



Your tournament  
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## Five Steps to Creating a Memorable Golf Event

What makes a golf tournament unforgettable? For some players, it's what place their team finished. For others, it is the on-course games that are played, how many people attended the event or the gift they received for participating. Whatever the case, creating outstanding tournaments lets you capture more in terms of money and excitement about your event.

It takes a balance of creativity and strong organizational skills to execute an exciting event, not to mention a costly amount of time. That is where our online application, TournEase, comes in to make planning a creative, memorable golf tournament easy! By building a distinctively fun, impressive golf tournament, you can attract more players and sponsors by using our enhancement tools such as hole-in-one contests, million dollar shot insurance, and putting contests.

"Year after year tournament directors solicit the same people for donations and sponsorships, but the success of your efforts is determined by how unforgettable you make the event for everyone involved," explains John Oney, PGA Member and Tournament Coach at TournEase. "Paying attention to details, such as on course games and unique player gifts, ensures that people will enjoy their tournament experience and refer other players and sponsors to participate in the future."

*Here is a look at five key steps that can be used to construct a memorable event and make your tournament a huge success:*

### **1) Determine Your Objective:**

With so many different types of tournaments, each director must figure out the nature of the event they are planning. It could be a corporate, competitive or charity event, which will determine how the game is set up and what is needed to maximize the enjoyment of their audience. If you are trying to raise money for a worthy cause, optimizing the number of sponsors and players tops your priority list. Are you just looking to have a great team building day on the greens with your business peers? Then activities and special prizes that promote group interaction and provide individual recognition for stand out players could be most important.

### **2) Select a Strong Tournament Director:**

You never want to go into battle without a helmet and the same is true in selecting a tournament director. A strong tournament director is key to a successful golf tournament because they are going to be responsible for sponsors, players and volunteers. Select someone who is committed, organized, and able to get people excited



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about the upcoming event. He or she needs to have the necessary charisma to bring in top dollars, while also being able to manage a staff or large crew of volunteers.

### **3) Build Solid Committees:**

You might have heard the old adage “it takes a village.” This is true when you are trying to plan a golf tournament and finding the right people to help is important. Ideally, the tournament director should not handle every aspect of the event, but rather build solid committees to coordinate prizes and awards, sponsorships, volunteers, and on-course games. Choose hard working volunteers who believe in your cause or share your vision of success. Having these people in place provides additional connections to sponsorship dollars, attracts a broader audience of participants and can free the tournament director to supervise the overall logistics of the event.

### **4) Offer a Unique Experience:**

Think about the most memorable tournament you have attended. Did they give a car away during a hole-in-one contest? Were there special gift bags that included your favorite products? These memories are what creates a successful event and keeps everyone buzzing. Offering a unique and enjoyable event embeds those positive perceptions in the minds of participants, solidifying their participation for many years to come.

### **5) Show Appreciation:**

People want to be appreciated. Send a thank you gift or letter to everyone who participated. If it weren't for their support, the event would not have been such a huge success. Tell the participants how much money was raised and how those dollars will be spent. By knowing how their efforts made a difference, they will be more willing to participate again next year. This personal acknowledgement will also create a connection to the golf tournament and solidify the positive experience they had.

The overall feel of a tournament is important. But the fine points are what keep people coming back for more. By using these five steps - determining your objective, selecting a strong tournament director, building solid committees, offering a unique experience and showing appreciation tournament directors can ensure that they, along with players, sponsors, and volunteers, have a fun event that people will continue to talk about and participate in for years to come.

*For other great tips and tournament planning resources, visit [www.TournEase.com](http://www.TournEase.com).*

*Plan your next tournament the TournEase way!*