



FINCASTLE

*Golf Course*

# Golf Outing Event Guide



Welcome to Fincastle Golf Course, and thank you for choosing us to host your event. Our goal is to ensure that every event we host is successful and fosters a long-lasting partnership between our facility and your event for years to come. To help achieve this, we are pleased to provide you with our Tournament & Event Planning Guide, which contains a series of tools designed to help you organize and plan your event. It also highlights areas where we can offer additional support throughout the planning process.

If there's anything we can assist you with before your event, please don't hesitate to let us know. We're committed to making your event a success and are here to help with any questions or needs.

We look forward to working with you!

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# KEYS TO A SUCCESSFUL EVENT

*Planning is the key to a successful tournament, and we're here to help. With experience hosting hundreds of tournaments, we've developed a proven approach to planning and execution. By following our guide and tips, you'll be equipped with the tools to host an exceptional event.*

## 1. Plan Your Event: Set Specific Goals

Set specific goals. When planning your event, it is important to have specific goals. Set goals that relate to your event. Envision what you can do to improve your event from last year. Ask yourself first:

1. What is the main purpose of your event? 2. How much money are you trying to raise? 3. What is the money for? 4. Who is your target golfer? 5. How many golfers do you need to be successful? 6. How many sponsors do you need?... Addressing these questions will help you plan a successful event and raise as much money as possible.

## 2. Staffing Your Event

Adequate volunteers are pivotal to the success of your event. When recruiting volunteers, it is important that you determine responsibilities of each member. Volunteers are important in planning and preparation during the lead up to the event as well as on ground the day of the event.

## 3. Working with Fincastle

Let us be your one stop shop and it will save you necessary time and money. When working with us remember that we can provide much of what you need for your event and in turn we will have the flexibility to provide even more for your event. Let us know your needs and how we can help. Do you need tee gifts, prizes, awards, or additional services? The more we can provide to you the more you can focus on the areas of recruiting sponsors, players, and volunteers.

## 4. Selling Sponsors

**Sponsors are your profit.** The more sponsors you have, the more profit you will make. If you want big sponsors for big money, consider why companies sponsor your event and what they get. Develop several levels of sponsorship packages that will meet your event goals and your sponsor goals. Put a measurable marketing value on everything. Why will companies sponsor your event? 1. They want more business. 2. They want more exposure. 3. They want to give back to the community. 4. They want to entertain customers. 5. They want to meet new customers. 6. They want value. 7. They want a return on their investment. **8. (#1 REASON) They have a relationship with a committee member for the event.**

## 5. Promoting and Marketing Your Event

When promoting your event, do not try to be all things to all people. Target market specific industries that coincide with your event, your sponsors and your golfers. Always use the event beneficiary in your promo materials. There are three main objectives in promotion. 1. Exposure for your organization and event. 2. Exposure for your sponsors. 3. Recruiting golfers.

## 6. Recruiting Golfers

**Personal Relationships are the key to recruiting golfers.** If you are going to organize an event, you should fill it up. A sell out is considered 72-80, or 18-20 groups. The key to recruiting golfers are relationships. Have your committee of volunteers assist in recruiting teams. Reach out to individuals and businesses that have a connection to your cause.

## 7. Gifts and Prizes

**Quality gifts and prizes take your event to the next level.** You are judged by the gifts and prizes you give your golfers. Give them quality items that they can use or display. Put sponsors' logos on your gifts and prizes and they will often pay for all the gifts that you need and more for the exposure. Consider giving gifts for 1st thru 3rd places, long drive and closest to the pin; and a gambling hole. Individuals and businesses are choosing to play to support the cause however a quality gift or prize is a great opportunity to thank them for their support and will make your event stand out to them in future years.

## 8. Games and Contests

**More winners. More fun. More money!** One of the easiest ways to make your golf event more successful and more memorable is to make it fun! More games and contests make more money and create "bragging rights" amongst the golfers, promotes your event. A pre-tournament putting contest is great for revenue.

## 9. Photos Build Memories

Photos are a simple way to gain exposure and promote your event while capturing memories. Plan on taking two types of photos, team photos and action shots. Post on your social media profiles after the event as a way to thank participants and gain traction. Photos can then be used in following years marketing for the event.

## 10. Signs Can Make Your Event Look Big

Big signs make big impressions. Have many big signs and banners everywhere. This will make the sponsors happier and other potential sponsors take notice. The railing surrounding the golf shop is the center point of activity for the day and a great place to display banners. Potential signs to consider are a Welcome Sign, Sponsor Thank-you Sign, and Hole Sponsor Signs.

## 11. Auctions and Door Prizes

They are fun and give the golfers something more to do. Consider silent auctions or door prizes that can be awarded at the end of your event. Donations are obviously the most cost-effective. Quality items, gift baskets, golf rounds, equipment, or other hard to get items can generate extra revenue for your event.

## 12. Awards Ceremony

Make a lasting impression. The awards ceremony is the last impression you will make. Make sure to recognize key individuals, volunteers, and sponsors. Recognize teams and individuals that won the event or specific contests, and thank all for their participation.

## 13. Timeline: Plan Ahead

Time is always in short supply. Take at least six months to start to finish. Give your volunteer committee as much time as possible to accomplish its goals. Some things need to be done earlier such as signing your contract to secure your date.

## 14. Event Day Activities and Schedule

Don't stress and look professional. Stay organized. Make sure that everyone knows the day's activities, what time and where they are supposed to be. If you are organized everyone else will be too and they'll have more fun. Lean on our staff at Fincastle, we are your partner and will help in any way possible!



## 15. Wrap and Follow Up

Don't stop now; Take your event to the next level! Make sure you don't repeat this year's mistakes by addressing them while they're fresh in your mind and lay the foundation for an improved event next year. Some ideas to keep the momentum: 1. Get contact information for all participants and stay in touch throughout the year with monthly or quarterly announcements. Returning golfers are easier to recruit than new ones. 2. Book with Fincastle.

## A TIMELINE AND CHECKLIST FOR PLANNING YOUR EVENT

*This all-inclusive timeline and checklist can help you plan your event whether it's corporate, charity, or a private outing. Use the points that apply to your particular event to start planning today.*

### 6-12 MONTHS

- ☐ Determine the purpose of your event.
- ☐ Determine an idea of how much you want to raise.
- ☐ Choose an event director and committee.
- ☐ Find supporting volunteers.
- ☐ Pick an event date and time.
- ☐ Return your contract & deposit to Fincastle.
- ☐ Establish a timeline for planning activities.
- ☐ Determine all of your beneficiaries.
- ☐ Establish an event budget.

### 3-4 Months

- ☐ Decide what to offer (Food & Beverage)
- ☐ Select your on-course contests & events.
- ☐ Decide if you will have a raffle or auction.
- ☐ Acquire Gifts & Prizes (Tee Gifts, Winner Prizes, Contest Prizes, and Raffle Items)
- ☐ Contact Fincastle to order and gifts or prizes not donated
- ☐ Place any ads or promotional materials out

### 3 Days

- ☐ Inform Fincastle final count of number of lunches/dinners and final count of golfers
- ☐ Send Fincastle Team Name List or Individual Golfer List
- ☐ Stuff any tee gift bags
- ☐ Put Together Tee Signs
- ☐ Have \$ and money boxes if needed

### Day of Event

- ☐ Have volunteer in designated areas or roles
- ☐ Check-in participants
- ☐ Hand out welcome bags
- ☐ Display prizes and raffle items
- ☐ Take Photos

### 4-6 Months

- ☐ Set up levels of sponsorship.
- ☐ Create a list of potential sponsors
- ☐ Create a list of potential golfers
- ☐ Create and print event flyer
- ☐ Send brochure to potential participants and businesses
- ☐ Send brochure to potential tee sponsors

### 1-3 Months

- ☐ Develop day of event schedule
- ☐ Organize day of event volunteers and responsibilities
- ☐ Organize any games or contests
- ☐ Produce banners and tee signs
- ☐ Meet with Fincastle staff to confirm event details
- ☐ Prepare materials to be handed out

### 1 Day

- ☐ Deliver tournament signs and banners
- ☐ Deliver drinks for coolers
- ☐ Deliver any other tournament materials

### After Event

- ☐ Get event bill and contract for next year
- ☐ Review event and evaluate any changes

## TEE PRIZES & GIFT IDEAS

*The tee gift is one of the most important considerations when planning your event. It's a memorable takeaway that participants will associate with your event, and a well-chosen tee gift can also serve as a marketing tool for future events. Since many individuals and businesses only support a select number of events each year, offering quality gifts and prizes can help elevate your event above others.*

**GOLF TOWELS** – The average golfer gets a new golf towel every year and most of those are giveaways at tournaments and events, so make sure it's your event they are promoting by putting your event logo on it and take advantage of that free advertising for next year.

**HEADWEAR** – Another good inexpensive item you can include as part of a tee prize package that will get used by a very high percentage of your participants and will further promote your event.

**GOLF BALLS** – Golf balls with your event logo are commonly part of a tee prize package and can be given away. Fincastle can provide golf balls at a discounted rate and with proper planning can have your event or sponsor logo on them.

**APPAREL** - A golf shirt with your event logo is probably the most common item given away at events. Shirts can also serve as good uniforms and a thank you to your volunteers. Fincastle can work with you to provide discounted golf or traditional apparel through our vendors.

**GOLF SHOES** – Shoes are a great opportunity a prize for a contest. Our golf shop is well stocked golf shoes. These can be used for raffle prizes, gambling hole, or other contests.

**FINCASTLE GIFT CARDS** – Another great way to take your event to the next level. The best way to satisfy participants is to let them choose their prize with a gift card to Fincastle's golf shop. Gift cards are the ideal prize for winning teams and other on course contests. Fincastle will provide bonus gift cards depending on how much you would like to purchase.

*Reach out and talk to us, we have a fully stocked golf shop and additional inventory in storage. We have assisted many events with gifts and prizes. We can provide you many options and guide you in finding the ideal items for your event!*

## REVENUE GENERATING IDEAS & EXTRA SERVICES

*We can provide you with a wide array of products and services that will help generate revenue for your event. Below is a list of things we can do for you and your event, but if you have ideas of your own and don't see them listed, please don't hesitate to ask and we will do our best to accommodate you.*

**TEE SPONSOR SIGNS** – Tee sponsor signs are an item that no event that is attempting to raise money should do without. Most events will sell at least 1 per tee box and 3 or 4 the putting green area. Selling these signs to sponsors at a cost of \$100 each is about the average and will raise \$2,000-2,500 for your event after their cost if you can sell 25 signs.

**RAFFLE PRIZES** – Raffles are a great way to generate revenue for your cause. Our golf shop is stocked with a multitude of things to meet every golfer's needs. Give us your budget and we can put together a great selection of raffle prizes that will help you sell raffle tickets during your event. You receive a \$5 credit in the golf shop per player and this money can be credited towards the cost of raffle prizes if you wish.

**SPECIALTY AUCTION ITEMS** – Auctions are another opportunity to raise money. If you are having an auction at your event it is important to have several specialty items that will bring in high bids for your cause.

**GORILLAS & SHARPSHOOTERS**– Gorillas, or designated drivers are a fun and profitable thing that you can add to your event. For a nominal fee we can provide a member of our professional staff to stand on a designated tee box and hit tee shots for players for a donation to your cause. It's not only a great way to make extra money for your event but affords most players and teams the opportunity to play from a spot that they would not normally be able to. Similar to Gorillas, hire a sharpshooter and a member of our professional staff will stand on a designated par 3 hole and hit shots for your group. This is a great fundraiser on holes that are too long for many players to hit.

**GAMBLING HOLE** - Assign a par 3 to be a gambling hole. Place a volunteer to collect money, if a player places a bet and hits the green, they can be entered into a drawing to win a prize. Other options are they player bets \$5 and gets a sleeve of golf balls or something similar for hitting the green.

**PUTTING CONTEST** - A putting contest at the beginning during warm ups or when groups make the turn is a great way to generate additional revenue.

## FREQUENTLY ASKED QUESTIONS

*Below is a list of the most frequently asked questions by tournament & event chairpersons*

- 1. How many golf events are there in my area?** There are more than 1 million golf outings held annually in the United States. Fincastle hosts about 20 golf outings and fundraisers per year.
- 2. How much does the average golf outing raise?** The average event raises \$5,000 net. There are some events that can raise as much as \$10,000 to \$100,000 however, these take special ingredients such as celebrities and professional athletes, or large corporate sponsors.
- 3. What should the goal be for our first event?** It depends upon your needs; but shooting for the average of \$5,000 is a good goal, however, if you are able to secure major sponsors, set your goal higher. Do not expect to raise more than 50% of your goal on the day of the event. Sponsor money and pre-tournament donations should get you at least halfway to your goal before the first ball is teed up.
- 4. How can we raise big money?** The real key to raising big money is to have large sponsors and a full field of golfers that are willing to be supportive.

**5. How many volunteers should I have on my committee?** There are a lot of responsibilities. It is a good idea to have at least 1 person in charge of each of these areas; sponsors, golfers, gifts & awards, operations, and marketing. The more golfers you have on your committee the better as they will be the most effective in recruiting players.

**6. How much should we charge to play in our event?** The average fee to play in an event is \$100-\$150 per player. Try to keep your fee as low as possible, if this is your first event, ensure that it covers your costs. Make your money through sponsors, raffles, contests, and auctions. You can raise the fee in future years if your event is a success.

**7. How can we get really great gifts for our golfers?** A great way to get great tee prizes is to sell them as part of a sponsorship package and putting the sponsors logo on them. Hats, shirts, and jackets are all great tee prizes that are easily logoed. Putting the logos on your awards are another great way for a sponsor to get exposure as they are often displayed in offices or a place of business all year round.

**8. What is the best way to promote our event?** The key to promotion is networking. The more your committee builds relationships with local businesses and civic groups the greater your exposure will be. Local radio, and newspaper can be helpful as well.

**9. How long should it take to produce a golf event?** To produce a truly great event it is a year-round proposition, however, you can adapt the timeline provided earlier in this packet to fit your needs. The less time that you have, the more volunteers you will likely need to do a really good job. Many successful events are put together in less time, however, try to give yourself at least six months, though, if this is your first time.