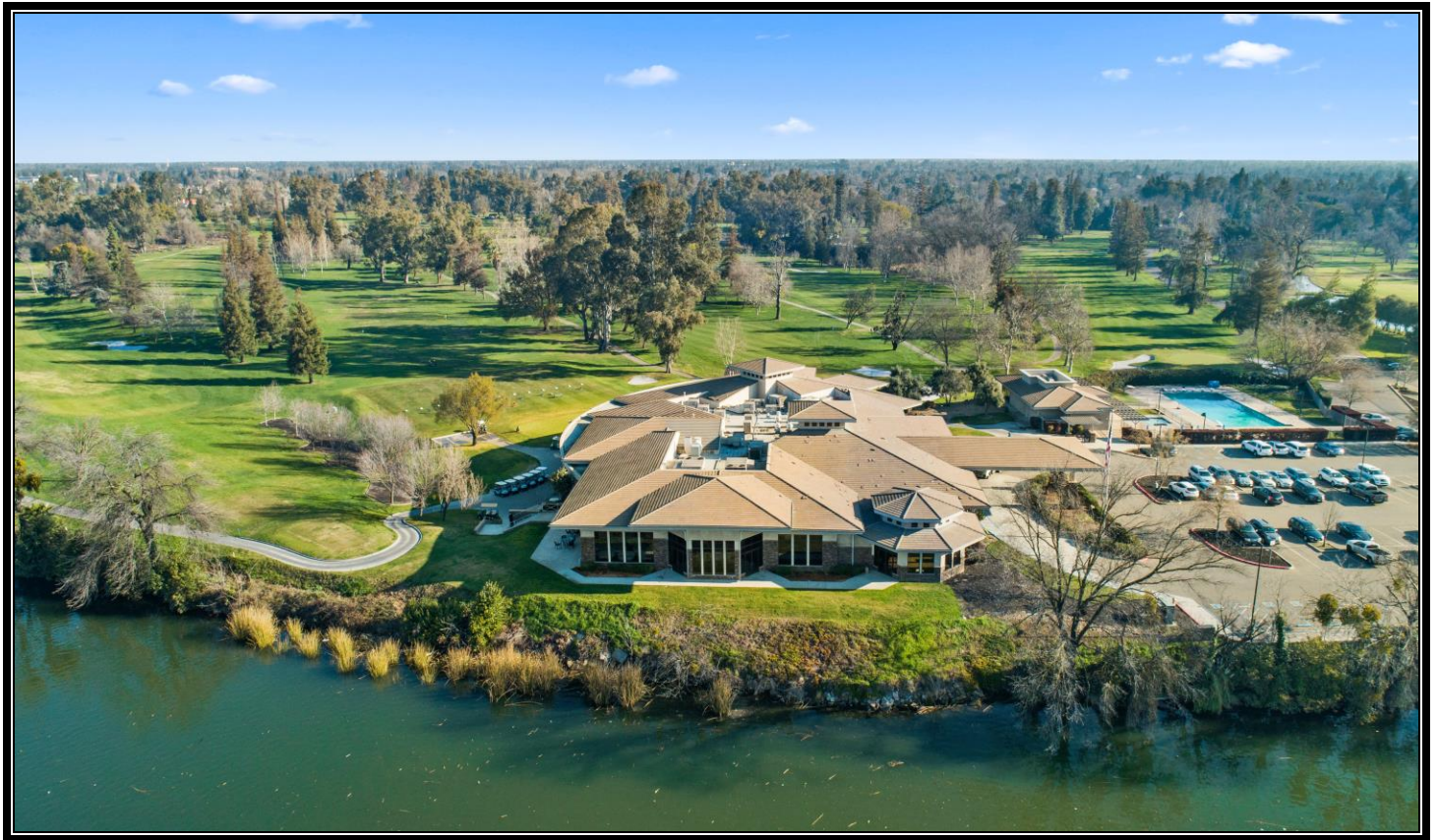


Stockton Golf & Country Club Tournament & Event Planning Guide



Welcome to Stockton Golf & Country Club and thank you for choosing us to host your event this year. It is my goal to ensure that every event we host is a successful one that will create an enduring partnership between our facility and your event in the years to come. In the interest of this, I am advancing you this Tournament & Event Planning Guide that I have put together which has a series of tools to help you organize and plan your event this year as well as to point out areas that we may be of further service to you during the planning process. If there is anything that we can do in advance of your event, please let us know and we will endeavor to do so. If you have any questions whatsoever, feel free to contact me at 209.466-4313 ext. 13 or rschultz@stocktongolfcc.com.

I look forward to working with you!

Rick Schultz, PGA, CCM
GM/Head Golf Professional
Stockton Golf & Country Club

17 STEPS TO A SUCCESSFUL EVENT

As with everything, it always comes down to your planning. We have done hundreds of tournaments, so we are experts at tournament planning and execution. With our help, you will also become an expert, if you follow our guide and tips!

1. Plan Your Event: Set Specific Goals

Set specific and big goals. When planning your event, it is important to have specific goals. Big goals don't necessarily mean "raise a million dollars." Set goals that relate to your specific 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. If not raising money, what is the purpose – to build rapport, as a reward or a networking opportunity? 5. Who is your target golfer? 6. How many golfers do you need to be successful? 7. 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

The more volunteers the more successful your event. When recruiting volunteers, it is important that you pre-determine the goals and responsibilities of each committee chair. Develop and write a brief job description and goals for each chair. Guidelines in recruiting: 1. Recruit six to twelve volunteer committee chair members and let them recruit your team. 2. Motivate your volunteers for meeting goals with gifts and prizes. 3. Keep a contact information list for all committee chair members.

3. Working with Stockton Golf & Country Club

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 sponsor signs, Tee Prizes, awards, or additional services like a free clinic for your golfers? The more we can provide to you the more you can focus on the areas of recruiting sponsors, players, and volunteers.

4. Choosing the Right Event Format

Pick a format that fits your golfers and your event. There are many ways to produce a golf event. Don't feel stuck with the same format year after year. The wrong format can ruin an event. When choosing a format consider the following: 1. The caliber of your golfers and whether or not they all have a valid handicap. 2. Do a survey to see what format they like. 3. How quickly you want the round to play and how fast you need the results to be tallied following the round.

5. 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 you 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.**

6. Promoting and Marketing Your Event

Target market 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. Pick two or three complimenting industries and focus on reaching them. 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. Promotional ideas include: Brochures, direct mail to specific industries, blast email to specific industries, ads in industry newsletters, ads in trade magazines, press release to local media, radio talk shows, luncheons, speakers' bureau, **(#1 Way) networking.**

7. 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 120 to 144 golfers, or 30 to 36 groups. The key to recruiting golfers are relationships. The 9-4-4 Rule is a simple formula to fill your field. Recruit 9 members for your committee (preferably golfers) make it their responsibility to each recruit 4 golfers that can bring a team of 4 golfers. Another quick formula is to sell 36 teams to 36 sponsors (or 4 sponsors each).

8. 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 and display. There is no better way to promote your event next year than through word of mouth. 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, plus last place; men's and women's long drive and closest to the pin; and a gambling hole.

9. 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.

10. Photos Build Memories

Build memories and promote your event all year. Photos build memories and help remind the golfer of your event throughout the year. Plan on taking two types of pictures; team photos and action shots. The team photo should be put in a nice frame, so the golfers put it up on their wall in the office. Take the action shots and develop a slide show that can be played during the awards ceremony. We can provide the photographer and you can build the expenses into a sponsorship package to pay for it.

11. Hole-in-One Insurance

Big prizes, equal big excitement. Give away major prizes and you will generate excitement. You can offer cars, trips, or even a million dollars cash prize to your event! Purchase Hole-In-One Insurance and it will cover the cost of offering these awards in the case that someone makes a hole-in-one. If you've not done this before, ask us how, as it is a cost-effective way to add some real excitement to your event.

12. Signs Can Make Your Event Look Big

Big signs make big impressions. Don't settle for a few small hole signs. Have many big signs and banners everywhere. This will make the sponsors happier and other potential sponsors take

notice. Potential signs to consider are a Welcome Sign, Sponsor Thank-you Sign, Registration Sign, and Hole Sponsor Signs and if you don't already have a source, we can handle this for you.

13. Auctions – Second Biggest Money Maker

They are fun and give the golfers something more to do. Consider both silent and live auctions at the end of your awards ceremony with 5 or 6 items. Donations are obviously the most cost-effective, but we can get those specialty items for you like autographed memorabilia, golf rounds, and equipment that will fetch big money during auctions!

14. Awards Ceremony Can Generate Big Dollars

Make a lasting impression. The awards ceremony is the last impression you will make. Make sure it is a memorable experience. Ensure that it is fun, upbeat and exciting for everyone. Here are a few important elements. 1. Have a good master of ceremonies. 2. Recognize key individuals, volunteers, and sponsors. 3. Give out lots of prizes and try to make sure that everyone goes home with something. 4. Make sure that it doesn't drag on too long or you will lose people and their money!

15. Timeline: Take at Least Six Months Start to Finish

Time is always in short supply. Give your volunteer committee as much time as possible to accomplish its goals. Some things need to be done one year in advance. 1. Submit your deposit to secure next year's date. 2. Present to sponsors. 3. Seek media coverage.

16. 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 to and they'll have more fun. Lean on our staff at SGCC, we are your partner and will help in any way possible!

17. 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. Sign up golfers and sponsors for next year at the awards ceremony. 2. 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. 3. Book with SGCC.

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.

12 TO 9 MONTHS

- | | |
|---|--|
| <input type="checkbox"/> 1. Determine the purpose of your event. | <input type="checkbox"/> 10. Establish committee meeting dates & times. |
| <input type="checkbox"/> 2. Determine how much you want to raise. | <input type="checkbox"/> 11. Return your contract & deposit to SGCC. |
| <input type="checkbox"/> 3. Choose an event director. | <input type="checkbox"/> 12. Establish a timeline for planning activities. |
| <input type="checkbox"/> 4. Choose a sponsor chairperson. | <input type="checkbox"/> 13. Determine all of your beneficiaries. |
| <input type="checkbox"/> 5. Choose a golfer chairperson. | <input type="checkbox"/> 14. Decide what to offer (i.e. lunch, dinner, etc.) |
| <input type="checkbox"/> 6. Choose a prize chairperson. | <input type="checkbox"/> 15. Select your on-course contests & events. |
| <input type="checkbox"/> 7. Choose a volunteer chairperson. | <input type="checkbox"/> 16. Decide if you will have a raffle or auction. |
| <input type="checkbox"/> 8. Recruit additional volunteers. | <input type="checkbox"/> 17. Decide if you will have a guest speaker. |
| <input type="checkbox"/> 9. Pick an event date and time. | <input type="checkbox"/> 18. Establish an event budget. |

9 MONTHS

- 19. Develop a website for the event.
- 20. Set up different levels of sponsorship.
- 21. Create a list of potential sponsors and call.
- 22. Send letters to potential major sponsors.
- 23. Create a list of potential golfers.
- 24. Create a list of all media in your community.
- 25. Develop a media and advertising plan.
- 26. Determine duties for additional volunteers.
- 27. Assign a volunteer to each position needed.
- 28. Choose master of ceremonies & guest speaker.

6 MONTHS

- 29. Develop & print an event brochure.
- 30. Send brochure to potential golfers.
- 31. Call and recruit potential golfers.
- 32. Send brochure to potential tee sponsors.
- 33. Call and recruit tee sponsors.
- 34. Secure donations for food & beverages.
- 35. Line up a photographer if necessary.

3 MONTHS

- 36. Send out press releases to all media.
- 37. Follow up press releases with phone calls.
- 38. Call local media to promote event.
- 39. Develop all forms of advertising.
- 40. Start placing your ads.
- 41. Acquire your tee prizes.
- 42. Acquire your winner's gifts.
- 43. Acquire all contest prizes.
- 44. Acquire all raffle prizes.
- 45. Acquire all live auction items.
- 46. Contact SGCC to order anything not donated
- 47. Order and distribute event invitations.
- 48. Secure liability insurance for the event.

1 MONTH

- 49. Develop a detailed "Day of Event" schedule.
- 50. Develop your games and contests.
- 51. Assign volunteers to games and contests.
- 52. Create an event rules sheet.
- 53. Assign volunteers to registration tables.
- 54. Produce banners and signs for registration.
- 55. Meet with SGCC to confirm event details.
- 56. Prepare all materials to be handed out
- 57. Finalize all event activities.

3 DAYS

- 58. Inform SGCC of number of dinners/lunches
- 59. Develop golfer's parings, email to golf shop.
- 60. Stuff tee prize packages.
- 61. Have \$ and change boxes for volunteers.
- 62. Acquire raffle tickets if having a raffle.

DAY OF AND POST EVENT

- 63. Set up registration tables.
- 64. Set up tee sponsor signs.
- 65. Set up games and contests.
- 66. Meet with volunteers to explain daily duties.
- 67. Display raffle and auction items.
- 68. Register golfers.
- 69. Hand out tee prize packages.
- 70. Tell photographer on where & what to shoot.
- 71. Announce lunch is ready & where to pick up.
- 72. Hold putting contest.
- 73. Have golfers report to their carts.
- 74. Welcome golfers and go over format & rules.
- 75. Transport on-course volunteers to course.
- 76. Start the event.
- 77. Set up the awards ceremony.
- 78. Display all prizes and awards in dining area.
- 79. Inform SGCC of additional dinners needed.
- 80. Ask for scorecards as event finishes.
- 81. Sell additional raffle tickets as they get in.
- 82. Proceed with any guest speakers.
- 83. Start the awards ceremony, raffle, & auction.
- 84. Hand out awards and conclude ceremony.
- 85. Schedule a post tourney committee meeting.**
- 86. Get an event bill and contract for next year.**
- 87. Send out thank you letters and a survey.**
- 88. Evaluate and meet with committee meeting.**
- 89. Send contract & deposit for next year.**
- 90. Start planning for the event next year.**

TEE PRIZES & GIFT IDEAS

The tee prize, or tee gift, is one of the most important things to consider when planning your event. It is something every participant takes away with them that will remind them of your event and the time that they spent. A good tee prize will not only serve keep your event on top of mind with past participants throughout the year but can serve as a marketing tool for future events. Here are some of the things we can do for you to help insure that not only this year's event is successful but serves to promote your cause in an ongoing way.

BAG TAGS – Put a bag tag with your event logo on the golf bag of each participant and they will have a reminder of your event every time they play golf. This is also a good way to organize bags if you plan to have a bag drop and can help your volunteers get bags to the proper carts.

DIVOT TOOLS & TEE PACKS – A nice divot tool with your event logo is a nice inexpensive item to give away as part of a tee prize package that will get used all year long. Golf tees that have your event name on them can also be included or put out on the tee boxes of contest holes.

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. A nice alternative to apparel when given in conjunction to other items listed above as worrying about appropriate sizing is not an issue.

GOLF BALLS – Golf balls with your event logo are commonly part of a tee prize package and can be given away as low as a cost of only \$1 per ball. Don't worry about giving away a higher cost ball that you think everyone will want to play because you want them to give them away to family and friends as it will only help to promote your event to future participants.

APPAREL - A golf shirt with your event logo is probably the most common item given away at events and we can provide them for as low as \$15 each! Don't stop with your participants as shirts given as part of tee prize packages can also serve as good uniforms and a thank you to your volunteers.

GOLF SHOES – Think outside the box. Most golfers wear the same pair of golf shoes for at least 2 years! We can have a company like Foot-Joy come out and have a representative on site to fit all your players with a nice pair of golf shoes that they can wear the day of the event. While it is a little higher cost to you than some of the other tee prizes generally given (\$60+ per pair) it will really set your event apart from all the other events that most golfers play in. Sell a sponsorship to help defray some of these costs and you can really kick your event up a notch!

CALLAWAY GIFT CARDS – Another great way to take your event to the next level. We can arrange for a representative from Callaway Golf to be here for a Demo Day event and provide each player with a Callaway Gift Card worth an amount of your choosing that is good towards the purchase of Callaway Merchandise of their choice. All they have to do is go online to order it (on-site if they wish, or at their leisure) and it will be drop-shipped to their house!

MOBILE PRO SHOP – The ultimate tee prize experience for golfers. Most club and apparel golf companies will set up a mobile pro shop on-site where players can take a gift certificate given as part of their tee-prize package and purchase whatever they like and take it home that day. Prices can be at wholesale for

that day so golfers get more bang for their buck, or we can build in a margin for you so that your event makes money on every transaction! Most companies require at least \$50 per player to host a mobile pro shop.

CRYSTAL AWARDS & SPONSOR GIFTS – Add a touch of class to your event by sending winners and sponsors home with something different than the standard trophy or plaque. Crystal and cut-glass awards, vases, decanters, and wine glasses will all leave your recipients with the feeling of having either played in or supported a first-class event and can be surprisingly affordable.

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. At SGCC we can produce high quality individual tee sponsor signs for you at a fraction of the cost of what you will often pay if you get them elsewhere. Most events will sell at least 2 per tee box and 3 or 4 the putting green and driving range. Selling these signs to sponsors at a cost of \$100 each is about the average and will raise \$3400 for your event after their cost if you can sell 40 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 \$10 credit in the golf shop per player that plays in the event and this money can be credited towards the cost of raffle prizes if you wish. Spend more than \$3000 on raffle prizes and receive 15% off of our already low member prices.

SPECIALTY AUCTION ITEMS – If you are having a live auction following your event it is important to have several specialty items that will bring in high bids for your cause. We can provide everything from autographed professional golf memorabilia to vouchers for travel and golf trips to international destinations. Let us know what you have, and we can give you ideas for items that will add to the excitement to your live auction.

GOLF CLINICS – A free golf clinic can really add a touch of class to your event and set it apart from all the myriad of other tournaments many golfers participate in. Talk to our professional staff for suggestions as to what will work best for your event. For events that have a good number of players who only play a couple of times each year a beginner's full swing clinic can be a great way to ensure that everyone enjoys their day.

GORILLAS – 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.

SHARPSHOOTERS – 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 like either #15 that is too long for many players to hit, or hole #8 where many players cannot get over the water.

AUCTIONEERS – A professional auctioneer can really drive up the bids during your live auction. It really changes the atmosphere when you have a professional and will often bring twice as much for each item up for bid if you have a professional running the proceedings. Let us know if you are interested and we can secure one for your event.

HOLE-IN-ONE INSURANCE – Hole-In-One Insurance is something that no event should be without. The excitement of shooting for things like golf clubs, trips, new cars, or even a MILLION DOLLARS will really add to the perception of your event as being first class and far outweighs the nominal cost of the insurance. A sponsorship can often be sold to a car dealership to help pay for this in lieu of displaying one of their vehicles for a little advertising. If you haven't done this before, let us know and we can handle it. Put a volunteer on the tee boxes of your prize holes and you can charge a fee to try for the prizes to help raise additional revenue.

FREQUENTLY ASKED QUESTIONS

Below is a list of the 12 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. On the average each golf course has 50 tournaments per year. Multiply the number of courses in a 30-mile radius by 50 and you will have a good average for your area.
- 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 \$100,000 to \$500,000, 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, a big live auction, and a full field of golfers that are willing to be supportive. Make sure that you keep your golfers around after the round by having a guest speaker and handing out all prizes and awards at the end of the evening as a captive audience at the awards ceremony is your last chance to raise money for your event.
- 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. What is the best format for our event?** It really depends upon the caliber of players in your event and your objectives. If you have a fairly large number of inexperienced golfers, then scrambles are usually the best bet. Better players like best ball formats and golf-a-thons will often raise the most money.
- 7. How do keep up a fast pace of play?** There are many factors that determine pace of play. The type of format you play is the most crucial, however, the course assistants can help you as well as making sure that you put at least one experienced golfer in every group when making your pairings.
- 8. How can we sell sponsorships?** All companies want a return on their investment. Turn your event into a marketing tool for sponsors and let them know in advance all of the ways they will be recognized. Best to put at least one experienced golfer in every group when making your pairings.

9. How much should we charge to play in our event? The average fee to play in an event is \$150. Try to keep your fee as low as possible, if this is your first event, but 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.

10. 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.

11. 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. Invite members of the press to your awards dinner afterwards and you can often get free coverage of the event.

12. 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.