



# Golf Tournament

## Guide

**TAYLOR**



## The Tournament Experience

The golf event is no longer your typical 4 man scramble with a meal and 50/50 raffle at the end of 18 holes. Making a memorable golf experience for the golfers is a must to a successful event year over year. There are several portions of the golf event experience that can be enhanced by corporations looking to capitalize on branding a memorable moment on the golf course. Here are a few that the experience trend is leaning towards as providing the most return on corporate investment; sponsored golf instruction clinics, launch monitor competitions, nighttime putting parties, promotional product branding experiences, and gifting the golfer.

All golfers receive the typical tees, divot tool, and sunscreen pouches at tee off. The

golf experience trend is not suggesting that these items are not valuable or unneeded, just that the golfer needs to “experience” the tournament and have an element of personalization in addition to these must-haves. These experiences can include but not limited to custom branded golf shoe fittings, club fittings with custom head covers, and custom sunglass fittings with branded cases. This experience trend is powerful and assists golf event planners in remaining relevant as well as hooking the golfer to returning to the event next year. Corporations can capitalize on these experiences and align their brand with the appropriate portion of the event that fits their brand personality and drives their initiatives forward.





## Top 5 Budgeting Questions

1. What is the monetary goal for funds raised at the golf event?
2. What type of golfer is the event designed to attract?
3. What golf course best suits your tournament?
4. How much per player will your players be willing to pay to play in the event?
5. Are you offering the players value through the event to help achieve your goal?

**Golf tournaments are a competitive market and a great source of raising money and awareness. Due to the competitive nature, budgeting is critical for a successful tournament.**

# How to make the MOST of your charity

**The clear goal is to raise as much funds for the charity at hand. The major source of this is certainly the player fee. However, the fundraising opportunities do not stop there.**

Take a look at these other areas that can assist in generating funds. Sponsorships include but not limited to;

- Practice Greens
- Golf Carts
- Player Gifts
- Hole-In-One Contest
- 50/50 Raffle
- Silent Auction Gifts
- Closest to the Pin
- Longest Drive
- Food & Beverage Cart
- Overall Tournament Sponsor
- First and Last place foursome gifts

*These areas of sponsorship provide a great branding opportunity creating awareness and great ROI per impression.*



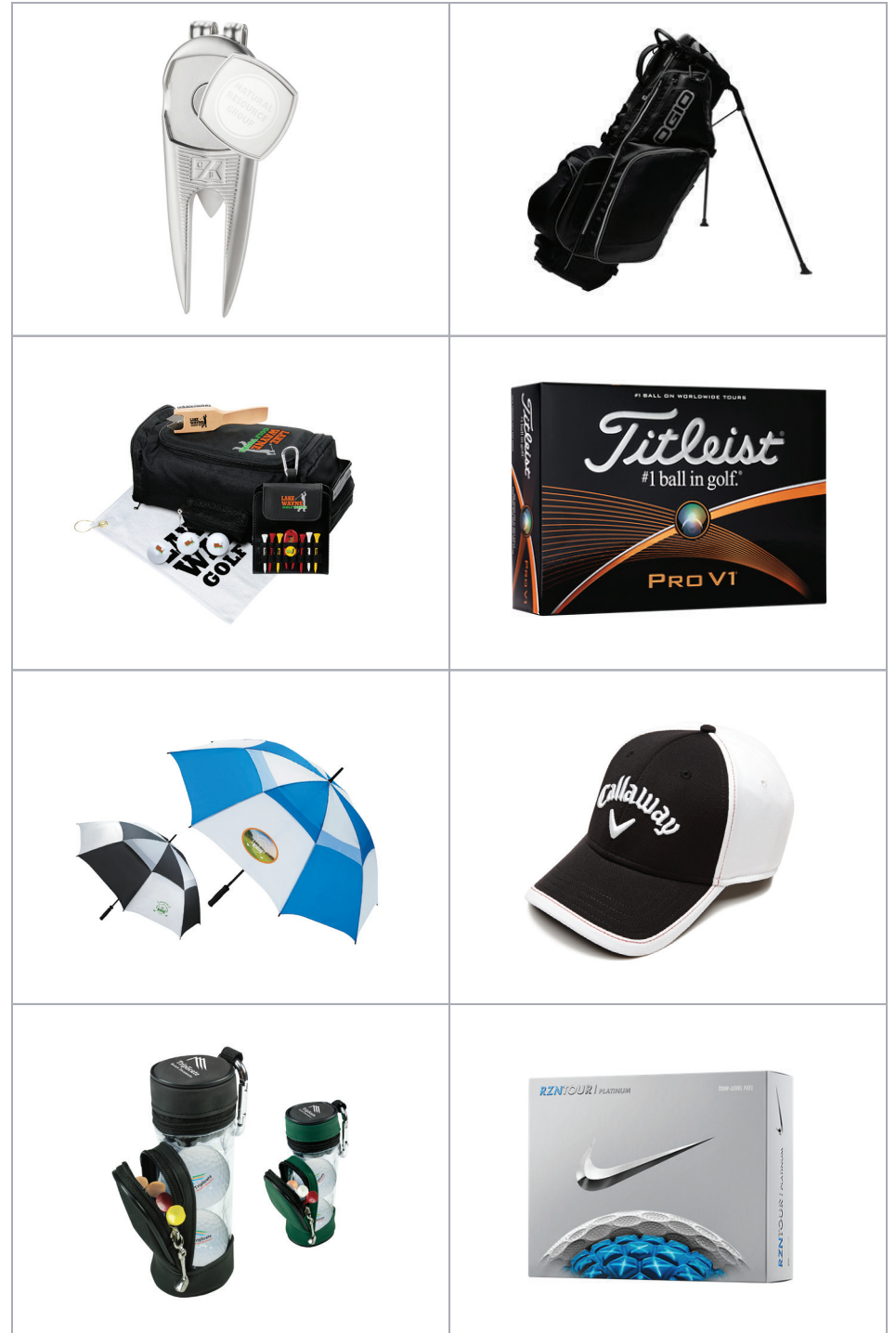
The Key to a Successful Tournament is

# PROMO

To ensure a successful golf tournament is achieved these elements must all be in balance; the venue quality, the perceived value to the player, amazing food and beverage, raffles, and most importantly the player gifts. Providing a valuable attendee bag with branded items is a proven way to increase the value of the overall tournament and make a great impression on the golfer leading to a promising return to next year's event. Taylor Promotional Marketing Group has the ability to plan, design and assist you in the creation of the perfect attendee gift(s).

A great suggestion would be to include promotional costs into sponsorships and player fees to provide ability to provide a unique and quality mix of products. Word of mouth about these gifts and the use of them in the future will create buzz around the event with a direct effect on positively raising more funds for the charity.

We look forward to assisting you with all of your promotional golf tournament needs.





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