeting and update sponsor sales status
- Start identifying potential players, keep a list to review with your committee meeting
- Continue to promote your event on Social Media (Facebook, Twitter, etc.)
- Second e-mail to potential players and sponsors with link to event registration page

4 Months from Your Charity Golf Event Date

- Hold a Committee meeting and review sponsor sales and player list on the event timeline and task list
- Review Contests and Events to help to attract players and add them as sponsorships. For a list of Landmark's preferred content vendors, contact inquiry@landmarkservicesllc.com
- Hole in One Contests
- Putting Contests
- Long Drive and Closest to the Pin Contests
- Million Dollar Shots
- Cannon ball shot
- [Landmark can assist with a variety of course games and ideas!](#)
- Review your Goody Bag and Player Gift ideas. Task your committee with collecting raffle prizes

3 Months from Your Charity Golf Event Date

- Hold a committee meeting and review revenue versus your projections
- Write a Press Release for your event and distribute to local media outlets
- Post updates on Social Media
- Continue sponsorship sales

- Partner with a sports memorabilia vendor and/or online auction vendor. Offering a virtual platform for guests to participate in supporting your event, attracts non-golfers to participate in your event.
- Review your website to be sure all sponsor logos are current

2 Months from Your Charity Golf Event Date

- Hold a committee meeting and focus on revenue, ways to increase sponsorship sales and attract more players
- Review Volunteer list and assignments (Get creative with your volunteer attire! Depending on the time of year for your event, volunteers can dress in a costume, patriotic colors, team colors, etc)
- Continue to solicit items for your raffle and auction
- Start your production/printer list for hole sponsor signs, pin flags, contests and banners.
- Locate a photographer for event day photos (This makes a great sponsorship!)
- Order your player gift and goody bags items
- Decide on prizes for the winning teams
- Review your website to be sure all sponsor logos are current

4-6 Weeks from Your Charity Golf Event Date

- Hold a committee meeting and focus on selling out your event and review event timeline and task list
- Schedule a meeting with the golf course to review the event day agenda assignments, menu and their event day responsibilities
- Identify an event emcee for the awards ceremony

4 Weeks from Your Charity Golf Event Date

- Order your signs and banners. You can add last-minute sponsors later but get the first group ordered to avoid delays
- Order all your event day contests.
- Confirm your player count with the golf course

- Order sponsor “Thank You” Plaques and Team Prizes
- Continue to solicit raffle and auction items
- Outline volunteer assignments
- Order volunteer shirts or hats for easy identification on the day of your event

3 Weeks from Your Charity Golf Event Date

- Schedule a social media campaign to sign up more sponsors and players

2 Weeks from Your Charity Event Date

- Arrange for credit card processing the day of the event to handle last-minute payments
- Follow up with any sponsors or players who still need to pay

1 Week before Your Charity Golf Event Date

- Send a reminder to all participants. Advise to check the website for updates in case of rain
- Review Volunteer assignments. Volunteers should arrive at least 1 hour before the event starts!
- Arrange for credit card processing the day of the event to handle last-minute payments
- Confirm all signs and banners, player gifts and goody bags are on schedule for delivery
- Prepare auction bid sheets or bundled raffle ticket packages to expedite check-in

2 Days before Your Event Date

- Confirm all signs and banners, player gifts and goody bags have been delivered
- Prepare a list of all unpaid players and sponsors to collect on the day of your event
- Send your final pairings to the golf course
- Prepare list of players by last name, team and company for registration

Your Event Date

- Arrive 3 hours before tee-off to set up signs, banners and registration area
- Set up your Silent Auction and/or raffle prizes

- Place player gifts and/ or goody bags on carts
- Set up registration materials at registration table
- Train volunteers and send to their assigned locations
- Be sure measuring and tracking devices are in place for closes to the pin, long contests
- Prepare for your pre-event putting contest
- Showcase team prizes
- Work with the golf course staff on cart staging and timing for tee-off
- Offer “Early-Bird” discount for anyone who signs up today for next year’s event

After Your Charity Golf Event

- Review all costs including final bill from the golf course
- Send “Thank You” e-mail to all players, sponsors and volunteers – include date for next year
- Deliver sponsor thank-you gifts to sponsors who did not attend
- Hold a final committee meeting to review the events list areas of improvement for next year
- Send thank-you gift to the golf course staff
- Do a post-event survey to everyone for feedback
- Summarize financial results

Only have time for 9 holes? Consider these fun ideas:

- Chip and Sip
- Time to Par-Tee
- Nine and Dine
- Nine and Wine
- Par then Bar
- For more ideas, contact inquiry@landmarkservicesllc.com