

How to Organize  
Successful Charity Golf  
Tournaments

By Pat Cash

A must book for golf courses to hand out  
when hosting group events.

# How to Organize Successful Charity Golf Tournaments

To purchase copies of this book, contact your local golf course  
or access:

[www.golforcharity.com](http://www.golforcharity.com)

Ten per cent of the profits from sale of this book  
are donated to charity.

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## **Preface**

Organizing a golf tournament is a challenge. It can also be fun and rewarding for both the organizers and participants.

*How to Organize Successful Charity Golf Tournaments* will especially benefit charities and foundations that want to provide a fun event, raise funds and ensure that participants return in following years.

The book is easy to read and comprehensive. It shows how to set up an organization that will successfully execute the two main components of a tournament, namely the golf event and the banquet after the golf.

Different types of golf tournaments, individual and team games, their formats and costs are described.

The book provides suggestions on fundraising, advertising and promotion, post game festivities particularly the banquet and on how to avoid pitfalls.

The book emphasizes use by charities but corporations who plan an appreciation tournament for their clients, suppliers and employees will also benefit.



# Chapter 1

## **Tournament Organization**

This chapter describes the preferred structure for organizing a golf tournament and stresses the importance of having clear goals and a committed group to plan and run the tournament.

### **Organizational Structure**

Golf tournaments are run by charities, foundations, golf associations, business companies, sporting clubs, or even groups of individuals who wish to promote interest in or raise funds for a particular cause. They all have one feature in common. They need well organized and committed volunteers to be successful.

The organization initiating the tournament authorizes use of its name, provides seed moneys to set up the tournament, appoints a committee to organize the tournament, declares budgets and specifies limitations on promoting and advertising. This book refers to the organization as the “Board”.

The Organizing Committee spearheads, directs and runs the tournament. It is accountable to the Board for the success of the tournament.

## **The Board**

The Board's first duty is to specify the goals of the tournament, i.e. what specifically is to be achieved by holding the tournament.

### **A Charitable Cause Example**

- |             |                          |   |
|-------------|--------------------------|---|
| Event       | <input type="checkbox"/> | <i>A once only tournament to raise awareness and funds.</i> |
| Competition | <input type="checkbox"/> | <i>Low pressure team game preferred</i>                     |
| Fund Raiser | <input type="checkbox"/> | <i>Target \$10,000</i>                                      |
| Promotion   | <input type="checkbox"/> | <i>Budget \$5,000</i>                                       |
| Social      | <input type="checkbox"/> | <i>Dinner and entertainment</i>                             |

The Board's second duty is to specify terms of reference for the Organizing Committee. The terms have four main parts: Mandate, Authority, Responsibilities, Reporting Structure.

### **A Corporation Sponsor Example**

- |                     |   |
|---------------------|---|
| Mandate             | <i>Organize an annual golf tournament to raise funds for the Board's charity "XYZ".</i>   |
| Authority           | <i>Advertise in local media only, contents to be approved by our VP Marketing. Same approval required before contacting sponsors, donors or notable guests. No contacts to be made at any level of government. Pages on the company's Web site may be used. Company marketing, secretarial and computer staff help is authorized.</i> |
| Responsibilities    | <i>In addition to the duties and responsibilities of individual committee members below, the committee is responsible for protecting the good names of the Board and the charity.<br/>It must also complete the tournament within a budget of \$100,000.</i>  |
| Reporting Structure | <i>Present monthly summary reports to our CFO.</i>  |

The Board's third duty is to appoint the Committee Chair and Vice-Chair.

A Board's last duty is to provide seed moneys to set up the tournament. A minimum deposit of \$2,000 is required even for a small tournament to get started and set up a bank account.

### **The Committee**

A well organized tournament doesn't happen by accident. It requires team spirit, co-operation, enthusiasm, hard work, and knowledgeable people with explicit directions.

The composition of the committee depends on the size and type of tournament. A recommended structure follows. Some functions could be combined.

Chair

Vice-Chair

Registration

Finance

Advertising, Promotion, Fundraising

Tournament Operation

Post Game Festivities

Each committee member heads a team. Some team helpers may be required only on tournament days but their agreement to help should be obtained well in advance. Other helpers are needed right away.

The Committee at their first meeting has a number of tasks to perform and decisions to make:

- Review the committee's terms of reference and the tournament goals.
- Make a list of possible golf courses
- Decide the type of tournament to hold.
- Decide on the maximum number of players.
- Decide the classes and value of prizes to be awarded.
- Decide the extent and form of post game festivities.
- Assign an area of responsibility to each member.
- Prepare an initial timeline.
- Prepare 'guesstimates' of costs.
- Decide whether to create and maintain a Web site.
- Decide tournament policies.

The Committee for their first tournament may consider employing an experienced event planner who will advise as well as carry out a lot of the detail work leaving you more time to solicit sponsors.

## **Tournament Decisions**

### *Types of Golf Tournaments*

There are many types of golf tournaments and one of the first jobs of the Committee is to select one which best meets the goals and terms laid down by your Board. See Chapter 3 for descriptions of the tournament formats.

#### Individual Games

- Team Games
- Best Two-ball
- Pro-Am
- Stableford
- Texas Scramble
- Shamble

#### Tournament Boundaries

- Number of Days: \_\_\_\_\_
- Shotgun Start AM \_\_\_\_\_ PM \_\_\_\_\_
- Tee Times Start From \_\_\_\_\_ To \_\_\_\_\_
- Number of Players: Maximum \_\_\_\_\_  
Minimum \_\_\_\_\_

#### *Shotgun Starts*

Shotgun starts are most popular since all the players start and finish at the same time. However, golf courses require a minimum number of players and should your actual number be less than the minimum, you will be required to pay the full amount.

### *Maximum Number of Players*

The more players that take part, the longer the tournament will take. The following table illustrates playing times for a shotgun start:

<u>Number of Players</u>	<u>Playing Time</u>
120	4.5 Hours
136	5 Hours Plus
148	6 Hours Plus

Don't fall into the trap of maximizing the number of players. A 4½ hour round is enjoyable and allows you around 2 hours for dinner and awarding prizes. You will need a little longer if fund raising but keep it as short as possible. Set a target of 7 hours from golf teeing off time to banquet finish and your players will go home happy.

Similar caution is advised if using regular tee times. Players tee off in groups of 2, 3 or 4 usually in 9 minutes tee intervals and those with early tee times have to wait until the last round has ended.

### *Prizes*

Decide on the number of prizes to award and their value. Good prizes will attract participants but remember why you are running the tournament.

Cash prizes cannot be offered to amateurs. Refer to the USGA site for more information:

[www.usga.org/playing/amateur\\_status/rules](http://www.usga.org/playing/amateur_status/rules)

Aim for quality prizes that the tournament winners will be proud to display rather than handing out numerous prizes.

Set a budget and then decide the main prizes. You must also decide on special prizes such as long-distance drives and KP's (nearest the pin). Solicit these prizes from donors.

### *Post Game Festivities*

Many players and sponsors like to socialize after a game but organizing the post game festivities is a major project even for a one day tournament. Keep its organization separate (other than registration). Set up separate budgets and account numbers and have separate financial reports on expenses and income.

### *Assign Responsibilities*

The committee chairperson must stress the importance of the “team approach”, that a committee member is not alone and that ‘one-man-shows’ would be a detriment to the success of the golf tournament.

Committee members should first review their duties and responsibilities in Chapter 2 and on acceptance of any changes, the Chair then assigns a member to each of the following areas:

- Registration
- Finance
- Advertising, Promotion, Fundraising
- Tournament Operation
- Post Game Festivities

### *Prepare a Timeline*

Draw up a list of all the possible activities to be completed for the golf tournament. Estimate a preliminary timeline by which time these activities should be finished. Decide when you would like to hold the tournament and work backwards from that date.

Chapter 7 provides a check list and timeline which you can use as your first attempt. The list and timeline will firm up as your committee learns more about what has to be done.

### *Prepare Cost Estimates*

It is essential that the committee keeps close watch on costs. A budget overrun can be serious especially if a sponsor is not available to cover the extra costs.

Initial cost estimates will likely be guesstimates but must be done in order to compare their totals with the budgets laid down by the Board.

Identify those activities for which you can obtain preliminary cost estimates from outside companies. Assign your best estimates for the rest.

Some of the major cost items are:

- Golf Course Green Fees
- Golf cart rentals
- Advertising, promotions & signage
- Tee gifts / Handouts such as towels, shirts, golf balls, green repairers
- Volunteer meals
- Golf Range Use
- Office services including telephone, fax, photocopying, answering machine and computer equipment rental
- Prizes
- Hole-in-One insurance
- Contractor fees for special construction or services

A list of possible costs is given in Appendix 4.

#### *Tournament Web Site*

A Web site will be very useful for registration, finance, advertising, promotion, and fundraising. Use the Board's site if available, but if not, hire a reputable company to set up the site. Keep the site up to date particularly with reminders on start times and directions.

#### *Tournament Policies*

Examples of policies which the committee may wish to consider are:

- All meetings will be minuted with copy to the Board.
- Services or gifts may be accepted in lieu of entrance fees.
- No credit or free passes unless approved by the committee.
- No independent tournament announcements.
- Two signatures will be required on cheques.
- Tournament entry fees are not intended for fundraising.
- No late entries accepted after the tournament deadline date.
- Tax receipts will be issued where possible.
- A Tournament Journal will be maintained.



# Chapter 2

## **Detailed Duties and Responsibilities**

This chapter describes the duties and responsibilities of each of the committee members assigned to the following:

- Committee Chair
- Committee Vice-Chair
- Registrar
- Finance
- Advertising, Promotion, Fundraising
- Tournament Operation
- Post Game Festivities

### **Committee Chair**

The Chair's first task is to select suitable people for the committee. Be very selective. Enthusiasts are fine but sometimes are unwilling to work. Attention to detail and organizational skills are essential qualities for success. Select detail people and encourage them to do likewise when forming their teams.

Explain what is required. Issue the committee's terms of reference and a copy of this book to each member and if a repeat tournament, issue a copy of your Tournament Journal.

Discuss the tournament goals and likelihood of achieving them. Check experience levels in the main responsibility areas. Check their commitment to stay the course till the tournament is finished.

The Chair's main duty thereafter is to ensure that committee

members have the resources required to complete their jobs and that individual members are not overloaded or above their heads.

Try to make their jobs fun and assign achievable tasks. Avoid burn-out at all costs. Be prepared to re-assign tasks, co-opt new members to the committee, insist on additions or changes to teams.

The Chair should encourage, exhort, check and double check progress. Some frustration will always exist but remain aware that you are working with volunteers. Deal with complaints promptly; do not let them fester. Members quitting a week before tournament day can be disastrous.

The Chair must call regular committee meetings, usually monthly at the start and then weekly as the tournament approaches. The Chair is responsible for the agendas.

Other duties of the Chair are:

- Primary liaison with the Board. Other committee members should not accept direction from the Board.
- Liaise with the Golf Course Management.
- Primary contact with the media.
- Enforcement of tournament policies.
- Issuing thank-you letters after the tournament to committee members, sponsors, donors and volunteers.

### **Committee Vice-Chair**

The Vice-Chair represents the Chair in the event of his or her absence and should be involved as much as possible with a view of becoming The Tournament Chair sometime in the future.

The Vice-Chair supports and assists the Chair and usually carries out those jobs which prop up but don't fall under the responsibility of other committee members, such as recruitment of volunteers.

### **Registrar**

Registration is one area that requires continuous attention. Whoever is responsible should be available full time. The registrar will require one assistant and up to four more on tournament opening day.

Duties of the Registrar are:

- Set up an office.
- Arrange a tournament phone and fax line.
- Arrange a P.O. Box number.

- Arrange printing and photocopying facilities.
- Design and print stationery.
- Purchase stationery, envelopes, and stamps.
- Design the registration form.
- Mail out entry forms to players and dinner guests and record moneys received.\*\*\*
- Mail out direction maps with receipts or acknowledgements.
- Bank deposits, entry fees and dinner fees.
- Maintain a database on players, donors, volunteers, dinner guests.\*\*\*
- Act as Committee Secretary.
- Maintain all tournament records.
- Act as frontline communicator with the public answering enquiries.

\*\*\*A Web site may be set up to handle some of these procedures.\*\*\*

Special reminders for the Registrar on Opening Day:

- Possess hardcopies of registration lists.
- Set up your registration tables the previous day or at least 2 hours before the tournament starts.
- Check instructions on players' handouts, such as lunch or dinner tickets.

## **Finance**

Finance is responsible for all financial aspects of the tournament. Hire an accounting company for major tournaments.

Some of the duties of the Finance Committee member are:

- Setting up bank accounts.
- Bank deposit procedures.
- Bill payments.
- Tournament expense reports.
- Credit card payments facility.
- Entry fees and other fee payments. This process may involve credit card payments on a Web site.
- Monthly financial statements.

Keep a separate account and records on fundraising.

### *Entry Fees*

Entry fees must cover the tournament's upfront or committed costs and those variable costs depending on the options selected. A list of possible costs is given in Appendix 4.

Entry fees should not be your only fundraising vehicle unless

it is a Pro-Am tournament or a very special event with notables playing.

#### *Revenues*

Set up target revenues from as many sources as possible: entry fees, admission fees, banquet charges, fundraising activities such as a raffle, 50/50 draw, live and silent auctions, a putting contest, sale of Mulligans. A 'Deuce' pot to be shared by par-3 birdie players can add to the fun.

#### *Credit Cards*

Acceptance of credit cards will increase your fundraising revenues. Have the facility available during tournament registration and most importantly, during the banquet.

Hire a reputable website designer if you intend to include credit card facilities on your Web site. The site should not only look professional but also be secure and resistant to hackers.

### **Advertising, Promoting, Fundraising**

Advertising, promotion and fundraising are interdependent in the sense that the more you advertise and promote, the more you fundraise. Equally, the more you fundraise, the more you increase awareness of the golf tournament and the less effort you have to make in subsequent years.

The committee member in charge will require three people to help for small tournaments and at least six for major tournaments.

#### *Recruiting players and banquet guests*

This is a major task and a first step is to mail out invitations to previous years' participants and follow-up a week later with telephone calls. The personal touch is ultra important.

A recurring problem with tournaments is fewer participants than planned. An all out effort in advertising and promotion is essential early in your planning stage.

#### *Advertising and Promotion – Major 2, 3 or 4 day Tournaments*

Hire a Marketing Management consultant at least for your first tournament. Search out companies with experience in promoting sporting events. They won't come cheap so obtain three quotes. Also, ask for references.

The consultant will advise on advertising content and locations, recommend promotional efforts like celebrity appearances and handouts, show how to approach sponsors and

donors, and provide accurate estimates of costs.

The consultant will also guide you on dealing with your local government, police, fire and safety, ambulance and hospital. Visit each organization and explain your tournament goals and spectator expectations, traffic and parking requirements.

Always inform the neighbors if traffic or parking problems are envisioned. Personally deliver a flyer explaining the tournament and how much they might be affected.

### *Advertising and Promotion – 1 day Tournaments*

Smaller tournaments also demand a great deal of effort to advertise and promote.

Use school and church bulletins and newsletters. Contact community newspapers, radio and TV stations. Local media are always willing to help a good cause. Also, ask to advertise in your Board's, Title Sponsor's and golf course's sites.

Design a poster and place in locations recommended by your charity. However, be careful posting flyers because they can be defaced and you have to remove them immediately after the tournament.

Be very clear about the purpose of the golf tournament when preparing an advertisement. Describe the format and post game festivities. Stress the benefits to the participants and the recipient cause.

### *Fundraising*

Soliciting sponsors and donors is an art requiring lots of time and hard work. A Marketing Management consultant can help but try not to end up paying more to the consultant than you raise. The company may work for a fee or a percentage of the money raised. Check with your board on possible restrictions when reviewing their contract.

Targets for your first golf tournament should be conservative. They can be increased in later years as sponsors and donors trust your organization. An anecdote on what is possible follows:

Members of the Willow Park Golf Club in Calgary, Alberta decided to run an annual golf tournament for charity, naming a different charity each year. They started small but the tournament grew fairly quickly into a major fundraiser. The Calgary Herald newspaper in July 2006 displayed two full pages thanking sponsors, donors and volunteers. The amount raised for that year's charity was over \$600,000.

This kind of fundraising is exceptional. It requires a major commitment by the club's members, its board of directors and owners. It entails unique promotional efforts such as a separate appreciation golf game for sponsors.

### *Sponsors*

Try to recruit a Celebrity to lend his or her name to the event along with a Title Sponsor. These two entities will encourage others to participate and donate.

A Title Sponsorship will likely involve a contract - usually for 4 years - between you and the company. The contract should be approved by your Board.

Other major sponsorships can be designated where very large donations are made. These can be categorized such as platinum, gold, silver, bronze, and represent a number of entry fees. You should engage a marketing consultant to advise you on what is possible.

Less extensive sponsorships are more likely to be obtained. Identify areas where a sponsor can cover costs such as:

- Golf cart rentals
- Golf range use
- Golf clinic
- Players gift bags
- Tournament signage
- Lunches / Dinners / Wines
- On-course or tenth tee refreshments
- Hole-in-One Prize
- Hole-in-One Insurance premium
- Putting Contest Prize
- Fairway sponsor
- Tournament Winners prizes
- Long Drive Prizes
- Donations for auction items
- Volunteers thank-you breakfasts and gifts

### *Recruiting Sponsors*

Request your committee members prepare a list of companies that are clients or suppliers. Identify other companies and specify why these should be contacted. Check the list with your Board or charity to avoid soliciting conflicts.

Prepare and issue a letter to each company. Suggest that gifts in kind are acceptable. The companies can use the gifts to advertise their products.

Assign people who have some rapport with the companies to liaise and follow up within two weeks of issuing the letter.

### *Sponsors Recognition*

Place a large appreciation sign near the entrance to the golf course. Include all sponsors in your banquet program. Prepare special signs as necessary for special activities. For example 'Putting contest is sponsored by ' \_\_\_\_\_'.

### *Banquet Fundraising*

Major funds can also be raised at your banquet through activities like a 50/50 draw, raffle, silent and live auctions. Try to get prizes and auction items from donors. Engage a notable as your MC and a professional auctioneer to handle the live auction.

## **Tournament Operation**

Many duties need to be planned and performed. A base team of four people is advisable. Some specific duties are:

- Selecting the golf course.
- Liaising with the golf course tournament coordinator.
- Organizing and scheduling volunteers.
- Arranging delivery of prizes and signage to the golf course.
- Placing and removal of sponsors' signage.
- Assigning and explaining jobs to volunteers.
- Erection, updating and removal of scoreboard.
- Receiving completed scorecards, posting scores and calculating tournament winners.
- Post-tournament course clean-up.

### *Volunteers*

Recruiting volunteers for tournament day can be difficult. Get each committee member working on this early. Stress the charity's cause. Be careful though - too many volunteers on tournament day are worse than too few. Determine your optimum number and have one or two on standby. Also remember that you have to pay for their meals.

Preferably, your volunteers should have some knowledge about golf, be easily identified, and be familiar with the clubhouse. Their duties include:

- Greet players as they arrive.
- Take photographs.
- Act as spotters for Hole-in-One's.
- Run the Putting contests.
- Rake bunkers.
- Assist in collection of scorecards.
- Act as marshals.
- Act as spotters on hazards.

A recurring problem with annual tournaments is getting your volunteers to return again the following year. One suggestion is to invite them to a post tournament breakfast and present each with a small gift to show your appreciation.

### *Slow Play*

Try to avoid sending your players home frustrated and exhausted. They will be reluctant to return next year. The same applies to your tournament volunteers.

There is no quick solution but here are some suggestions:

- Limit the number of players to 120. Make up the deficiency in entry fee revenue by maximizing the number of guests at your banquet.
- Encourage use of golf carts.
- Appoint a marshal on each nine.
- If it is a Texas Scramble (chapter 3) and you have a large number of high handicap or beginner golfers,
  - Move the tees forward as far as possible
  - Assign at least one reasonable golfer to each foursome.
- If it is a Stableford or a Shamble or Best Two-Ball event (chapter 3), your handout should emphasize "Play Ready" golf and that players are encouraged to pick up if heading to a high score.

Eliminating or reducing slow play has a number of benefits:

- Frees up the golf course early thus making friends with the course management
- Players will be fresh and more likely to spend more at your banquet
- Volunteers go home early
- Players and volunteers will return next year and will spread the word

### **Post Game Festivities**

The Post Game Festivities Committee Member is advised to form a team of at least four people with extra helpers for the evening(s).

Responsibilities involve organizing all the activities for a dinner (and dance) evening. Some activities are:

- Arranging the banquet with the golf course tournament coordinator.
- If necessary, arranging restaurant facilities.
- Printing and numbering of special tickets.
- Decorating the dining room.
- Hiring a band or DJ and entertainers.
- Deciding numbers of guests, fees, prize tables, seating arrangements, handouts, dinner prizes.
- Arranging a silent and/or live auction, 50/50 draw and raffle.
- Soliciting auction items (although this may already be taken care of by the Promotions Committee Member).
- Arranging an MC and Auctioneer.
- Arranging credit card facilities.
- Arranging availability of a post-banquet taxi service or volunteer drivers.



# Chapter 3

## Tournament Formats, Rules and Regulations

This chapter describes golf games that are both challenging and fun to play. Prizes can be awarded to individual golfers and teams.

### Stroke Play - Individuals

Stroke play is sometimes called *Medal Play* because of its historical association of awarding a gold medal to the best professional and a silver medal to the best amateur as is the custom at the British Open. Stroke play winners are the easiest to determine.

Professionals compete for the low gross prize. Amateurs are awarded low gross and low net prizes. Low net scores are the players gross scores less their handicaps.

#### *Handicaps*

Amateurs must provide proof of their handicaps via a card or letter from their club or association showing their Handicap Indexes. These are used to determine the players handicaps for the competition.

Handicaps during the competition depend on the course's slope rating – a measure of the degree of difficulty of the course (Chapter 4). The Golf Shop will provide a look-up sheet showing Handicap Indexes against handicaps for different slope ratings. Alternatively, you can use a simple spreadsheet to record names and calculate the players' handicaps using the formula:

$$\text{Course Slope Rating} \times \text{Handicap Index} / 113$$

The same spreadsheet can be used later to sort the low gross and low net scores into winning order.

Prize winning categories are Low Gross and Low Net. Usually you award prizes to the top four winners in each category.

Resolution of ties is usually by the players playing extra holes until there is a winner.

### *Score Cards*

Players' names and handicaps must be clearly printed on their cards. Players record each other's scores. They are also responsible to make sure that their own scores are correct. Cards are signed by both the marker and the player. Once signed and submitted, errors can only be corrected under special circumstances.

## **Stroke Play – Best Two Balls – Team Game**

This is a low pressure, fun game for teams of four players where the two best net scores on each hole are counted as the team's score for that hole. The total over 18 holes is the overall team score.

Golf holes are indexed 1 to 18 in degree of difficulty. A player with a handicap of 12 receives a stroke on holes that are indexed 1 to 12. Similarly, a handicap of 36 gives the player 2 strokes on every hole.

The winning team is the one with the lowest net score. Ties are usually resolved by retrogression i.e. the team winning after 17 holes, and if still tied, after 16 holes, and so on.

### *Score Cards*

Print players' names and handicaps on the score cards. One suggestion is to affix a label on the card showing the players' names, handicaps and if a shotgun start, their starting hole number.

One player is the marker responsible for recording each player's gross score on each hole. The two scores with the lowest net values are determined, circled, and the total net is the team's score for the hole.

On completion of the round, two players must sign the score card.

## **Pro-Am – Team Game**

Pro-Ams are popular fundraisers. Players like to play alongside professionals and socialize with them after the game.

Pro-Ams are difficult to organize since you must recruit one professional for each foursome. For example, you need 30 professionals if you plan a field of 120 players. Large monetary prizes must be awarded to the professionals. Entrance fees must be equally high.

Prize winning categories are as follows:

Low Gross	Professional
Low Gross	Amateur
Low Net	Amateur
Low Net	Team

Pro-Ams are generally shotgun starts.

### *Score Cards*

Players names, handicaps and starting hole number are printed on each score card. Two low net scores are determined for each hole. The total of the low nets over the 18 holes is the team's net score.

Most golf courses provide a software program to determine the winners. However, you must still input the scores of each player into the computer.

## **Stableford – Individual and Team Game**

This is an exciting competitive game, very popular in Ireland and the U.K. Players are awarded points on each hole as follows:

• Double Bogey or worse	Zero
• Bogey score	1 point
• Par	2 points
• Birdie	3 points
• Eagle	4 points

Points are given to gross and net scores. Prizes are awarded based on the player's total points over 18 holes. Prize categories can be as follows:

- Individual low gross
- Individual low net
- Team low gross

### *Score Cards*

Players' names and handicaps are printed on the cards. Players record each other scores and both players sign the cards when the round is completed. Each player then calculates and records their Stableford points – gross and net. Again, a software program to check and determine the winners would be very helpful.

### **Texas Scramble – Team Game**

This can be an OPEN competition or just a FUN event where people of all handicaps can play. You should state which type in your advertising. An OPEN event is one where people submit their own teams of four players. A FUN event is where you, as the organizer, form teams with total handicaps in the same range, e.g. 50 to 60, or 60 to 70.

A shotgun start is best so that everybody can socialize after the game.

All players drive and one is selected. Players play their second shot from this location. The procedure is repeated until you have holed out. Record the score.

There are restrictions. Four drives from each player over the 18 holes must be selected.

Each team's total score is reduced by one tenth of its players combined handicaps to the nearest decimal place. The team with the lowest net score is the winner.

### *Variations*

The player whose drive is selected may not play a second shot. Similarly, the player whose second shot is selected may not play the third shot. These restrictions are considered to even out the field and at the same time, make it a more challenging competition.

Another variation is to allow teams of five players to play but overall playing time will lengthen.

### *Score Cards*

Players names, handicaps and starting hole number for each team are printed on each score card. The player with the lowest handicap usually records the scores. The cards on completion are signed by two players.

## **Shamble – Team Game**

Sometimes called Bramble, the Shamble is a variation of the Texas Scramble. All players drive and one is selected. Each player then plays out the hole from this spot.

Gross scores are recorded and players' handicaps are used to calculate net scores on each hole. The two lowest net values are determined, circled, added together, and the total is the team's score for the hole.

## **Two or Three Days Charity Tournaments**

These tournaments are an extension of a one day event. A software program will be invaluable when determining leadership and starting positions for each day.

## **Ancillary Items**

### *Tournament Preparation*

Hold regular meetings with your golf course tournament coordinator. Some items for discussion and agreement are:

- Tournament cancellation because of weather
- Resolution of ties
- Resolution of claims or disputes
- Abandonment of play
- Determining the winners
- Selection of holes for the Hole-In-One or KP contests
- Selection and preparation of long drive holes
- Putting contests
- Inclusion of special local rules in the handout sheet to players
- Pre-start course inspections
- Players' clubs drop off and storage
- Dress codes and cell phones usage
- Signage drop off

### *Handout Sheets*

A handout sheet should be given to each player. Emphasize that the Rules of Golf apply. For example, 'gimme' putts are not permitted.

Describe the format of the competition as well as any instructions on the hole-in-one or long drive challenges. Reference the presence of marshals. Explain how ties will be broken. Include instructions and procedural notes on the items below. Check first with the tournament coordinator; some items may be explained on the scorecards.

- Environmentally-sensitive areas
- Temporary obstructions
- Young trees
- Drop areas options
- Mud and soggy ground
- Preferred lies
- Winter rules

A Pin Placement sheet showing the locations of the flagsticks should also be handed out.

### *Other Points*

Always scrutinize and double check completed scorecards.

A last point - Sandbaggers (i.e. people with inflated handicaps trying to get prizes) are hard to detect. If in doubt, double check their Handicap Indexes by contacting their club or association.

# Chapter 4

## **Golf Course Selection – What To Look for**

Many factors influence your decision when selecting a golf course - timing, course difficulty, course facilities, course conditions, pro shop facilities, and clubhouse facilities.

### ***How to Get Started***

Visit local course Web sites to read about the courses. Make a short list and pay a visit. The first person to see is its tournament coordinator. This person ensures that your requirements are met, liaises with the golf professional and the banquet manager, and draws up a contract with you.

Most courses will require a contract, a down payment and a guaranteed number of players at their regular green fee rates. The guarantee number may exceed your goal for the tournament, in which case you will have to adjust your entry fees.

Many courses like to maximize the use of their main resource and may specify a limit on how long you can play. Talk to the course professionals on numbers of players and the best game format to ensure that you will finish in your allotted time.

### ***Timing***

The largest problem is finding a course available in the time period you require. Courses are booked well in advance. You must start your search at least a year ahead.

Your choice is between private or public golf courses. Private clubs have their own member tournaments. They have

commitments to interclub and golf association tournaments. They likely therefore will not satisfy your request but if they do, will probably be very expensive.

Semi-private clubs and public golf courses love charity events. They are good publicity with guaranteed revenues.

### **Course Difficulty**

Golf courses in North America are rated according to playing difficulty. The rating factor is called *SLOPE* and varies not only between courses and gender but also between tee box placements within a single course. Ratings range between 55 and 155 as follows:

Easiest course	55
Average difficulty	113
Most difficult	155

The slope ratings for the tees you select will be used to adjust the players' handicaps.

A very scenic but difficult course can still be selected by making everybody tee off from the most forward tees, usually the red tees.

Another point to note is that parkland courses will in general be easier to play than links courses.

### **Course Facilities**

Courses with practice facilities for driving, pitching and bunker play make for a very attractive event. All players like to warm up and practice before the tournament starts. You will also add class to your tournament by supplying "free" range balls.

You should check on-course washrooms and water outlets and also enquire about fibrillation services. You may wish to include a note on these in your players' handout sheet.

### **Course Conditions**

Assess the playability of the course. A very hilly course or one with sloping fairways and multiple water hazards, can be daunting, tiring and frustrating for first time or high handicap golfers.

Take note that the course markers are clearly identifiable:

- Out-of-Bounds White stakes or white boundary lines
- Water Hazards Yellow stakes or lines
- Lateral Water hazards Red stakes or lines
- Ground Under Repair White lines
- Distance markers Blue (200 yards)  
White (150 yards)  
Red (100 yards)

### **Pro Shop Facilities**

A well stocked golf shop, coupled with friendly and professional staff, projects an enormous feeling of well-being to the players. It also furthers the overall impression of a well organized tournament.

The staff will assist you in decisions about KP's, long-drives and tournament prizes. If required, the golf shop will arrange rental of golf carts and clubs.

Frequently, the golf professionals will help you run the tournament. They will greet players, calculate their handicaps, hand out instruction leaflets and scorecards, call starter times, collect the completed scorecards, post scores on a notice board, determine the winners and award the prizes. They may also provide lessons.

You should check that they have a tournament management software package available for your use. These types of package allow you to record players data, make up teams, record scores and calculate the winners.

### **Clubhouse Facilities**

A well laid out clubhouse with showers, restaurants, bars and outside patios will add to the overall enjoyment of the players and their guests. This is particularly important when planning annual events where repeat players not only make your future tournaments a success but also drastically reduce the workload of your committee.



# Chapter 5

## Post Game Festivities

The post game banquet should provide players with a relaxing enjoyable time where they can party and acknowledge each other's efforts on the golf course. Your organization may have the additional goal of fundraising and this chapter emphasizes how this can be achieved.

Priority elements for these events have always been: value for money, networking opportunities, and a great party.

It is also imperative for fundraising that credit card facilities be available and located in an accessible location.

### *Banquet Location*

Post game festivities can include a live auction, a silent auction, a 50/50 draw, a raffle, dinner, dancing and entertainment.

You have an easy task when the golf course offers dining and bar facilities. Meet with the tournament coordinator and decide on the menu, buffet, BBQ or plate service, wines, floral arrangements, and schedule.

If the golf course you select cannot offer banquet facilities, approach another golf course – private or public- or a local restaurant.

### *Room Preparation and Set-up*

The golf course tournament coordinator will set up the rooms to best meet your requirements. Here are some suggestions:

- Channel people towards the entrance past display boards depicting your Board's causes. A video can be useful.
- Place your main raffle prize in a prominent position near the entrance.
- Place the prize tables near the podium. Arrange the prizes in groups of winning order, teams and/or individual prizes.
- Lay out your silent auction tables to surround the dining area. This will encourage people to move and hopefully increase their offers.

### *Volunteers*

You will need small groups of volunteers to greet guests, sell raffle and 50/50 tickets, and handle the silent auction layouts, bids and payments. Dress up the volunteers in festive fashion. You may wish to consider a theme night and decorate accordingly, for example, an Irish or Mexican night.

An active MC and an experienced auctioneer for the live auction will also be required.

### *Guests*

Consider promoting the banquet as an enjoyable event for non-golfers as well as the players. Encourage players to bring guests.

Form a team of people to greet the guests, register their names, pass out the banquet programs, and lead them to the seating plan, bar and silent auction areas.

The greeters may also be made responsible for selling tickets for the 50/50 draw and the raffle.

### *Program and Schedule*

Your program handout should include the following:

- Your Board's mandate and causes.
- Schedule of events with approximate timing.
- Silent auction closing time.
- Description of the raffle prize and ticket costs. It is sometimes best to sell single tickets at a high cost rather than multiple low cost tickets.
- Possibility of tax receipts.
- List of your major sponsors and donors.
- Thank you for your support statement.

A banquet for more than a hundred people requires a Master of Ceremonies. Choose a celebrity if you can. It is not too onerous a task and a good MC can generate a great atmosphere. The MC will keep things moving according to your schedule, an example of which is the following:

- Silent Auction - Lay out early
- Host or no-host bar - 1 hour maximum before dinner is served
- Welcome by the tournament chair - 2 or 3 minutes
- If an Honorary Chair, you may have to write his/her address - Again 2 or 3 minutes maximum
- Dinner
- Tea / Coffee and presentations:
  - Tournament winners
  - Hole-in-One Winner
  - Putting Contest winner
  - 50/50 draw
  - Silent Auction
  - Live Auction
  - Raffle Prize
  - Door Prize
- Dancing and Entertainment

### *Presentation of Prizes*

First present the main golf prizes to the top tournament winners. Then call up the other winners and if there are numerous prizes, call them up in groups and let them select their own prizes. This speeds things up and makes the event more enjoyable for everyone.

### *Music and Entertainment*

Engage a performance group like Irish Dancers (... after all, my name is Pat ...) to entertain for about 15 minutes maximum.

Dancing is an attractive activity where guests greatly exceed players. It is usually favored by mixed Pro-Am players.

Keep the sound volume of the music low until the dancing starts. People want to circulate and have a good time without having to shout at each other.





# Chapter 6

## Make Friends

It is important that you bond with your supporters and golf course staff if planning annual events. This chapter discusses some “Do’s and Don’ts” that will improve these relationships.

### ***First the “Do’s”***

- Focus on product quality throughout.
- Be realistic in your expectations.
- Provide a good golf course, quality prizes, an excellent meal.
- Be consistent.
- Keep your Board’s executive away from making last minute changes to the tournament format, playing partners, numbers of players or guests.
- Inform the golf course THREE days before tournament day of any changes and also your tables & chairs requirements.
- Target SEVEN hours maximum from start time to departure for your players.
- Avoid slow play.
- Encourage your sponsors to purchase prizes from the golf shop.
- Thank your volunteers and golf staff after the tournament.
- Keep your Tournament Journal up to date.

### ***Now the “Don’ts”***

- Don’t ask the golf course to sponsor your tournament.
- Don’t make last minute changes.

### ***A Few Reminders***

- Appoint one person to liaise with the golf course and inform your volunteers to address their requests and questions to this person.
- Inform the golf course of final numbers two weeks before tournament day.
- Ensure deliveries are clearly labeled with the event name and date.
- Deliver signage one day prior and pickup one day after the tournament.
- Bring your own office supplies for tournament day - paper, stapler, pens, scotch tape, paper clips, clip boards, baskets for tickets draws.

# Chapter 7

## Check List and Timeline

Essential to organizing a successful golf tournament is checking and double checking that everything is completed and on time.

This chapter provides a check list and a timeline by which tournament activities must be completed or in place. The items listed apply to any golf tournament. Select those items most applicable to your tournament and update your Tournament Journal accordingly.

When completing your checks, keep in mind the reasons you are holding the tournament and also your plans for future events.

### 15 Months Prior to Tournament

- Decision to hold tournament made
- Tournament goals defined
- Committee Chair and Vice-Chair appointed
- Committee terms of reference specified
- Type of event decided
- Title sponsor proposal outlined

### 14 Months Prior to Tournament

- Committee formed and responsibilities assigned
- Committee teams set up
- Deadline for tournament cancellation decided
- Honorary Chair or Celebrity chosen
- Title Sponsor identified
- Proposal letter to sponsors drafted

## 12 Months Prior to Tournament

- Bank accounts opened with deposits
- Tournament type selected
- Number of players decided
- Tournament date(s) decided
- Golf course booked, deposit made, contract signed
- Number of banquet guests estimated
- Banquet venue selected and contract signed
- Tournament prizes selected
- Tournament cost estimates made
- Break even cost calculated
- Player entry fee fixed
- Break even date and tournament closing date fixed
- Tournament timeline scheduled
- Scope of post game activities decided
- Scope of fundraising activities decided
- Scope of advertising activities decided
- Scope of Web site decided
- Players recruitment plan developed
- Volunteers recruitment plan developed
- Sponsorship packages designed
- Title Sponsor contract (usually 4 years) signed
- List of other sponsors made
- List of donors made
- Honorary Chair or Celebrity in place
- Golf cart rentals booked

## 10 Months Prior to Tournament Date

- Fundraising campaign drafted
- Sponsors contacted
- Donors contacted
- Advertising program planned
- Tournament policies specified
- Web site in place
- Players recruitment plan activated
- Volunteers recruitment plan activated
- Registrar Assistant engaged
- Office facilities set up
- Phone, Fax and P.O. Box in place
- Database set up – players, sponsors, donors, volunteers
- Volunteer uniforms arranged
- Registration form designed
- Financial accounting system in place
- Credit cards facilities arranged
- Permit and license applications made

## 9 Months Prior to Tournament Date

- Fundraising campaign activated
- Advertising program in place
  - Newspapers
  - Local TV station
  - Local radio stations
  - Web sites
- Sponsors contacted
- Donors contacted
- Hole-in-One sponsor arranged

- Putting Contest sponsor arranged
- Live and Silent Auction items selected
- Raffle prize selected
- Golf tournament formats decided
  - Tournament rules
  - Players handout sheets
  - Prize winners categories
  - Long drives - male and female
  - KP's
  - Use of Mulligans
- Players breakfast / lunch / dinner planned
- On Course Food & Beverages planned
- Post game festivities planned

#### 6 Months Prior to Tournament Date

- Review each committee's progress & timeline
- Promotional plan activated
- Sponsors contacted
- Donors contacted
- Players recruitment plan evaluated
- Volunteers recruitment plan evaluated
- Golf cart rentals confirmed
- Registration tent ordered
- Post game festivities
  - Banquet theme selected
  - MC and Auctioneer arranged
  - Musicians / DJ booked
  - Entertainment booked
  - Silent Auction planned
  - Live Auction planned

#### 4 Months Prior to Tournament Date

- Tournament timeline reviewed
- Tournament costs re-estimated
- Break even calculations reviewed
- Gift package merchandise ordered  
(arrival date two weeks before tournament day)

#### 3 Months Prior to Tournament Date

- Sponsors contacted
- Donors contacted
- Honorary Chair or Celebrity Name contacted
- Tickets ordered—breakfast, lunch, refreshments, dinner
- Direction maps mailed out
- Security arrangements made
- Insurance Liability checked (Appendix 3)
- Hole-in-One sponsor confirmed and Insurance in place
- Golf course informed of Hole-in-One yardages
- Players facilities arranged
- Daily draw sheets specified
- Banquet
  - Closing date for guests agreed
  - Number of guests agreed
  - Program prepared - order of business and timing
  - Menus selected
  - Host or no-host bar decided
  - Banquet room plan (head table, tables for prizes and silent auction items, musicians or DJ location, types and quantity of decorations)

## 1 Month Prior to Tournament Date

- Golf tournament prizes in place
- Sponsorship signage ordered
- Players confirmed and payments made
- Dinner guests confirmed and paid
- Tournament volunteers confirmed
- Lunch and other tickets printed
- Registration area planned
- Registration team in place
- Payments plan for Auction items prepared
- Credit card communications checked out
- Golf fundraisers procedures finalized
  - Mulligans
  - Putting contest
- Post game festivities schedule finalized
  - Entertainment
  - Musicians / DJ
  - Silent Auction
  - Live Auction
  - Raffle
  - 50/50 draw

## 2 Weeks Prior to Tournament Start

- Confirm final numbers – Players and Guests
- Final payment on golf course booking made

## 1 Week Prior to Tournament Start

- Players gift bags prepared
- Players handout sheets prepared & printed
- Golf course informed of Long drive, Hole-in-One, and KP holes
- Scoreboards set up
- Tournament software checked out
- Meal arrangements checked
- Food & Beverages for the volunteers arranged
- Flowers ordered
- Check that the banquet room will be available all day

## 1 Day Prior to Tournament Start

- Players names and tags on scorecards
- Team sheets submitted to the golf course
- Welcome banners in place
- Prizes picked up
- Signage delivered to the golf course
- Donations picked up
- Post game banquet / dining
  - Banquet liaison person confirmed
  - Door prizes picked up
  - Volunteer teams confirmed
  - 50/50 draw, raffle, door prize tickets picked up
  - Silent / Live Auction items picked up and labeled
  - Raffle prize picked up
  - MC and Auctioneer confirmed
  - Decorations picked up

## Golf Course Responsibility

- Ground Under Repair areas marked
- Out of Bounds and Water Hazards marked
- Drop areas marked
- Washrooms checked
- Tee box layouts planned
- Pin placements sheet drawn up

## Tournament Day

- Registration area
  - Tables set up
  - A to Z signs for check-in evenly split
  - Scorecards in player name sequence
  - Handout and Pin Placement sheets for players
  - Alpha list of player names
  - If a shotgun start, players in hole number sequence
  - Handicap index conversion sheet
- Tournament signage put out
- Golf carts signage – Names of sponsor and players
- Hole In One yardages checked
- Coffee, Tea, Juice, Water table set up
- Registration team in place
- Volunteer check-in and out location in place
- Verbal instructions to team leaders delivered
- Banquet room set up
  - Registration desk set up
  - Alpha list of guests and table numbers
  - Guest names in table number sequence
  - Prize and Silent Auction tables set up
  - Flowers picked up
- Payments for Auction items made
- Sponsorship programs checked
- Title Sponsor's requirements met (e.g. media present)

## Golf Course Responsibility

- Tee boxes laid out
- Pin placements made
- Players' clubs on golf carts
- Range balls set up
- Car Park – Posted and clear of obstructions
- Locker rooms and washrooms checked
- Rules of Golf – Interpretation & Decisions

### Day after Tournament Finished

- Scoreboard removed
- Signage removed
- Registration area restored
- Banners and decorations removed
- Re-usable items for next year packed
- Course cleaned up

### Within 4 Weeks after Tournament Finish

Committee action meeting outlined in Chapter 8

### 4 to 8 Weeks (maximum) after Tournament Finish

- All bills paid
- Final financial statements generated
- Thank-you letters mailed out
- Appreciation advertisement arranged
- Final update of your Tournament Journal
- Report to the Board on the success of the tournament.



# Chapter 8

## **Post Tournament Action**

A performance appraisal after the end of the tournament is essential to determine your success and lessons learnt. Your committee should meet soon after the tournament ends. Have a Thank-You breakfast or lunch meeting to celebrate your success and appraise your performance.

Assign Positive or Negative ratings (+5 best to -5 worse) for each item below. Identify lessons learned and improvements made.

### ***General Satisfaction – Ratings***

Golf Course

Tournament Format & Speed of Play

Clubhouse Facilities

Banquet

<p>If happy with the venue and date, reserve the golf course NOW for next year.</p>
---



## ***Your Own Performance - Ratings***

Recruitment Methods:

- Players
- Guests
- Sponsors
- Volunteers

Registration

Financial – Budget & Procedures

Advertising

Promotions

Fundraising Methods:

- Sponsorships
- Donations
- Live Auction
- Silent Auction
- Raffle and 50/50 Draw
- Putting Contest

Your Committee's Performance in General  
*(Are You Still Friends?)*



# **Appendix 1**

## **Fun Team Tournaments**

Purely fun golf tournaments with prizes of nominal value are discussed here. Four person teams can compete in a no-pressure fun atmosphere. Players of little golfing ability can team up with good golfers.

Usually you make up the teams by making the combined handicaps of the teams comparable within ten or so handicap points of one another.

The team with the lowest score wins. Ties are broken with retrogression i.e. determine which team was winning on the 17<sup>th</sup> and if still tied, the 16<sup>th</sup> and so on.

### **IRISH MISHMASH --- 18 HOLES**

- TEES Everybody plays from the same tee. START the first hole from the WHITE tees.
- Use each Player's Drive at least FOUR times.
- Record your team score on the scorecard

Bogeys move forward one set of tees. Birdies move back a set. Pars don't move.

### **MIAMI SCRAMBLE --- 18 HOLES**

- All players drive on each hole.
- Select a Drive. The other players then play from this spot and continue selecting and playing until the ball is on the putting green at which time, the driver can also putt.
- Use each Player's Drive at least FOUR times.
- Record your team score on the scorecard.

## **YELLOW BALL --- 18 HOLES**

There are two versions of this game, both based on individual gross scores.

### Version # 1

Place four balls – one is yellow – in a bag. Players pick a ball before teeing off at each hole.

The score of the yellow ball player is taken as the team's score for that hole.

Each player must be a 'yellow ball' player at least FOUR times.

### Version # 2

Excluding holes 9 and 18, use a yellow highlighter to mark each team's scorecard as follows:

- Low handicap player - Highlight the 4 most difficult holes.
- Next lowest handicap player - Highlight the next 4 most difficult holes.
- Similarly, highlight the next 4 most difficult holes for player # 3.
- Last, highlight the remaining 4 holes for player #4.

The score of the player highlighted is taken as the team score for that hole.

For holes 9 and 18, record the lowest individual score as your team score.





## **Tournament Day Documents**

### **1 Pro Shop Lists**

- 1 Alpha list of players names and hole numbers, if a shotgun start
- 2 Players names in hole number sequence

### **2 Golf Registration Desk**

- 1 Players names in alpha order showing handicap index, space for a revised index, tournament handicap, and hole number
- 2 Same as (1) but in hole number order
- 3 Players Handout & Pin Placement Sheets
- 4 Handicap Index conversion sheet

### **3 Banquet Registration Desk**

- 1 Alpha list of Guests names showing table numbers
- 2 Guest names in table number order

### **4 Silent Auction List**

Name of Charity in the title and headings as follows:  
Item number  
Description  
Value \$  
Opening Bid \$  
Bid Increments \$

### **5 Banquet Program**

Program includes charity's purpose and use of funds, Title Sponsor and other sponsors, name of Honorary Chairman or celebrity, auctioneer, MC and the menu.

### **6 Tournament MC**

List of all winners: gross, net, KP's, Long Drives, Hole-in One, Putting Contest

## **Appendix 3**

### **Contracts, Insurance, Tax Receipts, Security, Safety**

Golf tournament organizers have to sign contracts, consider insurance, security and safety questions, and maybe prepare tax receipts for players, donors and sponsors.

#### ***Contracts***

A typical contract with a golf course has terms like the following:

- Minimum numbers of golfing and non-golfing guests
- Payment terms
- Limitations on signage and decorations
- Dress codes
- Cell phone policy
- Cancellation policy
- Damage to property, the course or course equipment
- Disclaimers on injury to participants, damage to cars in a parking lot or to houses adjoining the course
- Banquet terms

Custom contracts for the golf can be arranged where prices are agreed on a player basis such as:

- Green fees
- Handout packages
- Practice range balls
- Golf professional available on the range
- Golf lessons
- Pull carts
- Power carts
- Tournament scoring
- Pre-tournament refreshments and food
- On course beverage and snack cart
- Banquet menu

A separate contract for the banquet may be required to include items such as:

- Number of guests agreed
- Attrition number allowed
- Music license\*
- Music noise limitations
- Smoking regulations
- Start and end times

\*In Canada, the golf club will apply for a license from SOCAN (Society of Composers, Authors & Publishers of Canada 1-800-5576226). A license is not required for a non-commercial function in the United States but check with the golf club.

### ***Liability Insurance***

*A tree snapped on a golf course and fell on a golf cart killing one of the occupants. The accident occurred in Kamloops, British Columbia under perfect weather conditions.*

Check that the golf course and your charity have current operations liability insurance.

Personal liability coverage should cover situations like injuring a player accidentally with a ball.

### ***Hole-In-One Insurance***

Hole-In-One insurance application forms can be obtained from most insurance agencies. Costs depend on the number of holes and the value of the prizes offered by the sponsors. Check with the sponsor(s) that their requirements are met.

Read the conditions on the insurance certificate carefully. Golf professionals playing in your tournament may not be covered, so state this on your players' handout sheet. Also, question what happens if two players get a hole-in-one.

Items to double check on tournament day are:

- Holes listed in the players' handout sheet are the same as the hole numbers designated in the insurance form.
- Twosomes are not allowed.
- The distance from the tee markers to the pin position equals or exceeds the distance requirement specified on the application form. The norm is 150 yards.
- Impartial observers are assigned to the hole(s) to act as witnesses. Arrange a relief schedule.

## ***Putting Contest Insurance***

Many insurance companies will also offer insurance for a putting prize.

## ***Tax Receipts***

### *Canada*

Registered charities, registered amateur associations, and other organizations can provide tax receipts in certain cases:

1. Monetary donations paid directly to the charity
2. Donations of prizes or other gifts which are accompanied by stamped receipts or valuation documents signed and stamped by a certified appraiser
3. Player's entry fee less the total of direct and indirect benefits to the player determined as follows:

#### Examples of direct benefits to the Players:

- Golf course's regular green fee
- Normal charge for banquet
- Cost of player's gift bag or handout

#### Indirect benefits to the Players:

The total expenses not directly beneficial to the players are allocated on a pro rata basis to the players. Examples of these expenses are:

- Cost of prizes
- Cost of all on course food and beverages

Tax receipts may also be issued to guests contributing at your fundraising banquet.

Obtain advice from an accounting company or tax lawyer before offering possibilities of tax receipts. Detailed information on allowable tax credits with excellent examples of calculations are given in the following Canada Revenue Agency documents.

#### Events including golf tournaments:

<http://www.cra-arc.gc.ca/E/pub/tp/itnews-26/itnews-26-e.html>

#### Gifts in Kind:

<http://www.cra-arc.gc.ca/E/pub/tg/p113/p113-06e.pdf>

### *United States*

Qualified charity, religious and certain other organizations can provide tax receipts for monetary donations and other donations that are of direct benefit to the organization. Prizes would not fall under this definition.

A portion of the entrance fee can be allowed. The total entry fees less total expenses can be allocated on a pro rata basis over the number of participants.

In all cases, please obtain advice from an accounting company or tax lawyer.

A good starting point reference to the Inland Revenue Service is:

<http://www.irs.gov/taxtopics/tc506>

### **Security**

Hiring a security company is advisable for a major tournament. Players and guests are responsible for the security of their own belongings. Discuss with the golf course tournament coordinator security of lockers, players golf clubs, and storage of prizes. Make sure this room is locked prior to the presentations.

### **Safety**

It is an acceptable fact that golfers are responsible for their own safety and that of others when on the golf course. However, the organizers should consider the following:

- Check the location of the first aid station and how to contact the staff member responsible. Consider hiring St John's Ambulance Service for major tournaments.
- If holding a post game banquet, organize a team of volunteers to drive home those who may wish it. This adds class to your tournament and will make players join your tournament next year. An alternative at small cost is to arrange to have a few taxis available.

## Appendix 4

### Costs and Revenues Examples

#### Committed Costs

##### Down Payments – Not Refundable

<b>Golf</b>	Golf Course – First Deposit	_____
<b>Banquet</b>	Entertainment	_____
	Musicians/DJ	_____
	Door Prizes	_____
<b>Other</b>	Office Set up/Supplies	_____
	Registration Tents	_____
	Web Set up	_____
	Advertising –	
	Newspaper, Radio and TV	_____
	Promotions	_____
	Fundraising Contract	_____
	Hole In One Insurance	_____
	Putting Contest Insurance	_____
	Players Handout Package	_____
	Tickets Printing	_____
Banquet Program Printing	_____	
Post Game Clean Up	_____	

#### Variable Costs

<b>Golf</b>	Green Fees	_____
	Major Prizes	_____
	Meals for Players	_____
	Meals for Volunteers	_____
	Golf Range Use	_____
	Post Game Refreshments	_____
<b>Banquet</b>	Menu Items	_____
	Table Wine	_____
	Decorations and Flowers	_____
	Program Printing	_____
	Service Charge/Gratuity	_____
	Taxes	_____
<b>Other variable costs</b>		
	Banking Charges	_____
	Auction Items	_____
	Raffle prize	_____

## **Revenues - Examples**

- Entry Fees
- Banquet Guest Fees
- Putting Contest
- Sale of Mulligans
- Live Auction
- Silent Auction
- Raffle Draw
- 50 / 50 Draw
- Donations

Thank you for using this book.

Please send suggestions for improvement, particularly ideas on fundraising, promotion or fun, to me at:

[pat@golforcharity.com](mailto:pat@golforcharity.com)

Have fun!

Pat Cash





