



# Tournament Guide 2022



# Tournament Planning

## Tips for Selling Golf



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AS LOW AS  
**\$66<sup>00</sup>**

**PERFORMANCEPOLO-FD**  
Adidas Performace Polo



**65% of all households own  
a logoeed sport or polo shirt**

# Are you getting your piece of the pie?

In 2021 rounds of golf were up 16.1% compared to 2020. Over 37.5 million golfers in 2021, that's a 17% increase over the last five years.

**Knowledge is key, learning general information about the game is a great place to start. Having an expert partner gives you credibility and information at your finger tips. Partnering with a supplier that has many years of tournament experience will increase your success. Understanding the process will set you apart from your competition.**

Using our checklist, golf guide, and working with our on-staff tournament professional is a great way to go after the tournament business. Our on-staff tournament professional would be glad to set up a call to help you every step of the way.

**Understanding the process will set you apart from your competition.**

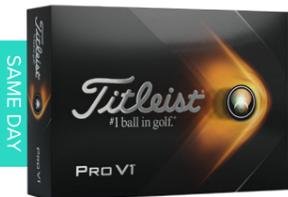
# Picking the golf ball for you



**Titleist**  
#1 ball in golf.®

At Titleist, their goal is to help all golfers play better and shoot lower scores, and being fit for the right golf ball is an important part of that. The golf ball is the only piece of equipment you use on every shot and there are many game-changing performance and quality differences between various brands and models.

Pro V1, Pro V1x, and AVX golf balls perform for all golfers, not just highly skilled players. In fact, a less-skilled golfer may benefit even more from using a high performance golf ball. Mid-to-high handicap players miss more greens and need to get up and down more frequently to save strokes. The spin and control that Pro V1, Pro V1x, and AVX provide help these players execute the short game shots necessary to play their best.



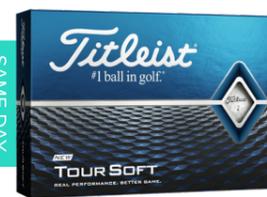
**Titleist® Pro V1®**



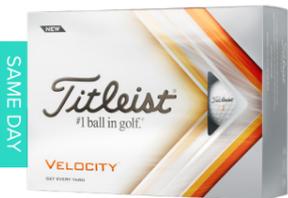
**Titleist® Pro V1x™**



**Titleist® AVX™**



**Titleist® Tour Soft**



**Titleist® Velocity®**



**Titleist® TruFeel™**



**Pinnacle® Rush**



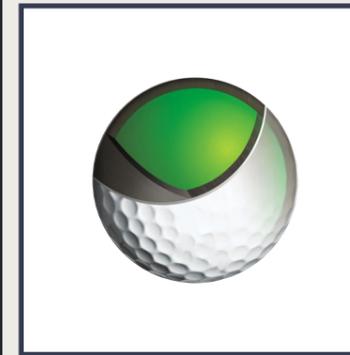
**Pinnacle® Soft**



## Two-Piece Golf Balls

Inner Core - Outer Cover

More durable  
Longer distance  
Less spin



## Three-Piece Golf Balls

Inner/Middle Core - Outer Cover

Softer  
More spin  
Better feel



## Four-Piece Golf Balls

Inner/Middle Core - Middle/Outer Cover

Longer distance  
More spin  
Better feel



**Callaway Warbird**



**Bridgestone Tour BX**



**Callaway Supersoft**



**Wilson Ultra Distance**



**Wilson Staff Duo Soft Optix**



**Volvik S4 Urethane**



**Volvik Vivid**

## Order Today. Ship Today.

Golf Balls printed in-house have a 3-day standard production time. Upon request, we have the ability to produce them on the same day at no additional charge!

# Why Kits are Important



AS LOW AS  
**\$19<sup>40</sup>**  
**JGK-KIT**  
Java Golf Kit



AS LOW AS  
**\$16<sup>40</sup>**  
**MB2**  
Mini-B Pack



AS LOW AS  
**\$14<sup>20</sup>**  
**SGGK-KIT**  
Sure Grip Golf Kit

AS LOW AS  
**\$24<sup>00</sup>**

**URBANSHOE-KIT**  
Urban Shoe Bag Golf Kit



## LOGO EACH ITEM DIFFERENTLY

Place a different logo on each product type for no additional cost

## SUBSTITUTE THE BALL OF YOUR CHOICE

Helps to meet tournament budgets

## ENDLESS POSSIBILITIES

Allows you to customize any kit to meet your exact needs

## SECURE ADDITIONAL SPONSORS

Kits provide a great avenue for this and increase revenue



Kits provide a great avenue to secure sponsors and increase tournament revenue





# Tournament Timeline



## Prior to the Event

### 9–12 Months

- + Establish the goal of the event (client appreciation, fundraising, social)
- + Determine your budget
- + Select a golf course
- + Meet with the person responsible for your golf event at the host facility
- + Estimate the number of participants
- + Negotiate/sign contracts with the golf course
- + Begin acquiring sponsors
- + Discuss tournament format, special contests (closest to the pin, longest drive, etc.), and the day's schedule
- + Design event logo and promotional materials

### 4 Months

- + Finalize the schedule of events
- + Purchase hole-in-one insurance, if needed
- + Order prizes, awards, signage, player kits and gifts for volunteers & sponsors

### 2–3 Months

- + Finalize the format
- + Make initial pairings
- + Confirm tee times
- + Review status of awards and gifts
- + Develop a tournament rules sheet
- + Wrap up all sponsor contracts

### 1–4 Weeks

- + Finalize pairings & cart assignments, & create one group list & one alphabetical list
- + Communicate number of players to the golf course
- + Inventory all gifts & prizes
- + Have a final conversation with resort or club to make sure personnel will be on hand to assist you
- + Make up score cards, locker labels, & gift bags

### Check-In or Pre-Registration

- + Hand out first-tee or any apparel gifts that players might want to wear during the tournament.

### Tournament Day

- + Arrive at the course at least three hours before the golfers
- + Set up all the registration tables near the carts or a walkway through which all golfers must pass
- + Check cart amenities, such as rule sheets, balls, towels, etc
- + Check on special event holes (Course staff should place proximity markers on those holes)
- + Have two people set up tee signs and banners  
NOTE: This task often takes more than an hour
- + Make certain that the beverage cart is ready to go
- + Check on driving range access for your group as this is where people will congregate before the tournament starts
- + Hold a short, 10-minute meeting with your staff to give them all the pertinent information that golfers will need
- + Remind someone to pick up the proximity markers after play



# Tournament Planning

Tournaments can be a great resource but they require planning to be successful



There are 4 details that cannot be overlooked:



**PLAN AROUND A BUDGET**



**FIND THE RIGHT MIX OF VALUE VERSUS COST**



**RAISE AS MUCH MONEY AS POSSIBLE**



**ABOVE ALL ELSE, MAKE SURE THE ATTENDEES HAVE FUN**



## IMPORTANT

Proper planning with the right leadership and team, combined with good promotional items and sponsors, will no doubt lead to a great tournament experience. The timetable on the left will guide you to exactly that, a great tournament experience. Always remember that you can never over communicate, so the entire team will know every step to ensure success.

**This guide is designed to keep these points a priority, aiding in the creation of a successful event. Make sure you start your tournament planning early.**

The golfers attending your tournament will be investing their time and money for your cause. Most importantly, they will be participating for fun. In the mind of a golfer, the value of a tournament is directly tied to the enjoyment found in the event. Value is a combination of the right course, the right price, the right entertainment, and the right gifts. Since these components are the basis for the tournament expense budget, they need to be taken into account early.



# Tournament Planning



## Try to be one step ahead – Expect the unexpected

Follow these six steps to get your tournament off to a great start:

### Step 1

#### Choosing your team

- + Who do you want to help you? Choose a team (committee) that will help lead the charge. Choose team members who are committed to your cause. Depending on the size of the event you will need several volunteers. Determine if you need a coordinator or director for the event, a go to person.

### Step 2

#### Type of Tournament

- + Determine what type of tournament you want to have, fundraising, corporate or just something for fun (class reunion, etc.).

### Step 3

#### Budget

- + It's time to set a budget, earlier the better. Find sponsors for every area of expense for the event.
- + Determine what monies are needed for food & beverages (what type of beverages will be available, soda, wine, beer, etc.) Gifts, prizes, course/venue fees, contests, advertising/promotions and photography.

### Step 4

#### Venue

- + Choose the venue (golf course) where you want to have the event. Two things to remember: Private clubs may only allow Monday play, however you can charge higher entry fees due to perceived value. Choose a course with a PGA professional, they have a lot of experience to help with your event at the course.

### Step 5

#### Number of Players

- + How many players you would like to have? An 18 hole course will accommodate 144 players or 36 foursomes. Faster play with fewer players.

### Step 6

#### What Format?

- + Best ball, stroke play, match play or scramble (most popular for these events).

## DID YOU KNOW?

# 69%

Juniors (6-17) and young adults (18-34) comprise more than 37% of all on-course golfers, with 2.7 million junior participants and 6.2 million young adults. These groups make up 69% of the off-course only participant pool.

# 35%

Newcomers to golf are increasingly diverse. 35% of golfers are female. 5.8 million women now play golf on a regular basis. Women account for 24% of on course and 41% of off course participation. 70% of all newcomers to golf are under the age of 35.





# Budgeting



**It is critical to add as much value as possible to attract golfers**



Budgeting is the foundation for creating success. Because there is a considerable amount of competition among golf tournaments, a balanced budget is crucial. Tournament planners have to understand that companies and golfers only have enough time and money set aside for a few select events. It is critical to add as much value as possible to attract golfers, but the tournament must find a balance between cost and perceived value. Be sure to take into account the market the event is being held in, the course selection, and perceived value.

Determine best course of marketing the event, guest e-mail list, invitations, social media, radio, TV or promotional materials needed.

Choose your final team—committee members, director and volunteers—as they will be working with you until the 19th Hole.

## Top 5 Budgeting Questions

What is your fundraising goal?

Who are your stakeholders?

What type of venue do you need?

How much are your stakeholders willing to spend?

Are you offering enough perceived value to achieve your goals?

## Let the fundraising begin!

There are many creative ways to make the most of your golf tournament. Player registration fees provide a baseline for obtaining funds; however, the opportunity to raise dollars should not end there. There are many opportunities before, during, and after the tournament.

### Golf Carts

Adding signage to every cart is a great way to get a lot of people to focus on a business name for four hours.

### Practice Greens

Every golfer passes it at least twice during the day. A sponsor can have one-on-one interaction allowing golfers to play a quick putting game while positively representing the sponsor's brand.

### Silent Auction

Gather popular items that will attract interest and active bidding. Golf lessons, a new set of irons, restaurant gift certificates, weekend get-a-ways, spa services, and art are all great options. Promote the auction in event marketing materials. On the day of the event, showcase auction items enticing attendees with the opportunity to bid and win.

### Primary Tournament Sponsor

Best opportunity for success, especially if your event is for a charitable organization.

### Golfer Gifts

Branding golfer gifts for the tournament will create an opportunity for a sponsor to get noticed. Choose a sponsor-branded item that players will take home and use after the event. Some great gifts might include golf apparel, towels, gloves, drinkware or even a kit filled with golf goodies.

### Cash Bar Golf Cart

Another great opportunity for a sponsorship is to add a Cash-bar Golf Cart fully stocked with drinks, ice and snacks to offer to players during the tournament. Be sure and discuss this with the venue before firming up plans.





# Contests

The most popular golf tournaments provide a combination of a quality course with the right mix of drinks, food, raffle items, and gifts. A proven method to increase value is to increase the perceived value of the attendees' gift bag. A golfer's gift bag can include anything from gift cards and golf balls to putters and golf shoes. It is a surprise to many that these products can all be acquired through traditional promotional marketing channels resulting in quantity discounts, free raffle items, and custom item branding. Instead of requesting that sponsors donate items to the tournament gift bags, build the purchase of promotional materials into sponsorship proposals. This will generate a more favorable mix of products, more value for sponsor dollars, increased perceived value of the round of golf, and free raffle items. The result is an event people want to attend and the opportunity to raise more money through raffles and sponsorships. Our tournament kits are one of the best solutions for using sponsorship dollars while adding value to golfer gift bags.

## Longest Drive

Longest drive from the tee box on a selected hole typically a straight Par 5 hole. The winner will be determined by distance and accuracy in the fairway, ask course staff to put a line in the middle of the fairway.

## Putting

A putting contest can be held before, during, or after the tournament. This contest can serve as an additional fundraiser by charging golfers for each attempt to sink a putt from 60 feet. Insurance can be purchased for a minimal amount per golfer providing a grand prize of up to \$10,000.

## Hole In One

Most difficult contest, however it is the most rewarding if won. Car dealerships are a great sponsorship opportunity they will obtain hole in one insurance and do various prizes, like win a car for hole in one.

## Closest To The Pin

This contest typically takes place on a par-3 hole and the tee shot landing closest to the pin wins! Often tournament planners will have one on-course contest for the front nine and back nine. Prizes are typically donated by sponsors.

## Term To Know: Mulligan

A mulligan, most simply put, is a "do-over." Hit a bad shot? Take a mulligan and replay that stroke. Mulligans are most often employed during friendly rounds by golf buddies, or during charity tournaments where mulligans are sometimes sold. If mulligans are for sale, golfers can buy three mulligans for a set price each. The sale of mulligans is sometimes used as an additional fund-raiser at charitable events. Four months before the tournament, reach out to local businesses for donations and host a raffle. Buy products through us and save over retail.



# Budget Timeline



## Prior to the Event

### 7-8 Months

- + Meet with the Food and Beverage choice supplier to finalize menus, also meet with sponsors to finalize plans and communicate timetable.
- + It's time to choose the contests and meet with sponsors to finalize where the sponsor name will appear or at which hole they will appear.
- + During this time choose all the prizes for every contest and the gifts for sponsors and volunteers.

### 5-6 Months

- + It is time to revisit the venue and meet with the venue staff. Finalize all arrangements with the venue, course times, dining facilities, contests and staffing.
- + Send out invitations, email blast that include directions, date of event, and time of event.

### 4 Months

- + Order all tee prizes, awards, signage, player kits and gifts for volunteers and sponsors.

### 2-3 Months

- + Follow up to review the progress of outside vendors providing prizes, awards, take away items, awards, player kits and gifts.
- + Finalize menu, beverages and snack carts, do a walk through with the venue facility to make sure you are able to communicate and familiarize yourself with all locations.
- + Meet with volunteers to communicate progress and timetables.
- + Review any and all guests list responses, to build the player list.

### 2-4 Weeks

- + All prize items should be either at the venue or in hands. Finalize preparations for the disbursement of prizes, gifts and signage. Communicate with the director, volunteers, and venue.
- + Begin preliminary players list and selecting captains for each category at the event, who will coordinate breaks for the volunteers, rotations for volunteers, etc.

### 2-3 Days

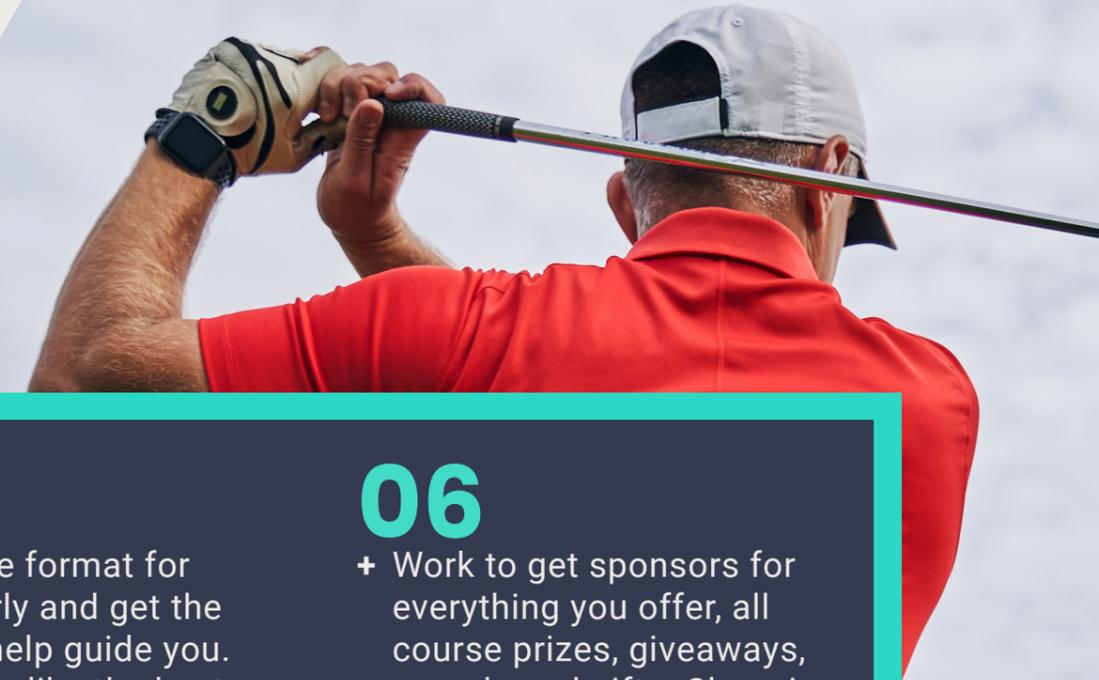
- + Take this opportunity to finalize the player list and send to the venue or PGA pro at the course. Review the final details with everyone and update the venue. This is the last chance to meet with volunteers and coordinate any possible issues with the team to ensure the event runs smoothly. Review the timetable with the entire team and venue, discuss course time, food services, awards time and after the event.

### Event Day

- + Be there at least three hours before the start of the event. Be aware and ready for any no shows, cancellations or changes at the last minute. This is where the relationship with the PGA Pro/Venue is very important, as they can help with the unforeseen. Make sure to be the first group done and back at the clubhouse if you are playing in the event, to check on everything. Again, the relationship you have with the venue and pro will help here as well. Very important! Don't forget to have fun, after all it is better than being at work.



## Things To Remember



### 01

- + Keep it light and have fun, it never really goes the way you plan. Be ready for changes and the need to make quick decisions. The better your planning and preparation, the smoother things will go.

### 02

- + Start early and stay on schedule as best as you can, this will help with the unforeseen.

### 03

- + Choose a venue that has a PGA pro, the more experience on your side the better. Then build on the relationship for the upcoming event and for the future.

### 04

- + Most venues will have established rules for tournament play and guide you, because your event will block off their course for most of the day.

### 05

- + Nail down the format for the event early and get the local pro to help guide you. Better players like the best ball format. Events with a wide array of player abilities prefer the scramble.
  - + **Best Ball** - Each player plays their ball and the best score from the group is used for the team on each hole.
  - + **Scramble** - Each player hits and then selects which is the best shot out of the group. They then mark that spot and the players play the next shot from there, repeat until the hole is finished.

### 06

- + Work to get sponsors for everything you offer, all course prizes, giveaways, awards and gifts. Choosing the right promotional items will help win the day. Choosing us as your distributor is a great resource for all your tournament needs.

### 07

- + Maximize the sign ups. Invite people that you know to the event. Use this resource for business, networking and building relationships for the future.



# Fittings

## Golf Bag Fittings

Select a bag style, then choose which colors you want to display. Bags will be drop shipped to each player's address after the event.



**PLAYER4BAG21-FD**

Titleist® Players 4 Carry Bag



**CCHEV-FD**

Callaway Chev Stand Bag

## Golf Shoe and Glove Fittings

A 20% additional inventory will be shipped to allow for all participants. Individuals unable to be fitted can be accommodated through drop shipments. Please return excess inventory after the event.



**TECHRESPONSE20-FD**

Adidas Tech Response 2.0 Golf Shoe



**GRIPFUSION-FD**

Puma GripFusion 3.0 Golf Shoe



**FJFLEX-FD**

Footjoy Flex Golf Shoe



**OPTIFLEX**

Callaway Opti Flex Glove



**ZFGLOVE-FD**

Zero Friction Men's Golf Glove



**KSGIAKT**

Kate Spade Giana Sunglasses Kit



**CAR247KIT**

Carrera 247 Sunglasses Kit



**UABLKT**

Under Armour Blitzing Sunglasses Kit

## Sunglass Fittings

A 20% additional inventory will be shipped to allow for all participants. Individuals unable to be fitted can be accommodated through drop shipments. Please return excess inventory after the event.

- A variety of lenses to choose from including lenses that fine tune the wavelengths of light that matter most; making greens, blues, and reds pop with definition.

- Fashionable for any corporate event; not just golf



# The Pop-Up Shop Experience

## Why Choose Us?

**ONE STOP SHOP – COMPLETELY TURNKEY**

**GREAT SELECTION OF PGA TOUR RETAIL BRANDS**



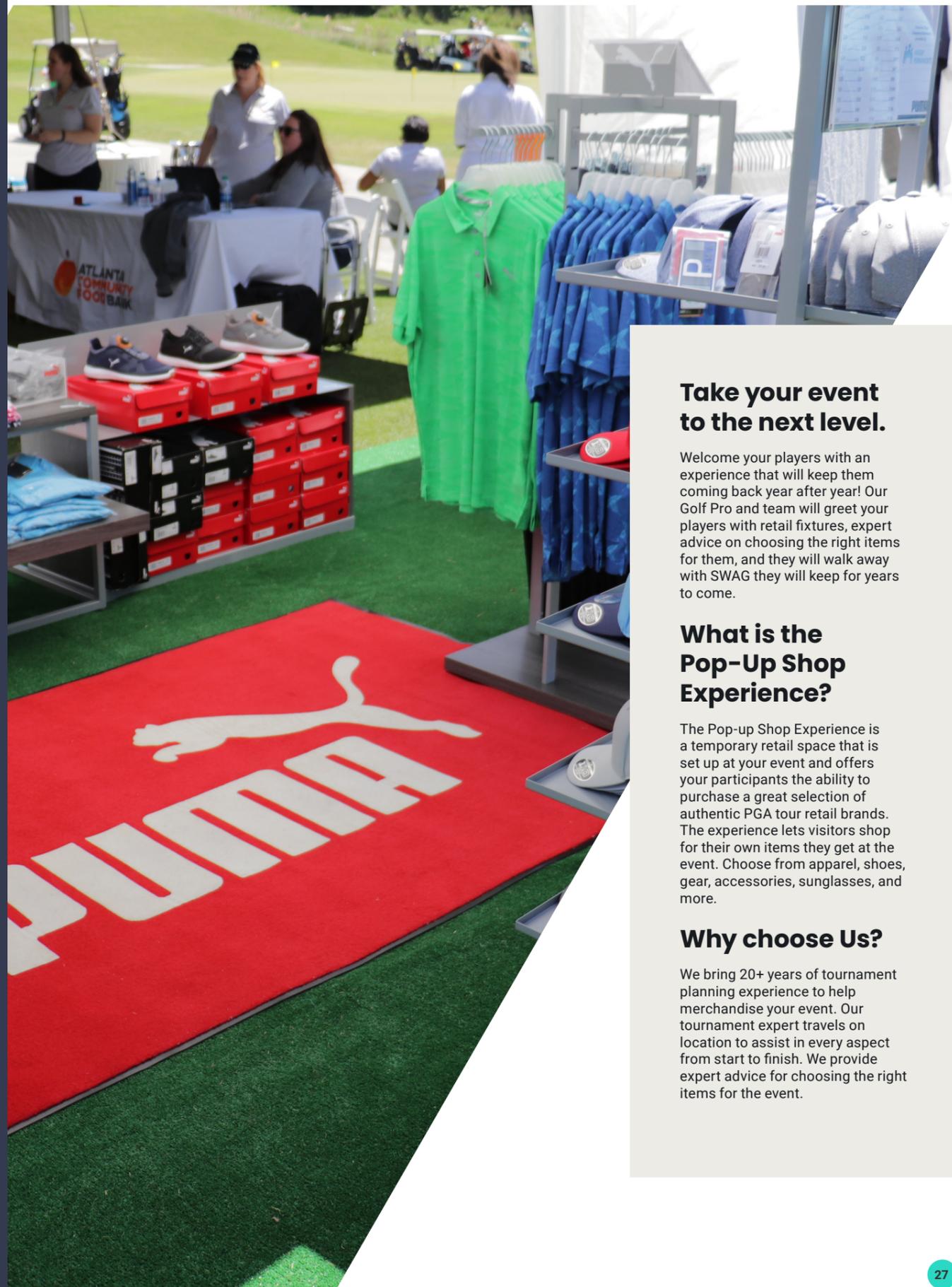
**A VARIETY OF PRODUCT OPTIONS**



**ALLOW VISITORS TO SHOP FOR THEIR OWN ITEMS**

**ON-LOCATION TOURNAMENT PRO**

**OVER 20 YEARS EXPERIENCE IN TOURNAMENT PLANNING**



## Take your event to the next level.

Welcome your players with an experience that will keep them coming back year after year! Our Golf Pro and team will greet your players with retail fixtures, expert advice on choosing the right items for them, and they will walk away with SWAG they will keep for years to come.

## What is the Pop-Up Shop Experience?

The Pop-up Shop Experience is a temporary retail space that is set up at your event and offers your participants the ability to purchase a great selection of authentic PGA tour retail brands. The experience lets visitors shop for their own items they get at the event. Choose from apparel, shoes, gear, accessories, sunglasses, and more.

## Why choose Us?

We bring 20+ years of tournament planning experience to help merchandise your event. Our tournament expert travels on location to assist in every aspect from start to finish. We provide expert advice for choosing the right items for the event.



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