



CBMC®

TRAINING SERIES

HOSTING A SUCCESSFUL GOLF EVENT

The objective of this resource is to provide you with best practices and tips to help you host a successful golf event.

You will....

- Learn common elements that strategic, well-planned CBMC golf events all share
- See best practices for engaging and retaining event sponsors shared by CBMC field staff across the country
- Gain tips from golf professionals



Success golf events share these common elements:

- > Informative Event Descriptions
- > Clearly-Stated Registration Options
- > Clearly-Defined Sponsorships

Let's "tee off" and take a look at each....



Informative Event Descriptions – Consider these tips

Keep in mind this goal

The event description should be clear, meaningful, and aesthetically pleasing (use good spacing, images, links, dividers, and minimal text in paragraphs) Use 100-200 words, making a compelling appeal, and providing pertinent information.

Share if there is incentive

Will there be prizes for longest putt? Longest drive? Closest to the pin? Hole-in-One? Team Awards? Adding incentive can add a bit of fun to the overall event and keep participants engaged.

Communicate the type of golf event you are hosting

the event type can determine your goals and guide your promotions. Types can include a Scramble, Best Ball, Golf-a-Thon, or Annual Classic. Providing the type of golf tournament in the description will help event goers know what to expect.

Communicate if there will be extra activities

Is there going to be a raffle, silent auction or opportunities to purchase Mulligans? Is there a lunch-only option for non-golfers who want to hear the speaker and/or simply support the ministry?

Communicate the goal of the event in the description

Goals can include an outreach event, a fundraiser, gaining visibility within the community, etc.

Include golf etiquette, golf rules and/or dress codes

These bits of info can help the registrant feel informed and better prepared to participate.

Include the agenda or schedule for the event

When is check-in? Is there a shot gun start? Will I have time on a putting green? These are questions that a golfer will ask. Providing this information in the description will help the golfer feel informed.

Include a detailed ticket/registration description

Does the ticket or registration include a meal? Green fees? Cart fees? Putting green or driving range? Adding this info into the event description can entice interested event goers to take the next step in registering process.

Add an appeal to attend

Provide 3 – 4 compelling sentences to tell them why they should participate. The description section is the platform where you speak to the interested golfer. Persuade them to attend/sponsor.

Add speaker information

It can add value to your event and encourage participation, especially if the speaker is related to the field of golf. The speaker makes your golf event specialized.

Tell them about the venue

The golf course itself can be a determining factor in participating. Including a link to the golf course is important. Statistics show that 82% of people interested in an event leave the event platform to search out the venue.

Clearly-Stated Registration Options

After deciding the type of golf tournament, determine the registration options that will be available. Then, clearly state the options on the Eventbrite registration page. Keep in mind, adding Early Bird options can encourage early registrations.

Examples of registration options:

➤ **Single Golfer**

Description: I am registering as a single golfer. Please assign me to a team. Registration includes green fees, lunch & driving range balls.

➤ **Twosome**

Description: I am registering for two golfers. Please partner us with others to form a team. Registration includes green fees, one golf cart, lunch & driving range balls for two golfers.

➤ **Foursome**

Description: I am registering a team of four golfers. I will list the team member names (and team name, if applicable) during the registration process. Registration includes two carts for the team, green fees, lunch & driving range balls for four golfers.

➤ **Lunch / Dinner Only**

Description: I am not a golfer but would like to support the event and attend the lunch / dinner.

➤ **Mulligan (one per golfer)**

Description: I would like to purchase a mulligan.

➤ **Team Mulligans**

Description: I would like to purchase a mulligan for each member of my team. I will enter my team name during the registration process.

Clearly-Defined Sponsorships

It goes without saying Sponsors have a key role in events. So does communication! Ensuring that your sponsorships are clearly defined will make the registration process more efficient and help sponsors make a more informed decision.

Examples of clearly-defined sponsorships:

➤ **Tee Box / Hole Sponsor**

Description: Includes meal, green fees, cart fee, putting green and driving range balls for 2 golfers, company recognition on registration page and company name and logo on signage at tee box / hole.

➤ **Cart Sponsor**

Description: Includes meal, green fees, cart fee, putting green and driving range balls for 2 golfers, company recognition on registration page and company name and logo in each cart.

➤ **Lunch Sponsor**

Description: Includes meal, green fees, cart fee, putting green and driving range balls for 2 golfers, logo display on promotional flyer, company recognition on registration page and recognition during lunch / dinner.

➤ **Silver Sponsorship**

Description: Includes meal, green fees, cart fee, putting green and driving range balls for 2 golfers, logo display on promotional flyer, company recognition on registration page, recognition during lunch / dinner and company signage at tee box / hole .

➤ **Gold Sponsorship**

Description: Includes meal, green fees, cart fee, putting green and driving range balls for 4 golfers, logo display on promotional flyer, company recognition on registration page, recognition during lunch / dinner and company signage at tee box / hole.

Suggestions for Engaging Sponsors

The manner in which you engage Sponsors can be a determining factor for repeated sponsorship. The following suggestions have been provided by some of your fellow CBMC field staff to help you with sponsor engagement.

- Reach out to the sponsor to express gratitude and request their company logo (high quality and resolution). In an effort to keep correspondence minimal, clarify how the logo will be used on materials and point them to where the logo and/or company information will be displayed (i.e. Website, Eventbrite page, etc.) so they have opportunity to confirm the quality of use and communicate concerns or requests.
- Keep in mind some sponsoring companies request their branding be removed from all platforms once the event is over.
- Protect sponsor branding: Ensure spelling of company name and website before printing on materials and ensure logo is used correctly.
- Apply company name and logo on promotional items according to the level of sponsorship. Possible promotional items to include: feather flags, signage on tee box, tabletop or golf cart, brochures, postcard mailers, presentation slides and/or on event program. (images on next slide)
- Add a list of your sponsors to your Eventbrite registration page with a message of thanks. Add a link to the company's website as a bonus.
- Give shout-outs on social media to the sponsors, including links to the company's site and using the logo. Tag the company if possible.
- After the event, sending personalized thank you cards to sponsors seals the deal and final way to express gratitude for their participation.

Ideas for Sponsor Incentive Items

(shared by CBMC Lincoln)



Tips from the Experts

- ❑ Identify a goal for the golf event and communicate it clearly – what is it you want to accomplish
- ❑ Book your venue early (the average golf course books events 8 – 12 months in advance) and wisely (find one that fits your budget)
- ❑ Don't go at it alone – organize a group/team to iron out the details, prepare well and facilitate the event – whether it's a guest speaker or cool prizes, try to develop a unique idea to help the tournament stand out in the minds of the participants
- ❑ Determine the event format, entry fees and sponsorships – making the day about the experience will generate revenue
- ❑ Develop a web presence early as part of your promotional plans – have a plan for advertising (think through social media, press releases, tournament flyers, email blasts, post card mailers, etc.)
- ❑ Follow up with participants – tell them whether the goal was met, express your gratitude for their participation/sponsorship, point them to pictures/videos of the event, and encourage them to attend next year

