



# 6- Easy Steps to a Successful Golf Event



The best event planning starts with playing at Scott Lake Golf & Practice Center

## Step 1 Pre-Plan your event

1. Budget - If it is a fund raising event: Revenue would be golfer fees, sponsors and events such as raffles, games & contests.
2. Determine the time and a day. Many groups book their event 9 to 12 months ahead. Be flexible and have several different days, dates and times.
3. Format—For larger outings a scramble format provides the opportunity to include both skilled and unskilled players to play as a team.
4. Type of Start—For larger groups a shotgun start is popular because all players start and finish at the same time. For smaller groups straight times off of #1 tee works with one group following the other. A crossover start where groups start on #1 and #10 can allow for maximum flexibility and a reasonable finish time.

## Step 2 Plan your event

1. Food Service Availability & Cost—Most successful events include some type of meal service at some point during the day. Select a package of golf, cart and food service that meets your budget.
2. Alcohol Service—Determine the costs for service and options such as stationary beverage stops, beverage cart or beverage tickets. Michigan state law does not allow golfers to bring their own alcoholic beverages on the course and we are required to monitor the responsible service and consumption of alcohol.
3. Rain/Weather Policy—Golfers tend to be fanatics and will play in most weather and most events are scheduled on a rain or shine basis. Events booked are only subject to cancellation if weather conditions become dangerous or if the conditions could damage the course. We provide a very clear rain policy.
4. Cancellation Policy—Cancellation can cost you money! Make sure to follow the guidelines we have established for notifications and prepayment. By notifying us as soon as possible may allow us to minimize any cost to you.
5. Deadlines, Guarantees and Payments—Collecting entry fees in advance is just good business and discourages no shows. Follow the guidelines in our Outing Agreement and you will be fine.
6. Sponsor Policy—We do have restrictions on what a sponsor sign might be and what sponsors that are on-site are able to do. Please follow those guidelines.
7. Prizes, Gifts and Awards—Consider purchasing gift cards from us. We have a nicely stocked golf shop and have product availability from many name brand companies. Using gift cards allows winners to choose exactly what they want.

## Step 3 Sales and Communication

1. Printed Material—Registration forms, letters seeking sponsorship, programs with rules and the agenda of the day, banners and signs should be available to all participants. We can arrange an on-line registration program for you to sign up participants, sponsors and donations.
2. Registration forms should include an RSVP deadline based on your schedule with us and include request for payment. Have a space for the list of names of their group and phone numbers and emails. Getting this information up front will make your life easier. Two days before your event we require a list of foursomes.

3. Event Program or Welcome Letter—Printing and distributing the “Welcome Letter” on the day of the event will be helpful to the players and reduce the number of questions. The letter should include the agenda for the day, the format of play, rules, the tee markers to play from, contest holes, sponsor names and a Thank You. Scott Lake will help create the letter and will print it and place it on the carts for you.
4. Create signs and banners for those sponsors that are receiving recognition for their sponsorship.

#### Step 4 Volunteers

1. Contests—Often two volunteers are needed to be witnesses at any contest holes that provides a substantial prize like a hole-in-one car.
2. Registration—We will create name cards for the cart assignments and a alphabetical listing of participants. If you wish to hand out welcome gifts, collect money, sell contest participation, we can arrange a check-in area for you.
3. Event tasks—Stuffing goodie bags, running contest holes and selling raffle/mulligans is going to require help. Be considerate of your volunteers by providing sunblock, refreshments and other items of comfort.
4. Photographer—Have a system to identify golfers. We will provide you with a list of players and their starting holes so the photographer can keep track. We have a Meijer's and a Walmart close enough so you could hand out photos after the round.

#### Step 5 Awards & Prizes

1. Scoring—We will post the scores for the days event and help assign prizes for golf. We will provide a list of the golf winners and the list of the contest winners.
2. Awards—After a full day of golf and a meal, be organized and brief as you announce prize winners of the competition and contests, award raffle prizes and thank your sponsors. You have about 15 minutes known affectionately as the “15 minutes of fame” before the golfers attention is shot.
3. Use your best prizes as raffle prizes to raise money if it is a fund raising event or as raffle prizes for all players in the group if it is a non-fund raising event. This will give all players a sense of equal opportunity. The skilled golfers deserve appropriate recognition and mementos for their golf shots.

#### Step 6 Wrap Up and Follow Up

1. Collect the residuals—Pick up all scorecards, contest proxy markers and score sheets and take them with you. People will ask you later about the results of the event and having them as a record helps for future years.
2. Send a follow up letter to all participants thanking them for their participation, thanking the sponsors if any. If it was a fund raising event let the participants know how successful you were. Mail pictures of the players and the sponsor signs.

Feel free to contact us with any questions. We can help with sponsor signs, flags, banners, welcome gifts and ideas.

Our vision is to continue to provide our customers with a better golfing experience! Call us at 616-784-1355.