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Welcome to the world of "Cure" PH Charity golf tournament planning. The information contained in Golf-in-a-Box is intended to help guide both novice and experienced tournament planners in staging a successful fundraising event. You might even have some fun along the way.

The guidance and examples presented are a collection of materials used and lessons learned from the 1999 and 2000 tournaments conducted in Houston, Dallas and Miami. This collection is a living document. I would hope that as you discover or create new, helpful and innovative ideas, you share them with our PH golf planning community.

Suggestions to get you started on the way to planning a successful tournament and auction;

1. Review contents of this package to get an overall feel for the actions and activities involved. The "How to Plan a Cure PH Golf Tournament" slide presentation given at the 2000 PHA conference in Chicago contains most, if not all of the items needed to start your checklist for a Cure PH tournament. An audio version of this presentation is available. Also see example of the checklist downloaded from the MyGolfOuting.com web site.
2. Allow a minimum of six months to plan an event. A year would be better. This planning period is somewhat driven by the scope of your event.
3. Determine if you have a corps of volunteers willing to take on this task. Numbers vary; again, depending on how big the scope of the event. Plan on needing 15 to 30 volunteers for the golf tournament, more if you are going to run an auction or other event in conjunction with the tournament.
4. Determine the golf course you want to use and the available dates. Make sure there aren't any long term plans for construction or course renovation that could possibly interfere with your planned date. Some courses set their tournament calendar a year in advance.
5. Start everything else. There are plenty of activities that will be going on simultaneously so the more helpers you have to divide the work among, the better. To name a few; development of collateral materials, printing, assembling publicity packages, mailing, solicitation of donors/sponsors, finding golfers, collection of funds,

planning/obtaining tee gifts, planning food and beverage service, record keeping, post event follow-up activities, etc...

6. Start thinking about budget issues. See example of budget worksheet from the MyGolfOuting.com web site. The tournaments that have been held so far have been started with the organizer's personal funds as seed money. PHA will reimburse some level of expenses; talk directly with Rino Aldrighetti at the Silver Spring office about the extent of reimbursement allowable. If you're lucky you may get services donated. Some firms/individuals may want the tax write-off. Items such as printing, mailing costs, and advertising are good candidates for donated services.
7. Notify me as soon as you set a course and date so we can update the phagolf web page.

Networking is the key to having a successful golf tournament. The bulk of your sponsors, volunteers and players will come from contacts within your personal network. Family, friends, co-workers, business acquaintances, neighborhood associations, clubs, churches and schools are examples of some of your personal networks you can tap into to garner support in conducting a tournament.

None of the advice and guidance contained in Golf-in-a-box is set in stone. Modify and adapt to your locale as necessary. Call or e-mail me with any questions. Good luck and happy planning.

Jim Wilson
National Coordinator
PHA "Cure" PH Golf Tournaments

How to Run a PH Charity Golf Tournament

Twelve to Nine Months in Advance

Select a Golf Course, Date and Time

The key to a good turnout is proper planning. Golf courses start booking outings a year in advance. Choose a location and time best suited for your needs. Decide on the format of the tournament because that will help you determine whether your event requires tee times or a shotgun start.

Select a Tournament Director

This person should be detail oriented and dedicated to your cause. The tournament director does not have to be the greatest golfer but has at least played in a few golf tournaments.

Choose a Cause

Why do you want to hold a golf tournament? The answer to this question will decide your theme of the tournament and who will participate in the event.

Select On-Course Contests and Events

Contests during your tournament will keep your golfers interested and looking forward to the next hole. Try to have at least one contest per nine holes and make certain to reward your winners with a prize. (Hole-In-One Contest, Closest To Pin, Longest Drive, Straightest Drive, etc.)

Determine Additional Activities

If you plan to include food and refreshment services, pre-tournament contests, auctions, raffles, guest speakers, etc. make sure to account for the space and supplies necessary.

Create a Budget

Determine your entry fee by what your target market can bear and plan your expenses around that. Make sure you budget for any surprise expenses.

Nine Months in Advance

Sign Up Volunteers

You will need at least 3-5 volunteers on site the day of the tournament and as many you can get to help with selling sponsorships.

Plan Publicity

The more exposure your tournament receives, the more participants and sponsors you will get. Besides the entry form, there are many other ways to publicize your tournament.

- Radio and TV: Search for free opportunities to announce your tournament. Public service announcements, local talk shows, press conferences, and local calendars of events are all effective.
- Newspapers: Local shoppers guide and other free publications are a good way to get the word out. Create a press release kit for your tournament to

receive free advertisement. Placing an ad in the local paper can be very effective but very costly.

- Signs and Banners: Place them in high traffic intersections and other areas.
- Flyers and Posters: Post them at golf courses, offices, local stores, etc..
- **Sell Sponsorships**

Selling sponsorships is the way to acquire the commitment that leads to a successful tournament. Sponsorships should be developed between the tournament and local businesses. Design various levels of sponsorship. Each level should entail some form of tournament recognition and participation. Various levels may include:

 - Title Sponsor: company name would appear on all golf marketing materials, playing spots, tee sponsor signs, reception signs, etc..
 - Supporting Sponsors: receive hole sponsorship signs and playing spots.
 - Hole Sponsor: receive hole sponsorship sign and program listing.
 - Registration, Mulligans, Beverage Car, & Reception Sponsor: logo and/or message would be placed on signs at the respective locations.
 - Arrival Package Sponsor: logo and/or message would be placed on all tees, repair and golf balls.
- The key to selling sponsorships is to convey to your sponsors that they are getting their money's worth.
- Six Months in Advance
- **Order Invitations**

Make sure your invitation is appealing because this is your primary source in attracting participants. The invitation has to be laid out with as much detail as possible. These are the essential pieces of information needed:

 - Name of tournament and title sponsor
 - Date and time
 - Name, address and telephone number of the tournament director
 - Entry fee
 - Entry deadline
 - What is included in the entry (green fees, cart, dinner, arrival packages, etc.)
 - Prizes and contests
 - Name, address and telephone of participant
 - Name, address and telephone of others on team
 - Handicap
 - Foursome Preferences
 - Shirt size

Create list of Possible Participants

This list could range from employees and their family members to local businesses.

Finalize Food and Refreshment

Decide on the menu, beverages, entertainment, and decorations. Make sure the room you are using can accommodate your tournament size.

Three Months in Advance

Order Arrival and Reception Packages

Arrival packages are given to each participant and should at least include balls, tee packs, towel and a hat. Reception packages should cover all on course contests and 1st through 3rd places. Order packages as soon as possible because logo and embroidery work takes a few weeks.

Start Advertising

Determine how many signs, banners, flyers, etc. you will need to advertise your tournament.

Distribute Invitations

Make sure you order some extra invitations for last minute requests and some to distribute to local business and friends.

Finalize All Tournament Activities

If you are planning for guest speakers or entertainment, make final confirmation. Purchase and gather all your raffle and auction items. Secure Hole In One, putting and other contests. Find sponsors for all your contests to increase profit. Order all your tee signs.

One Month in Advance

Confirm Tee Times

Contact the golf course to keep them up to date on your progress. Confirm tee times and other services they are providing.

Confirm Food and Refreshments

Once again, keep the staff updated with times, dates, and anticipated number of entries.

Prepare Printed Materials

Prepare on course contest prizes by deciding which holes to place them. Create day of program guide for participants and any other material needed to pass out on the day of the tournament.

Three Days in Advance

Confirm Final Number and Pairings

Confirm with the golf course, food and refreshment people the final number of participants. Finalize pairings by their request and handicaps. Fax a copy of the pairings to the course.

Money and Change Box

Have a money and change box ready for your volunteers to sell raffles, mulligans, donations, etc.

Confirm Contests with Golf Course

Coordinate your contest requirements such as circles on the greens, lines in the

fairways, etc. with golf course. Make sure they have appropriate measuring and recording devices for contests.

Prior to Tournament

Put Up Hole In One and Sponsor Signs

Put each sign in full site on the entrance to each tee. Make sure the tee box is set up for the correct distance for the Hole In One prize.

Set Up Registration

Give yourself ample room to register numerous golfers at a time. Also use this time to start selling raffle tickets, mulligans, etc. and distributing arrival packages.

Display Prizes

Show all tournament, raffle and auction prizes.

Set Up Scoreboard

Make sure to locate the scoreboard where there is room to gather.

Instruct Photographer

Lead him/her to the location of the photos. It's also a good idea to give the photographer a list of golfers.

Place Contest Markers on Holes

Don't forget to put the measuring and recording devices out before the first group gets to a contest hole.

Give Last Minute Instruction to Golfers

Inform all golfers the local and tournament rules and wish them good luck.

After the Tournament

Post Scores

Total all scores and have someone double check for accuracy.

Enjoy the food and Entertainment

Make sure that all the guests are enjoying themselves and that there is ample food and beverages.

Awards Ceremony

Announce the winners in reverse order. Bring them up to receive their awards and take a picture of them. Announce and present a gift to all your sponsors.

Clean Up Site

Make certain to clean up after your food service and pick up the signs on the course.

Post Tournament

Write Thank You Notes

All sponsors and volunteers must receive a personal thank you.

Evaluate the Tournament

Take some brief notes evaluating the tournament to better prepare for and improve next year's event.