

# Business Golf Tool Kit



## The Perfect Golf Resource for Business Planners

*Individual outings or Tournament planning*

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# Welcome

We hope you will find this resource guide valuable when you face the challenge of creating a successful golf related business event for

- ▶ Business golf outings
- ▶ Meetings with golf included
- ▶ Corporate or charity tournaments





## Where to start

Always start 'with the end in mind.'

- What's your purpose for having the outing and how can you best structure it to achieve desired outcomes?
- Explore your participants objectives for attending and their personal expectations.
- Consider the value of an 'Objectives Memoranda'



## Are we trying to.....

- Build relationships?
- Entertain?
- Reward?
- Team build?
- Make sales?
- Close deals?
- Raise money?
- Thank someone?



"I thought we'd get a merger agreement, so I arranged for our accountant teams to be on hand."

















































## Criteria for selecting a tournament course

- Budget
- Location
- Transportation
- Facility suitability
- Quality of the course
- Number of participants
- Skill of your players
- Amenities around the course
- Image you wish to create
- Service reputation of club



# Request For Tournament Proposal

For any large group event, use of an RFP will greatly assist in the planning and venue selection process – include the following:

- Complete contact info
- Desired Date and alternates
- Number of players expected
- Preferred start / end time
- Golf carts or Caddies needed Y/N
- Rental Clubs needed? #\_\_\_\_\_
- Clinic planned Y/N
- On course support needed:  
Signs, Skills Challenge, etc...



# Sample RFP

## GOLF TOURNAMENT REQUEST FOR QUOTE

OUR CONTACT INFO				
Business Name		Contact Name		
Physical Address		City	State	Zip
Mailing Address / <input type="checkbox"/> same		City	State	Zip
Business Phone	Fax	Email		

ABOUT OUR TOURNAMENT NEEDS				
PREFERRED DATE	OPTIONAL DATE #1	OPTIONAL DATE #2	OPTIONAL DATE #3	PREFERRED TIMES
Number of Players:	Ball Level of Play: <input type="checkbox"/> Good <input type="checkbox"/> Avg. <input type="checkbox"/> Low <input type="checkbox"/> Mix	Rental Clubs Needed <input type="checkbox"/> Yes <input type="checkbox"/> No Number:	Golf Carts Needed <input type="checkbox"/> Yes <input type="checkbox"/> No Number:	Start: _____ End: _____ Climb By Pro Requested <input type="checkbox"/> Yes <input type="checkbox"/> No
Description of group:				
Purpose of Tournament:				
Sponsors: <input type="checkbox"/> No <input type="checkbox"/> Yes Describe:				
Volunteers on course: <input type="checkbox"/> No <input type="checkbox"/> Yes Carts Needed for Volunteers:				
Signs on course: <input type="checkbox"/> No <input type="checkbox"/> Yes -- Need to have them made for us <input type="checkbox"/> No <input type="checkbox"/> Yes Need to have them placed for us? <input type="checkbox"/> No <input type="checkbox"/> Yes				
Skill Challenges planned? <input type="checkbox"/> No <input type="checkbox"/> Yes -- <input type="checkbox"/> Closest to Pin <input type="checkbox"/> Long Drive <input type="checkbox"/> Straight Drive <input type="checkbox"/> Other:				
Food Service Requirements: <input type="checkbox"/> No <input type="checkbox"/> Yes = <input type="checkbox"/> Box Lunch <input type="checkbox"/> Banquet <input type="checkbox"/> Reception <input type="checkbox"/> Beverage Cart <input type="checkbox"/> Hosted Bar <input type="checkbox"/> Non-Hosted Bar				
Meeting Room Needs: <input type="checkbox"/> No <input type="checkbox"/> Yes Describe:				
Prizes Needed: <input type="checkbox"/> No <input type="checkbox"/> Yes Describe:				
Please submit your quote / proposal by:				

CLUB INFO				
Will you have other events or course maintenance day of event? <input type="checkbox"/> No <input type="checkbox"/> Yes Describe:		Billing procedure: Deposit required by!:		
CLUB Name		Contact Name		
Physical Address		City	State	Zip
Mailing Address / <input type="checkbox"/> same		City	State	Zip
Business Phone	Fax	Email		
Please submit your quote / proposal by:				



## Partnering With The Golf Course

A good relationship with the Club Manager and the Golf Pro is a key to a successful event. They have the power to make your meeting a good one or a bad one. They can also be a great resource – use them!

- Do they have ideas for your event?
- Have they done events like this before? Ask what worked, didn't work?
- Help with branding your event
- Deals they might get with sponsors, prizes, signage, etc...
- Photos, maps, or artwork you could use for communications
- Educate you about club rules and dress codes
- Suggestions for planning and keeping your group organized



## Partnering With The Golf Course

If you had a successful experience, send a 'thank you' letter to the club and offer to be a reference.

A good partnership can mean they will be more help the next time you book an event and may give you preferred treatment.

The conclusion of a successful event is a great time to book your next event!





# Negotiating Tournament Fees

Times are tough for everyone right now and the opportunities to negotiate are many. Here are some strategies to use:

- ✓ Lower tier courses will be more likely to negotiate, although this may not be the best way to save money
- ✓ Include the possibility of your future events in discussion
  - Can you get a discount for booking two events?
  - Put a deposit down for a future event?
- ✓ Demonstrate how your participants may provide connections for other bookings
- ✓ Ask how much of a discount you might get for pre-paying
  - This might be a win-win for your budget periods and theirs



# Negotiating Tournament Fees

## cont...

- ✓ Book your event in slow periods – seasons, or days of the week, or off hours
- ✓ Request discounts on Gift Certificates
- ✓ Ask if they have any dates they are trying to fill and if there are reduced rates for those dates
- ✓ Schedule right before or after another tournament so they can leverage their expenses and pass on some savings to you
- ✓ Ask for use of overstock inventory items for gifts and/or prizes
- ✓ Negotiate tasks you can take on to reduce costs  
i.e. Placement of signs, scoreboard management, set-up or clean-up

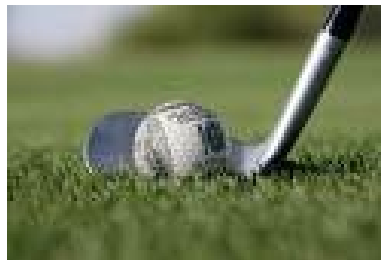




# Negotiating Tournament Fees

cont...

- ✓ Ask if they have any discount resources for signage, gifts transportation, etc...
- ✓ Large groups will always face a minimum charge for tying up the course. Be open to allowing others access while you play – in front or back of your group.
- ✓ If you're at a resort, booking a minimum number of rooms may result in discounts





# Negotiating Tournament Fees

**cont...**

## **Food & Beverage**

- ✓ Try to agree on paying for beverages actually used rather than a flat fee
- ✓ Select box lunches that the facility can easily prepare ahead of time
- ✓ Use a theme for the reception and select Italian or Mexican food for lower cost
- ✓ Be flexible on which rooms your group will use
- ✓ If you know you will want to use the facility in the future, consider signing a 2-3 year contract with fixed costs on golf and food combined.



# Develop a Tournament Budget

There are many costs involved in a golf tournament or large outing. Use a budget worksheet to make sure you don't overlook anything.

	Budget	Actual
<b>GOLF COURSE</b>		
Course fees	\$0.00	\$0.00
Labor / Attendants	\$0.00	\$0.00
Golf Carts	\$0.00	\$0.00
Tables, Chairs, Tents	\$0.00	\$0.00
Parking & Restrooms	\$0.00	\$0.00
Communications	\$0.00	\$0.00
Security	\$0.00	\$0.00
Other	\$0.00	\$0.00
Other	\$0.00	\$0.00
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Budget	Actual
<b>FOOD &amp; BEVERAGE</b>		
Food	\$0.00	\$0.00
Beverage	\$0.00	\$0.00
Liquor	\$0.00	\$0.00
Hosting Volunteers	\$0.00	\$0.00
Guest Benefits	\$0.00	\$0.00
Celebrities	\$0.00	\$0.00
Gratuities	\$0.00	\$0.00
Other	\$0.00	\$0.00
Other	\$0.00	\$0.00
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Budget	Actual
<b>PROMOTIONS</b>		
Graphic design	\$0.00	\$0.00
Photocopying/printing	\$0.00	\$0.00
Postage	\$0.00	\$0.00
Photography/video	\$0.00	\$0.00
Web Site	\$0.00	\$0.00
Press releases	\$0.00	\$0.00
TV	\$0.00	\$0.00
Radio	\$0.00	\$0.00
Other	\$0.00	\$0.00
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Budget	Actual
<b>GIFTS &amp; PRIZES</b>		
Plaques/Trophies	\$0.00	\$0.00
Pro shop gift certificates	\$0.00	\$0.00
Great Games for Golf Book	\$0.00	\$0.00
Tee Prize (Player gift bags)	\$4.95 ea	\$0.00
Volunteer gifts	\$0.00	\$0.00
Team Gifts	\$0.00	\$0.00
Participant Gifts	\$0.00	\$0.00
Sponsors gifts	\$0.00	\$0.00
Other	\$0.00	\$0.00
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>



# Develop a Tournament Budget

	Budget	Actual
<b>FEES &amp; INSURANCE</b>		
Hole-in-one insurance	\$0.00	\$0.00
Liquor Permits	\$0.00	\$0.00
Liquor liability insurance	\$0.00	\$0.00
Telephone/Internet/Fax	\$0.00	\$0.00
Taxes, event permits	\$0.00	\$0.00
Event planner fees	\$0.00	\$0.00
Credit card fees	\$0.00	\$0.00
Event Insurance	\$0.00	\$0.00
Other	\$0.00	\$0.00
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Budget	Actual
<b>DÉCOR</b>		
Table Décor	\$0.00	\$0.00
Room Décor	\$0.00	\$0.00
Signs / Balloons / Flyers	\$0.00	\$0.00
Paper supplies, cameras	\$0.00	\$0.00
Other	\$0.00	\$0.00
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Budget	Actual
<b>LOGO PROMOTIONAL ITEMS</b>		
Signs / Banners / Leaderboard	\$0.00	\$0.00
Golf balls	\$0.00	\$0.00
Divot Tools / Tees / Markers	\$0.00	\$0.00
Shirts	\$0.00	\$0.00
Hats	\$0.00	\$0.00
Shoes	\$0.00	\$0.00
Flags	\$0.00	\$0.00
Other Apparel	\$0.00	\$0.00
Other	\$0.00	\$0.00
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Budget	Actual
<b>PROGRAM</b>		
Entertainers / Celebrities	\$0.00	\$0.00
Sound System	\$0.00	\$0.00
Transportation, hotel	\$0.00	\$0.00
Valet services	\$0.00	\$0.00
Other	\$0.00	\$0.00
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TOTAL EXPENSES</b>	<b>Budget</b>	<b>Actual</b>
	\$0.00	\$0.00



## Be Green

Being 'green' is all the rage. If environmental issues are priorities for your company or participants, use these ideas to brand your event green:

- Chose an eco-friendly golf course venue
- Use environmentally friendly products – and avoid anything disposable
- Minimize waste and plan for recycling
- If you have a car for a tournament 'hole-in-one' prize - make it a hybrid
- Donate some proceeds to a local conservation cause
- Encourage ride sharing
- Buy carbon offsets





# Communications

Over communicating is the rule for successful golf events:

- Save the date notices
- Special invites
- Event or Tournament flyers
- Emails
- Signage at the course
- Rosters  
(so everyone knows who's coming)
- Timing  
(always list a start time that is a half hour earlier than actual)
- Food info
- Transportation info
- Contact info
- Reminder notices

*NOTE: Commit to classy, well designed communications – they convey your image.*



# Choosing the right format

What kind of game to play? Refer back to your objectives and player profiles..

- **Stroke Play** for serious golfers

(Each player tries for their best total score)

- **Scramble** for just plain fun

(The whole group plays the one best shot they create for a team score)

- **Shamble** for something in the middle

(The group shares the best drive and is then on their own to make their individual score)

- **Night golf** – using glow balls or lighted course for a unique experience



## Which Tees to Play

Avoid controversy by making this determination in advance and publishing it in your communications. This will be important to good players.

- For an experienced group of serious golfers play the back tees
- For a mixed group of average golfers play middle tees
- For a less skilled group – move up front

(And you can ask the pro for advice)





## Dealing with skill levels

**Varied skill levels and non-golfers always present a challenge to a planner**

If your group involves a majority of inexperienced golfers, make sure you chose a simple and fun format like a scramble and consider only planning a 9 hole outing.

If you need to deal with non-golfing participants, or attending significant others, schedule an alternate event like a wine tour, city tour, shopping spree, museums, etc....



# Teambuilding

Golf has often been called a metaphor for life. Consider designing a golf themed teambuilding event to improve your groups performance.

Use modified rules or elements to mimic work challenges. Here are **some examples** of activities we've used for our clients' meeting objectives:

## BLIND PUTT

Each player is required to putt blindfolded while teammates help with alignment and coaching. Discussion themes around communication, giving direction to others, and trust.

## SWITCH UP

Players are required to hit each other's shots providing a great opportunity to discuss how they rely on each others performance, accept the hand they're dealt, deal with stress, etc.



# Teambuilding

*More samples.....*

## **STRATEGY SHOT**

Teammates choose players to hit specific shots. This becomes an opportunity to talk about recognizing each others strengths, planning ahead, and supporting the teams objectives.

## **CHANGE BALL**

Players are required to use a tennis ball in place of their golf ball. Discussion follows around how well we deal with change, what happens when we have to adapt to a new environment and how creative we can be when faced with new challenges?

- **Use a facilitator to introduce and guide the experiential learning and debrief/discuss after the on-course play**



# Tournament Planning

Keys to a successful tournament:

- Again, know your objectives and have a plan for achieving results
- Recruit volunteers to assist with logistics and registration
- Add some star power – top executives, local celebrities or pro athletes
- Consider a pre tournament clinic
- Great prizes and awards - Make sure everyone gets something, have some big prizes, use gift certificates



# Tournament Planning

- If you have a large tournament and are new to planning of this magnitude, consider asking the course to provide tournament services or hiring a tournament consultant.
- Always have a crisis plan in case of bad weather.









# Contests

On course contests and special awards can add to the fun. Be careful to be inclusive – avoid scenarios that favor just a few of best golfers such as a long drive contest.

Contests / Awards to consider:

- Closest to the pin
- Straightest drive
- Best dressed foursome
- Most entertaining foursome
- Who traveled the farthest
- Highest and lowest score
- Longest putt
- Par 3 Poker

→ Use these to get people telling stories after the round for entertainment





## Use of Volunteers

For large group outings or tournaments, recruit employees or other business associates as volunteers. It is a great way to get people involved, make them feel included, and add a special touch to your outing.

If you're including fund raising, let people volunteer as caddies or fore caddies for a fee to be donated.

- **Be sure to coordinate with the Club Pro plans for volunteers and need for extra carts.**



## Gifts and Prizes

Quality gifts and prizes can make or break an event. Be creative, participants will remember this more than anything.

Consider giving tournament participants a coupon for purchase from the pro shop, or a 'company' store. Nike, Adidas and Calloway have such programs.

For logo type gifts, try something different and put your participants logo along with yours on personalized merchandise. This will demonstrate your focus on their interests.



## Gifts and Prizes

Extend your prize and gift budget by:

- Asking sponsors or attendees to donate prizes
- Get other interested business partners involved in donating gifts  
(Attorneys, suppliers, consultants, etc)
- Negotiate with the pro shop to donate, or give special pricing on discontinued items, or closeouts



# Speakers

For larger groups, a quality entertaining speaker can really help you bring your event to a close with a flair!

## Consider:

Humorists

Golf pros

Motivational speakers

Industry experts

Local celebrities



## Making it special

Use your creativity to leave a lasting impression with your participants

- Structure of competition
- Photo memories
- Awards and trophies
- Special guests
- Commemorative gifts
- Use caddies or fore caddies
- Bring in the bag pipes
- Announcer on the 1<sup>st</sup> tee
- On course contests
- Include a clinic with the pro



## 3 Simple Rules

**Ensure your golf event will be a success by always starting with these basic principles:**

- 1) Understanding your participants golf mastery and mindset
- 2) Paying attention to the details
- 3) Investing as much as you can justify to make it a special experience



# Thank you!

In addition to this Resource Guide, be sure to see our website for

- **Tournament RFP** form for use when booking golf courses
- **Tournament Budget** template in Excel

And don't forget to order our book **Great Games for Golf** to add to the fun!!