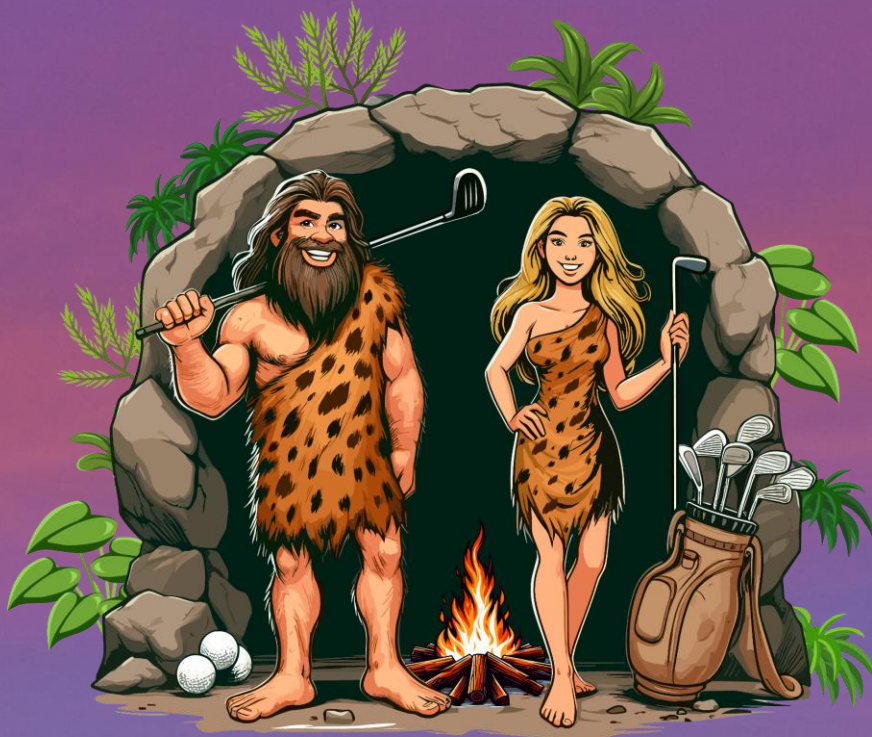




LINK'S GOLF SHACK

Ultimate Guide to Hosting a Successful Charity Golf Event



A complete, step-by-step playbook that teaches you how to plan, promote, and execute a charity golf tournament that raises more money, earns repeat sponsors, and brings golfers back year after year.

Thank You (and Why Planning Changes Everything)

First—thank you for downloading this guide. And genuinely, kudos. Hosting a charity golf event is one of the most effective ways to bring a community together and generate real financial support for a cause.

If you've never run a tournament before, you might be thinking, "How hard can it be? Book a course, get golfers, hand out prizes." The truth is: the difference between events that become profitable annual traditions and events that struggle (or never return) comes down to proper planning.

The best tournaments feel effortless to the golfers and sponsors—but that smooth experience is built behind the scenes. This guide will teach you how to create that experience step-by-step, including the 'profit boosters' that raise money beyond registration fees and the follow-up strategies that lock in next year's sponsors and golfers.

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If this is an annual event, next year starts during this year's tournament / event. While golfers and sponsor are excited and present, you can capture renewals, commitments, and momentum.

How to Use This Guide

This guide is designed to be educational and usable—like a playbook you can hand to your committee.

Use it three ways:

- 1) Read it cover to cover to understand the full process.
- 2) Assign sections to committee members (sponsorship, marketing, logistics, etc.).
- 3) Use the checklists, templates, and calendar at the end to stay on track.

Throughout the guide you'll see:

- Practical examples you can use while planning your event.
- Checklists at the end of major sections.
- Links to Link's Golf Shack's Tournament Shop where relevant:
<https://www.linksgolfshack.com/tournament-shop/>

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Define the Purpose and What “Success” Means

There are no Mulligans with a charity golf event. You either achieve your financial goal, or you don't. You either impress your golfers and sponsors, winning them back again next year, or you don't.

Before you choose a course or design a flyer, get clear on why you're hosting this event. When your purpose is clear, every decision becomes easier—from pricing to sponsorships to messaging.

Define the Cause and the Story:

People don't rally behind logistics—they rally behind a mission. Write a one-sentence description of the cause you're supporting and why it matters right now.

Set Success Metrics (not just a dollar amount):

Yes, funds raised matters. But the best tournaments also measure sponsor renewals, golfer return-rate, and overall experience. A tournament that raises \$30,000 but loses sponsors is not a long-term win.

Quick Framework:

- Fundraising goal (net funds raised after expenses)
- Participation goal (golfers/foursomes)
- Sponsor goals (number of sponsors, total sponsorship dollars, year-over-year total sponsorship dollars)
- Retention goal (next-year sponsor interest + golfer emails collected)

Common Mistake:

Choosing a course and date first, then hoping sponsors and golfers fall into place. Planning should start with the goal and audience.

Checklist: Purpose & Success Metrics

- ☐ One-sentence cause statement written
- ☐ Primary goal chosen (fundraising / awareness / donor engagement)
- ☐ Net fundraising target set (after expenses)
- ☐ Golfer attendance goal set (foursomes + individuals)
- ☐ Sponsor revenue goal set
- ☐ Plan for collecting golfer emails/phones included



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Don't underestimate the importance of goal setting! Having tangible goals will impress sponsors, improve your ability to monitor your progress & success, and allow you to grow your event and your earnings year after year.

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Build Your Committee and Planning System

Tournaments succeed when responsibility is distributed and follow-up is consistent. Choose an Event Lead who owns timelines and keeps the team moving. Then build a committee around clear roles.

Recommended Roles:

- Event Lead / Chair (accountability + meetings + timeline)
- Course Liaison (contract, rules, meals, carts, staffing)
- Sponsorship Lead (packages, outreach, fulfillment tracking)
- Marketing Lead (email, social, sponsor amplification, assets)
- Registration Lead (signups, payments, waivers, communication)
- Profit Boosters Lead (raffle/50-50/Mulligans/contests/auctions)
- Volunteer Coordinator (roles, scheduling, training, day-of)

Planning Cadence:

Start with monthly meetings. Move to biweekly as you approach two months out, weekly the last 30 days, then daily the week of or as needed. Every meeting should end with owners, deadlines, and follow-ups.

Communication System:

Create an event email distribution list (or dedicated group chat) and a shared folder for assets: sponsor logos, contracts, budget, marketing graphics, and checklists.

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Assign one person to capture next-year momentum DURING the event. This includes potential golfer & sponsor renewals, course rebooking if you're happy with the venue, emails and phone #'s for future communications.

Checklist: Committee & Planning System

- ☐ Event Lead selected
- ☐ Committee roles assigned (with backups)
- ☐ Shared folder created (cloud)
- ☐ Email & Messaging distribution lists created
- ☐ Meeting cadence set (monthly → biweekly → weekly)
- ☐ Master planning calendar started



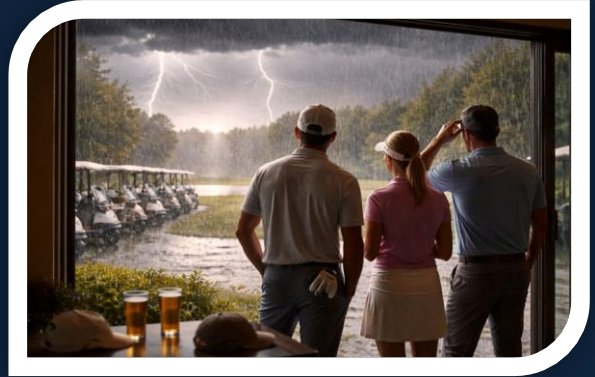
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Choose Your Date and Build a Weather Plan

A great date is one that fits your golfers, your sponsors, and your region. Spring and fall sometimes offer better rates—but can come with higher weather risk. Summer can be steadier but may cost more.

What to Check Before You Lock a Date:

- Local tournament calendar (avoid conflicts)
- School/community schedules if relevant
- Sponsor availability (key partners)
- Typical weather patterns in your region
- Typical weather patterns in your region
- Major local event schedule (sporting events, fairs, festivals, parades, etc.)



Weather Planning (do this before marketing):

Ask the course about lightning protocols, frost delays, rain policies, and rescheduling options. Whenever possible, secure a backup rain date. Include your rain policy on registration materials so golfers know what to expect.

Sample Rain Policy Language (copy/paste):

“This tournament will be played rain or shine unless the golf course suspends play due to unsafe conditions (e.g., lightning). If rescheduling is required, the backup date is _____. All registrations will transfer to the backup date.”

Checklist: Date & Weather

- ☐ Primary date selected (conflicts checked)
- ☐ Backup date discussed/secured (if possible)
- ☐ Course weather policy confirmed in writing
- ☐ Rain policy posted on website and registration materials
- ☐ Communication plan drafted for delays/rescheduling



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Because a charity event is played rain or shine, you should monitor weather closely as the event approaches. This allows you to advise golfers to dress accordingly & may allow you to work with the course to modify event start times.

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Choose Tournament Format (Scramble vs Best Ball)

Tournament format impacts pace of play, enjoyment, and how ‘serious the event feels. Most charity tournaments choose Scramble or Best Ball because they’re easy to communicate and fun for mixed skill levels.

Scramble (most common for charity events)

How it works: Each golfer hits a shot. The team chooses the best shot, and everyone plays the next shot from that spot. This repeats until the ball is holed. Scrambles keep play moving and help high-handicap golfers feel included.

Why it Works for Charity Events:

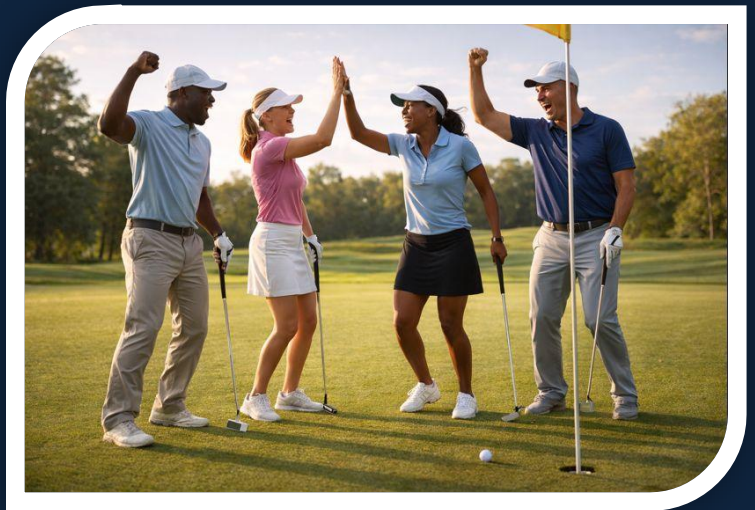
Scrambles are social, forgiving, and fast. They also reduce frustration for beginners—meaning more golfers say yes and come back next year.

Best Ball

How it works: Each golfer plays their own ball. The team score is the best score among teammates on each hole (or best two scores if you choose that variation). Best Ball feels more competitive and can take longer.

Choosing the Right Format:

If your golfers are mixed skill levels or your goal is fun and fundraising, Scramble is usually best. If your golfer base is more competitive and you want a more traditional golf feel, Best Ball can work—just plan for pace and rules clarity.



Checklist: Format

- ☐ Format selected (Scramble / Best Ball)
- ☐ Rules summarized on one page
- ☐ Format included in all marketing materials
- ☐ Scoring approach decided (paper/digital)



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Budgeting: Ensuring you Raise More Than You Spend

A tournament budget does two jobs: it prevents surprises and forces clarity on how you'll raise money. Start by listing expenses, then design revenue streams that go beyond entry fees.

Common Expense Categories:

Course & carts, food and beverage, awards, signage, marketing, processing fees, prizes, supplies, and a contingency buffer. (Most events should include a 10% contingency for last-minute needs.)

Revenue Categories:

Sponsorships, golfer entries, profit boosters (raffle/50-50/Mulligans/contests), auctions, donations, and website advertising.

Budget Pro Move: Build From the Goal Backwards.

If your goal is to net \$25,000 and your expenses are \$15,000, you need at least \$40,000 in total revenue. That clarity changes how aggressively you sell sponsorships and profit boosters.

Sample Budget Table (Customize for Your Event)

Category	Estimated Cost / Revenue	Notes / Owner
Course + Carts (Expense)	\$	Course Liaison
Food & Beverage (Expense)	\$	Course Liaison
Awards (Expense)	\$	Operations Lead
Signage (Expense)	\$	Sponsorship/Signage Lead
Marketing (Expense)	\$	Marketing Lead
Sponsorships (Revenue)	\$	Sponsorship Lead
Golfer Entries (Revenue)	\$	Registration Lead
Profit Boosters (Revenue)	\$	Profit Boosters Lead
Auctions (Revenue)	\$	Profit Boosters Lead

Checklist: Budget

- ☐ Expenses listed with estimates/quotes
- ☐ Revenue plan built (beyond golfer entries)
- ☐ Contingency added (10%)
- ☐ Breakeven point calculated
- ☐ Payment processing fees included



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Financial Planning is an essential element of ensuring a successful event. The more aggressive your goal, the more critical it will be to have Profit Boosters planned beyond the initial registration fees. We will discuss this more soon.

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Selecting the Golf Course: Fit, Experience, and Details That Matter

Course choice is part logistics and part marketing. The course you select communicates the ‘level’ of your event to golfers and sponsors. A city course may not match a \$500-per-player event. A high-end course may not fit a community fundraiser price point.

Match the course to Your Target Golfer:

Ask: Who are we trying to attract? Beginners? Corporate players? Serious golfers? Your course should be appealing to that audience and convenient enough to reduce drop-off.

Negotiate Like a Partner, Not a Renter:

Many courses will work with you on pricing—especially for weekday events or shoulder seasons. Ask if they can contribute raffle items such as apparel, range buckets, or a donated round. If you ask early and professionally, you’ll be surprised at what’s possible.

Food and Banquet Experience:

Decide what the event looks like: golf only, lunch at the turn, and/or dinner reception. Speak with the course restaurant/banquet manager about meal options and presentation (linens, dishware, silverware, table setup). Details matter—especially if sponsors are attending.

Beverage Cart Service:

Ask how many beverage carts they provide and how often they circulate. Beverage service directly affects golfer satisfaction—especially in warm weather.

Checklist: Course

- ☐ Course selected to match golfer expectations + entry price
- ☐ Contract signed and key policies clarified (weather, carts, staffing)
- ☐ Meal plan confirmed with banquet manager
- ☐ Beverage cart plan confirmed (# carts + frequency)
- ☐ Course donation opportunities asked (raffle/prizes)



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Avoid the most common pitfalls of course selection: 1) Choosing a course beyond your means, ultimately eroding your profit; 2) Choosing a non-cooperative course; 3) Choosing a course that is not logistically favorable to your audience.

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Sponsorships: The Engine of Your Event

Sponsorships are often the biggest driver of profitability. Sponsors don't just buy a sign—they buy visibility, community association, and a professional experience.

Build Packages That Make It Easy to Say Yes:

Keep your sponsorship tiers clear and specific. When sponsors understand exactly what they receive, they decide faster and feel confident.

Sample Sponsorship Package Menu

Sponsorship	Suggested Price	What They Get	Fulfillment Notes
Title Sponsor	\$5,000+	Top billing + logo on all materials + speaking mention + banner + foursome	Confirm logo placement everywhere
Hole Sponsor (Tee)	\$250–\$750	Tee box sign with logo	Collect logo early
Green Flag Sponsor	\$250–\$750	Logo on green flag (pairs with tee sponsor)	Doubles per-hole fundraising
Registration Table Sponsor	\$500–\$1,500	Banner at check-in + logo on website	High visibility early
Lunch Sponsor	\$750–\$2,500	Signage at lunch + announcement	Coordinate with banquet manager
Beverage Cart Sponsor	\$750–\$2,500	Signage on/near carts + mention	Confirm cart count/frequency
Putting Contest Sponsor	\$250–\$1,000	Signage + mention + optional prize branding	Easy add-on
Website Advertising	\$100–\$500	Logo + link on event website	Great for small businesses

Sponsor Outreach: Who to ask

Start with organizations that benefit from local visibility: real estate agents, banks, insurance agencies, contractors, car dealers, restaurants, gyms, and any business connected to your cause. Ask your board and supporters for warm introductions.

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Sponsor Outreach Script (short and effective)

“Hi [Name]—we’re hosting a charity golf tournament to support [cause]. We’d love to have [Business] involved as a sponsor. We have options from \$___ to \$___, and sponsors receive [clear benefit]. Can I send you the sponsorship menu today and follow up this week?”

Fulfillment is Everything:

If you sell it, you must deliver it. Track every sponsor, their benefits, logo files, signage placement, and recognition plan. Sponsors return when they feel valued and seen.

Checklist: Sponsorships

- ☐ Sponsorship tiers and pricing finalized
- ☐ Sponsor list built (warm leads first)
- ☐ Outreach script/email drafted
- ☐ Logo collection system created
- ☐ Fulfillment tracker created (what goes where)
- ☐ Recognition plan set (during + post event)



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Be willing to negotiate without creating sponsorship inequity. Have extras in mind, such as allowing a sponsor to set up an info booth or add marketing materials to the registration bags.

Event Branding: Logo and Professional Identity

An event logo increases professionalism immediately—especially if the tournament is annual. It also makes marketing easier because your graphics look cohesive across email, social, signage, and the website.

Where the Event Logo Should Appear:

Website header, registration page, sponsor signs, social graphics, email banners, tee gifts/apparel, and post-event photo album cover.

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Custom Event Logo Design is available in our Tournament Shop. Learn more:
<https://www.linksgolfshack.com/tournament-products-services/>

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Event Website: Win Golfers & Sponsors

A dedicated event website is one of the strongest signals of professionalism. It also makes sponsorship easier to sell because sponsors see their placement and the overall production quality.

What to Include on the Website:

- Registration + payment
- Sponsor page (logo placements and links)
- Event schedule + format + rules
- Rain policy + backup date
- Contact form
- Photo gallery (especially for annual events)



Tracking Interest:

Even simple analytics (unique visitors) help you measure marketing performance and provide proof of visibility to sponsors.

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We can help you secure a domain, build a reusable annual event website, provide hosting, or rent a short-term site for a single event. Learn more: <https://www.linksgolfshack.com/tournament-products-services/>

Checklist: Website

- ☐ Website live and mobile-friendly
- ☐ Registration + payment tested end-to-end
- ☐ Sponsor logos placed (with links)
- ☐ Contact form active
- ☐ Rain policy and backup date published
- ☐ Gallery plan in place (if annual)



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In addition to being expected by golfers, a web site a huge benefit to attracting sponsors, as well as locking in golfers with pre-payment and the sale of profit boosters like raffle tickets & Mulligans. It's also a major brand image boost.

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Marketing Timeline: Fill the Field & Build Momentum

Marketing works best as a timeline, not a single blast. Your goal is to make it easy for golfers and sponsors to say yes—and to keep the event top-of-mind.

Core Channels:

- Email (your #1 driver for most charities)
- Social media (especially if sponsors share)
- Sponsor amplification (provide sponsors ready-to-post graphics)
- Community calendars and partners

Sample Email Cadence:

- Save the date (registration coming soon)
- Registration open (clear CTA)
- Sponsor spotlight emails (adds credibility)
- 30-day reminder, 14-day reminder, final week logistics

Checklist: Marketing

- ☐ Save-the-date created and scheduled
- ☐ Registration open announcement sent
- ☐ Sponsor-sharing kit created (graphics + captions)
- ☐ Social schedule built (weekly → increasing)
- ☐ Final-week golfer email drafted (schedule, rules, location)



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A lack of organization will add unwanted stress and result in costly mistakes, like lost sponsorships. Use a detailed calendar to stay on top of things. A multi-faceted approach to announcing your event is the most effective. QR codes on phones provide immediate sharing ability. Post cards, business cards and fliers allow people to grab and go, even when a tournament representative is not available. Professionally designed announcement set you apart from other tournaments battling for the support of golfers and sponsors within your community.

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Event Announcements & Promotional Materials

Clear communication before, during, and after your event presents your event as well-organized and professionally managed. This is essential not only to the overall perception of your event, but also ensures golfers and sponsors take your event seriously and want to return next year.

Event announcements ensure golfers, sponsors, and supporters know:

- What's happening
- When it's happening
- How to participate or get involved

Your announcements should be consistent, clear, and easy to access, whether digital or printed.

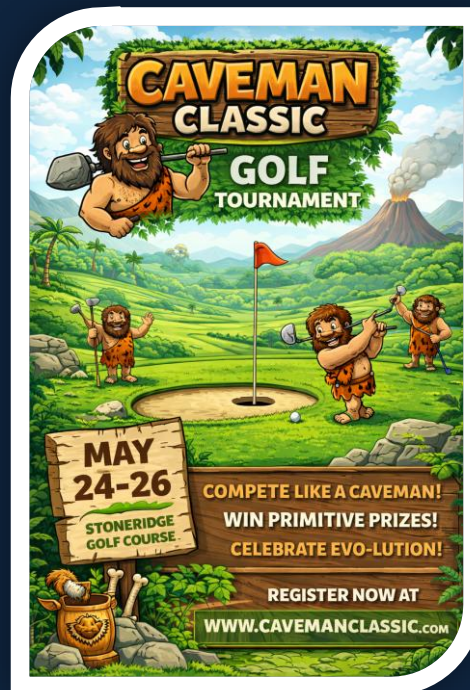
Digital Event Announcements:

Digital announcements are the most flexible and cost-effective option, providing QR Codes which can link golfers and sponsors directly to:

- Event website
- Registration page
- Schedule of events
- Contest rules
- Sponsor listings

These digital flyers can be:

- Displayed on signage
- Printed at registration
- Included in emails
- Shared on social media



QR-based flyers reduce printing costs and allow for last-minute updates.

Printed Event Announcements

Printed materials still play an important role on event day.

Standard Event Flyers, Postcard-Sized Event Announcement, Business Cards

- Posted at golf course and on community boards
- Great for sponsors to hand out
- Can be left at the golf course pro shop
- Useful for promoting next year's event

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Link's offers digital and print-ready event announcements, complete with QR Codes, including brochures, postcards, business cards & more. Learn more: <https://www.linksgolfshack.com/tournament-products-services/>

Content to Include on All Event Announcements

Regardless of format, every announcement should include:

- Event name and logo
- Date and location
- Benefiting cause
- Registration or participation instructions
- QR code or website link
- Contact information
- Rain policy or weather note (when applicable)

Announcement Planning Checklist

- ☐ Core event announcement content finalized
- ☐ Digital flyer created with QR code
- ☐ Website announcement page live
- ☐ Printed flyer layout approved
- ☐ Optional postcard and/or business card formats created
- ☐ Distribution plan defined (email, signage, packets, sponsors)
- ☐ Volunteers informed where and how to share announcements



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Event Signage Planning & Ordering

Visibility, Organization, and Sponsor Value

Event signage plays three critical roles in a charity golf tournament:

1. **Guiding golfers** so the day feels organized and stress-free
2. **Delivering sponsor value** through visibility and recognition
3. **Reinforcing professionalism** and brand consistency throughout the event

Well-planned signage improves the golfer experience, increases sponsorship revenue, and reduces confusion on tournament day.

Why Signage Matters

Signage is often underestimated. In reality, it is one of the **most visible and tangible deliverables** you provide to sponsors. Clear, attractive signage:

- Helps sponsors feel their investment was worthwhile
- Creates additional sponsorship opportunities
- Makes your event feel polished and intentional

If you accept sponsorship dollars for an area, that area **must be signed**.

Common Types of Tournament Signage

Core Event Signage

- **Registration Table signage**
- **Welcome signage** at bag drop or arrival
- **Directional signage** guiding golfers to registration, practice areas, and starting holes
- **Photography station signage** at designated team photo locations

Hole & Contest Sponsorship Signage

These are among the most common and easiest sponsorships to sell:

- Hole sponsor signs (tee box signage)
- Green or flag sponsor signage (where allowed)
- Longest Drive sponsor sign
- Closest to the Pin sponsor sign
- Straightest Drive sponsor sign
- Putting Contest sponsor sign
- Chipping contest sponsor sign

Most contest signs should clearly state:

- Sponsor name/logo
- Contest name
- Simple rules or distance markers (if applicable)



Food, Beverage & Experience Signage

Meal and experience sponsorships benefit greatly from visible signage:

- Breakfast sponsor signage
- Lunch-at-the-turn signage (yard signs or banners)
- Dinner sponsor signage
- Beverage cart signage (affixable signs or placards)

Beverage cart signage is especially valuable because it **moves around the course**, increasing impressions.

Fundraising Area Signage

Fundraising areas should be unmistakable and well-marked:

- Raffle sponsor signage
- Silent auction sponsor signage
- Live auction sponsor signage
- Table signs explaining how to participate (tickets, bidding rules, closing times)

Clear signage increases participation and revenue.

Sign Types & Formats

Different locations require different sign formats:

Yard Signs

- Most common format
- Ideal for tee boxes, greens, putting/chipping contests, directional guidance

Table Signs

- Used at registration, raffles, auctions, sponsor tables

Banners

- High-impact areas: registration, lunch, dinner, auction spaces

Affixable Signs

- Beverage carts
 - Food stations
 - Temporary fencing or rails (with course approval)
-

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*Link's designs signs and banners to support your event from the bag drop through closing awards.
Learn more: <https://www.linksgolfshack.com/tournament-products-services/>*

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Planning Signage in Advance

Signage should be planned **before sponsorships are sold**, not after.

Create a signage inventory that includes:

- Sign type
- Location
- Sponsor assignment
- Quantity
- Deadline for artwork approval

Confirm with the golf course:

- Where signage is allowed
- How signs may be affixed
- Any size or material restrictions



Event Signage Planning Checklist

- ☐ Inventory all sign locations and types
- ☐ Match signage to sponsorship opportunities
- ☐ Confirm course rules and restrictions
- ☐ Determine quantities and formats (yard, table, banner, affixable)
- ☐ Collect sponsor logos early
- ☐ Approve proofs before production
- ☐ Plan signage placement and installation timing
- ☐ Assign volunteers for signage setup and removal



Profit Boosters: Raise \$\$\$ Beyond Registration Fees

Profit boosters are the add-ons that turn a standard tournament into a major fundraiser. The best profit boosters feel fun and optional to golfers while generating meaningful revenue for the cause.

Core Profit Boosters:

Raffle tickets, 50/50 drawing, Mulligan passes, donation stations, silent auctions, and live auctions. The key is planning how they're sold (web site, registration table, on-course rep, dinner) and training staff to confidently offer them.

Sell Through the Entire Event:

To maximize profits, continue raffle and 50/50 ticket sales as long as possible—often through dinner and awards. This is when golfers are relaxed and social, and participation increases. Sell Mulligan passes throughout the entire round.

Sell Sponsorships for On-course Contests (how to run them)

Closest to the Pin:

- 1) Pick a par-3 hole.
- 2) Place a marker or measuring tape near the green.
- 3) Track the closest shot as groups play through.
- 4) Announce winner at awards.

Longest Drive:

- 1) Choose a wide fairway hole.
- 2) Define the eligible landing zone.
- 3) Mark the longest drive spot with a stake.
- 4) Measure from a consistent tee reference point.

Hole-in-One:

High-value prizes (cars, trips, large-dollar items) typically require third-party prize packages with insurance. Confirm minimum yardage rules, documentation, and sponsor naming requirements ahead of time.

Pre-event Contests (putting/chipping):

Running a putting or chipping contest before the shotgun start adds energy and early fundraising. Keep rules simple and the area clearly staffed.

Mobile Sales Rep (host/hostess cart):

A friendly on-course rep driving a cart can significantly boost Mulligan, raffle, and 50/50 sales. Equip them with tickets, a simple pitch, and mobile payment options—without slowing pace of play.

Creative Sponsor Contest Idea (dartboard circles):

With course approval, draw chalk circles like a dartboard around the flagstick on the green. For a small donation (example: \$5), golfers can win small prizes for landing in outer circles and a grand prize for landing in closest circle. This creates a memorable moment and gives a sponsor a unique spotlight.

Post-Round Fundraising:

Silent auctions keep guests engaged during dinner as they watch bids change. Live auctions work best with a few substantial items (hotel packages, spa packages, premium golf clubs). Bidding wars often happen for recognition as much as the prize.

Selling Dinner Tickets to Non-Golfers:

If your evening includes a quality dinner, music, or entertainment, consider selling after-event tickets to supporters who don't golf. It expands fundraising without adding golfers. This is a great chance for family and friends of golfers to enjoy the evening and has the potential to significantly boost raffle-ticket and auction sales. It can also attract future golfers when they witness the enthusiasm and caliber of your event. Be sure you stop selling dinner tickets after the deadline for notifying the golf course banquet manager of final head count for dinner.

Signage as a Profit Booster:

Signage is one of the easiest sponsorship benefits to sell. Standard approach: one sponsor sign per tee box (hole sponsor). A high-value upgrade: add a green flag sponsor to double fundraising potential per hole. Also sell banners for registration, raffle table, breakfast, lunch, and awards areas—everywhere you accept sponsorship money should be signed.

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*Prizes and supplies (raffle tickets, 50/50 tickets, branded Mulligan tickets, drink tickets, branded donation boxes, etc.) plus signage options are available in our Tournament Shop:
<https://www.links golf shack.com/tournament-products-services/>*

Checklist: Profit Boosters

- ☐ Profit boosters chosen (raffle/50-50/Mulligans/auctions)
- ☐ Pricing and bundles set
- ☐ Staff assigned for sales (check-in, on-course, dinner)
- ☐ Contest rules written and winner-tracking plan created
- ☐ High-value prize packages researched (insurance) if needed
- ☐ Supplies ordered (tickets, signage, tracking sheets)



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SWAG / Tee Gifts: Increase Value and Create Buzz

Players love SWAG. Tee gifts increase perceived value and make the event feel premium. SWAG can be as simple as balls, tees, and markers in a bag—or premium apparel and drinkware.

If budget is tight, consider SWAG sponsorship/donations. Local businesses may donate branded items in exchange for visibility on your website, brochure, or signage.

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Custom SWAG (shirts, hats, balls, tees, divot tools, markers, poker chips/coasters, towels and more):
<https://www.linksgolfshack.com/tournament-products-services/>

Checklist: SWAG

- ☐ SWAG plan chosen (none / basic / premium)
- ☐ Items selected and quantities confirmed
- ☐ Donation opportunities explored
- ☐ Distribution plan set (check-in, carts, etc.)



Food, Beverage, and Your Start-to-Finish Event Flow

Before you lock menus, decide what the event looks like from start to finish. Is it golf only? Golf + lunch? Golf + lunch + dinner reception? The flow impacts cost, timing, staffing, and sponsor value.

Most Events Include Lunch at the Turn.

Lunch at the turn can be boxed lunches (fast and predictable) or a walk-up BBQ/grill station (higher experience). Choose based on pace, budget, and the event-vibe you want.

Checklist: Food & Flow

- ☐ Event flow selected (meals + awards)
- ☐ Banquet manager meeting completed
- ☐ Menu chosen and counts estimated
- ☐ Lunch-at-turn plan selected (boxed vs walk-up)
- ☐ Cart Snacks (optional in welcome / registration bags)
- ☐ Beverage cart plan confirmed



LINK'S GOLF SHACK

Tournament Day Operations

Execution, Experience, and Leadership on Event Day

Tournament day is where months of planning either come together seamlessly—or unravel quickly. This section is intentionally detailed because execution on event day determines the experience for golfers, sponsors, volunteers, and ultimately how much money your event raises.

A well-run tournament feels effortless to participants. That experience is created through visibility, preparation, communication, and calm leadership behind the scenes.

Your goal on event day is not perfection. Your goal is confidence, clarity, flexibility, and fun.

Arriving Early & Setting the Tone

The Tournament Lead and core leadership team should arrive **90–120 minutes before golfer check-in begins**. This buffer allows time to calmly address issues before golfers arrive. Nothing creates stress faster than scrambling while participants are watching.

Begin the day by **rallying volunteers**:

- Thank them sincerely
- Explain why their role matters
- Review the schedule and expectations
- Reinforce that their attitude sets the tone for the entire event

Tournament Lead Responsibilities

The Tournament Lead should:

- Walk the **entire event setup** (registration, signage, contests, meals, raffle/auction areas)
- Confirm sponsor visibility and signage placement
- Have a **golf cart available all day** to circulate the course
- Check in proactively with volunteers and golfers
- Greet sponsors and address issues quickly

LINK'S PRO TIP

Your vision came to life and event day is here! Bring you're A-Game! Dress sharp, smile, mingle, follow-up, check in with volunteers, show appreciation to your sponsors and golf course staff. Your job today is to be an amazing host and leader, and to make sure your golfers and sponsors want to return, making next year's even more profitable!

LINK'S GOLF SHACK

Leadership Setup Checklist

- ☐ Arrive 90–120 minutes early
- ☐ Full contact list for volunteers, course staff, banquet manager
- ☐ Cart assigned for full-day use
- ☐ Printed or digital run-of-show and site map
- ☐ Backup supplies plan (tickets, signage, cash, pens)

Communication & Volunteer Check-Ins

Clear communication prevents small issues from becoming big problems. Decide in advance how volunteers will communicate with leadership (text, group chat, radios).

Volunteers should know **exactly who to contact** if:

- They run out of supplies
- A golfer has a question or concern
- Timing begins to slip

Leadership should **check in proactively**, not wait for issues to be reported.

Communication Checklist

- ☐ Communication method chosen and tested
- ☐ Tournament Lead contact shared with all volunteers
- ☐ Escalation plan explained

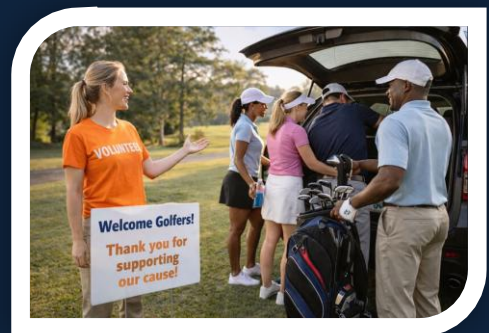


Greeters & Bag Drop Experience

First impressions matter. Assign friendly, outgoing volunteers to greet golfers as they arrive.

Greeters should:

- Welcome golfers enthusiastically
- Assist with bag drop if applicable
- Direct golfers to registration and warm-up areas
- Answer basic questions or direct golfers to leadership



LINK'S GOLF SHACK

Greeter Checklist

- ☐ Greeters assigned and positioned
- ☐ Bag drop coordinated with course
- ☐ Directional signage in place



Registration Table Operations

The registration table is both an **organizational hub** and a **major fundraising opportunity**.

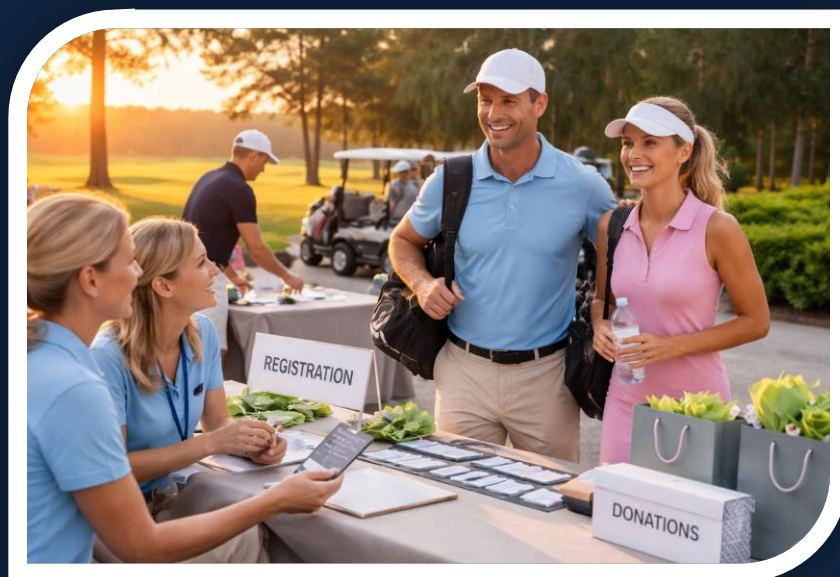
Staff it with confident, friendly volunteers who:

- Know the event flow
- Understand the cause
- Can comfortably remind golfers about profit boosters

Registration should feel efficient, welcoming, and upbeat—not rushed or salesy.

Registration Table Checklist

- ☐ Golfer lists and waivers ready
- ☐ Cash, change, and mobile payments tested
- ☐ Mulligan / raffle / 50-50 reminders reviewed
- ☐ Extra pens, tickets, and forms available



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Profit Boosters During Play

If selling Mulligans, raffle tickets, or 50/50 tickets on the course:

- Assign a dedicated host/hostess with a cart
- Ensure they circulate without slowing play
- Provide clear pricing, tickets, and payment options

On-Course Sales Checklist

- ☐ On-course sales volunteer assigned
- ☐ Tickets and pricing sheet provided
- ☐ Mobile payment option confirmed



On-Course Contests (Engagement, Not Fundraising)

Longest Drive, Closest to the Pin, and Hole-in-One contests are NOT profit boosters. They are **engagement tools** designed to add excitement and friendly competition. (The profit in these events would come through selling sponsorship of a contest and signing appropriately at the tee box.)

Longest Drive & Closest to the Pin

- Assign volunteers to each contest hole
- Ensure rules are understood
- Track the leading mark accurately
- Ensure fair play

Hole-in-One Contests

- Confirm all prize insurance requirements in advance
- Volunteers must understand distance rules and documentation procedures

Contest Setup Checklist

- ☐ Contest holes clearly marked
- ☐ Volunteers assigned and trained
- ☐ Measuring tools provided
- ☐ Prize rules clearly posted



Managing Pace of Play

Charity tournaments should be fun—but slow play can frustrate golfers and the course.

Extended pace of play should:

- Be **anticipated**
- Be **approved by the course**
- Be **communicated to golfers in advance**

Build extra time into the schedule, staff contest holes efficiently, and gently encourage pace without policing.

Pace of Play Checklist

- ☐ Extended pace approved by course
- ☐ Golfers informed in advance
- ☐ Volunteers reminded to keep play moving



Photography & Content Capture

Photos are critical for:

- Sponsor recognition
- Golfer follow-up
- Marketing next year's event



Assign an event photographer if possible. If not, instruct **all volunteers** to capture candid photos.

Select **one consistent scenic area** for team photos—ideally somewhere all teams naturally pass through.

Photography Checklist

- ☐ Photographer assigned
- ☐ Scenic team photo area selected
- ☐ Volunteers encouraged to take candid photos



Sponsor Care on Event Day

Sponsors should feel noticed and appreciated.

Make a point to:

- Personally greet participating sponsors
- Thank them by name
- Point out their signage
- Ensure their experience matches the value promised

Sponsor Care Checklist

- ☐ Sponsor list reviewed
- ☐ Designated person assigned to greet sponsors
- ☐ Sponsor signage verified



Meals & Banquet Coordination

Stay in close contact with the course or banquet manager throughout the day.

Confirm:

- Breakfast timing (if applicable)
- Lunch at the turn timing
- Dinner service timing

Be proactive if play runs behind so food service can adjust.

Meals Checklist

- ☐ Meal timing confirmed
- ☐ Headcounts communicated
- ☐ Dietary needs addressed



LINK'S PRO TIP

Food is an essential element of your event's success, but it doesn't need to be a profit killer. If the food matches the tone of your event, even Hot Dogs & Chips at the turn can be a huge hit! Set it up for success; have an open grill outside with friendly volunteers, music, and make it another point where golfers can grab some free donated sponsor swag!

LINK'S GOLF SHACK

Putting & Chipping Contests (Pre-Event)

Pre-event contests build energy and early engagement.

Ensure:

- Areas are set up early
- Rules are simple and visible
- Volunteers are ready before golfers arrive

Pre-Event Contest Checklist

- ☐ Contest areas set up early
- ☐ Rules posted
- ☐ Volunteers assigned



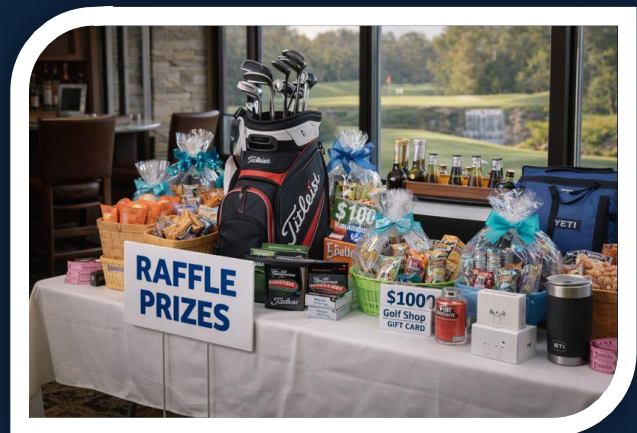
Raffle & Auction Setup

Raffle and auction areas should be:

- Clearly marked
- Organized
- Easy to understand

Volunteers should know:

- How bidding works
- When sales close
- Where winners are announced



Raffle & Auction Checklist

- ☐ Items displayed attractively
- ☐ Bid sheets and tickets ready
- ☐ Closing times communicated



LINK'S GOLF SHACK SUPPORT

Link's offers a variety of support items to boost your profits on our web site. Raffle tickets, 50/50 tickets, custom Mulligan passes & more! <https://www.linksgolfshack.com/tournament-products-services/>

LINK'S GOLF SHACK

Welcome Remarks & Shotgun Start

If applicable, deliver a **brief welcome speech** before the shotgun start:

- Thank golfers
- Review format
- Encourage generosity
- Set expectations for pace and fun

Allow enough time for teams to reach assigned holes.

Important:

Shotgun starts can be confusing on unfamiliar courses. If you have enough volunteers, place a few at strategic locations on the course to help direct golfers as they come from the clubhouse to their starting hole. Each golf cart should have:

- Hole assignment
- Simple directions to the starting tee

Shotgun Start Checklist

- ☐ Welcome speaker prepared
- ☐ Format reminders delivered
- ☐ Hole assignments placed on carts
- ☐ Time allotted for teams to reach holes



Tournament Lead Hour-by-Hour Timeline (Sample)

6:30–7:00 AM – Leadership arrives, meets course & banquet manager
7:00–7:30 AM – Volunteer rally, assignments, communication check
7:30–8:45 AM – Registration opens, greeters active, pre-event contests, breakfast
8:45–8:50 AM – Welcome remarks, format review
8:50–9:00 AM – Teams travel to assigned holes
9:00 AM – Shotgun start
9:00–12:30 PM – Play, monitoring, on-course sales
11:00–1:00 PM – Lunch at the turn
1:30–2:00 PM – Final scoring
2:00–3:30 PM – Dinner, raffles, silent auction
3:30–4:00 PM – Awards and closing remarks

Volunteer Quick Reference Cards (Summary)

Greeter / Bag Drop

- Welcome golfers
- Assist with bags
- Direct to registration

Registration Table

- Check in golfers
- Offer profit boosters
- Answer questions

On-Course Sales

Sell Mulligans / Raffle / 50-50

- Track supplies
- Communicate needs

Contest Monitors

- Track LD / CTP / HIO accurately
- Enforce rules fairly

Photographer

- Team photos
- Candid action shots
- Sponsor signage

Meal Support

- Coordinate timing
- Communicate delays



Final Reminder

Tournament day will never go exactly as planned—and that's okay. Stay visible, communicate often, support your volunteers, make your golfers feel special, and keep the event fun! Remember, you are hosting this event for a good reason, and nothing should detract from that fact!

LINK'S GOLF SHACK

Scoring, Awards, and Closing Remarks

The end of the event is your final impression. A good awards and closing segment leaves golfers happy, sponsors appreciated, and momentum high for next year.

Awards and Recognition:

Most events award 1st through 3rd place, with an award per golfer. To increase engagement, consider separate recognition for women's teams, men's teams, and mixed teams. Also recognize contest winners (closest to the pin, longest drive, putting contest, etc.).

Closing Remarks: What to Cover (keep it short)

Choose a well-spoken speaker who understands the cause. A great closing includes: thanking golfers, sponsors, and the course; recognizing winners; speaking from the heart about the mission; plugging next year; and sharing the amount raised (or as close as possible).

Sensitive Cause Representation:

If appropriate, invite someone connected to the cause (band director/students, coach, program leader). Be mindful—never embarrass individuals or put vulnerable groups on display. Keep it respectful and uplifting.

Checklist: Awards & Closing

- ☐ Scoring method confirmed
- ☐ Awards ordered and received
- ☐ Contest winners tracked and prizes labeled
- ☐ Speaker selected and brief prepared
- ☐ Fundraising total ready to announce (or estimate)
- ☐ Next-year save-the-date message prepared



LINK'S GOLF SHACK SUPPORT

Link's Golf Shack offers awards for every budget on our web site! High-end crystal, traditional trophies and plaques, and unique & modern 3D designed awards, look no further than Link's Tournament Shop!
<https://www.linksgolfshack.com/tournament-products-services/>

LINK'S GOLF SHACK

Post-Event Follow-Up: Where Next Year Is Won

Follow-up is essential. It's how you turn a one-time event into a repeatable annual fundraiser.

Collect Golfer Contact Info During the Tournament:

Get emails (and optionally phone numbers) at registration. A simple incentive: offer all tournament photos via a fun digital album delivered within 1–2 weeks. It feels like a gift—and gives you a natural reason to follow up.

Sponsor Recognition is Critical:

Sponsors often contributed large sums or valuable product/service donations. Recognize them publicly and personally. Provide a short impact update: funds raised, what it supports, and photos showing their signage/visibility.

Checklist: Follow-Up

- ☐ Golfer emails collected and organized
- ☐ Photo album created and delivered within 1–2 weeks
- ☐ Golfer thank-you email sent
- ☐ Sponsor thank-you messages sent (personal)
- ☐ Public sponsor recognition posted (website/social)
- ☐ Impact summary delivered



Lock in Next Year While Momentum Is High

The best time to set up next year is while this year's golfers and sponsors are still excited. If possible, start renewal conversations during the event, rebook the course, and collect early interest before people leave.

Checklist: Next-Year Momentum

- ☐ Course rebooking discussion started
- ☐ Sponsor renewals initiated
- ☐ Save-the-date drafted
- ☐ Lessons learned documented
- ☐ Early golfer interest captured



Appendix: Templates and Scripts

Use these templates to save time and keep messaging consistent.

A) Sponsor Follow-Up Email Template

Subject: Thanks for Supporting [Event Name] — Here's What Your Sponsorship Made Possible

Hi [Name],

Thank you again for sponsoring [Event Name]. Your support helped us raise \$[Amount] for [Cause]. We're grateful for your partnership and for the impact you helped create.

Here are a few quick highlights:

- Funds raised: \$[Amount]
- What it supports: [1–2 sentences]
- Event photos (including your signage): [Link]

We'd love to have you back next year. Would you be open to reserving your sponsorship for [Year]?

Gratefully,

[Name]

[Role]

B) Golfer Thank-You & Photo Album Email Template

Subject: Thanks for Playing! Here are your tournament photos 📸

Hi [Name],

Thank you for joining us for [Event Name]. Because of golfers like you, we raised \$[Amount] for [Cause].

Here's the photo album from the day: [Link]

We'd love to see you back next year—keep an eye out for our save-the-date soon.

Thank you again,

[Name]

LINK'S GOLF SHACK

C) Registration Table Profit Booster Script

“Before you head out, we have a quick bundle that supports the cause and makes the round more fun: [#] Mulligans + [#] raffle tickets for \$__. Want to add it?”

D) Sponsor Recognition Talking Points (Awards Dinner)

- Thank title sponsor(s) first
- Thank hole/green flag sponsors
- Thank meal/beverage/cart sponsors
- Thank in-kind donors and volunteers
- Thank the golf course and staff

LINK'S PRO TIP

We simply can't make this point clear enough. Next year's event starts today! Your current golfers AND your sponsors are making their decision on whether or not they will play or sponsor your event again next without even realizing they are doing it. Everything you and your volunteers do helps them decide, one way or the other.

Make people feel SPECIAL! This includes your golfers, your sponsors, your volunteers, and the golf course. If you've followed what you learned throughout this guide, and you hosted a fun event, the next part should be easy. ASK FOR A PRE-COMMITMENT to support next year's event! Collect names, phone #'s and email addresses. Solicit ideas from your golfers and sponsors on how to make next year's event even better. Ask if they have recommendations for additional sponsors.

Above all else, thank every single person individually. Let them know how much their support meant to you. Verbalize future plans for your event, and let them know they are an important part of your vision.

**“For true success, it matters what our goals are.
And it matters how we go about attaining them.
The means are as important as the ends. How we
get there is as important as where we go.”**

-Old Tom Morris

LINK'S GOLF SHACK

Master Tournament Checklist (All-Inclusive)

- ☐ Define purpose and success metrics
- ☐ Form committee and assign roles
- ☐ Choose date; confirm weather policy; set backup date
- ☐ Select course; confirm meals, carts, and staffing
- ☐ Choose format; publish rules
- ☐ Build budget and revenue plan
- ☐ Create sponsorship packages and begin outreach
- ☐ Plan signage inventory and fulfillment
- ☐ Design Event Announcement
- ☐ Create event branding/logo
- ☐ Launch website + registration + payment
- ☐ Execute marketing timeline
- ☐ Plan profit boosters; order supplies and prizes
- ☐ Plan SWAG/tee gifts (and donations)
- ☐ Finalize run-of-show; staff and train registration
- ☐ Execute event day; track winners and totals
- ☐ Post-round fundraising and auctions executed
- ☐ Awards + closing remarks delivered
- ☐ Follow-up sent to golfers and sponsors
- ☐ Photo album delivered (1–2 weeks)
- ☐ Start next-year renewals and course rebooking



LINK'S GOLF SHACK

Planning Calendar (Recommended Timeline)

6+ Months Out

- ☐ Define goals, budget, and committee
- ☐ Secure course + date + backup date
- ☐ Build sponsorship menu

4 Months Out

- ☐ Begin sponsorship outreach
- ☐ Create branding/logo
- ☐ Launch website and registration
- ☐ Start marketing (save-the-date)

2 Months Out

- ☐ Finalize profit boosters and contests
- ☐ Order signage, tickets, and supplies
- ☐ Confirm prizes and awards
- ☐ Recruit volunteers

30 Days Out

- ☐ Increase marketing frequency
- ☐ Confirm sponsor logos and placements
- ☐ Finalize run-of-show and training plan
- ☐ Confirm meal counts

Event Week + After

- ☐ Pack supplies and test payments
- ☐ Execute event day and track totals
- ☐ Send “Thank You” notes and deliver photo album
- ☐ Begin next-year renewals

Link's Golf Shack - Tournament Support Services

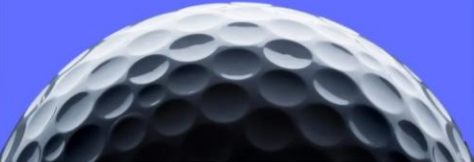
If you'd like help executing what you learned in this guide, Link's Golf Shack can support your tournament with professional branding, websites, signage, SWAG, profit booster supplies, and awards.

- Event logo design
- Event websites (domain, build, hosting, annual or short-term rental)
- Tournament signage (hole signs, green flags, banners)
- Custom SWAG / tee gifts
- Profit booster supplies (raffle/50-50/Mulligan/drink tickets)
- Trophies, plaques, and awards

Learn more: <https://www.linksgolfshack.com/tournament-shop/>

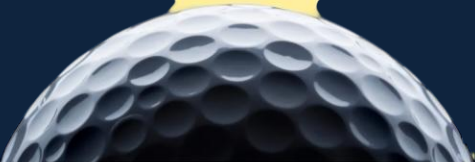
LINK'S GOLF SHACK
TOURNAMENT PRODUCTS

From custom swag like Logo Balls, Hats, Ball Markers and Divot Tools, to the Awards you give out in the club house, Link's tournament products are sure to impress your participants and elevate your event!



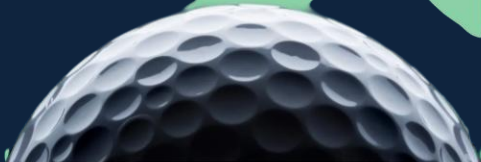
LINK'S GOLF SHACK
TOURNAMENT SERVICES

Let Link's design a spectacular tournament logo, build & host your tourney web-site, design your event marketing, or print all of your signing from registration & putting contest, to hole contests and sponsor recognition!



LINK'S GOLF SHACK
TOURNEY IN A BOX!

Link's will make your life easy, and impress your guests with our custom packages designed to craft your tournament from concept to completion ... Web Site, Logo, Swag Bags, Signing, & Awards!



LINK'S PRO TIP

A great charity golf event begins with a great leader, and leaders put in the time and effort necessary to achieve their success. One characteristic of a great leader is the knowing when to ask for help. Link's Golf Shack SPECIALIZES in helping turn average events into memorable experiences, poised to grow year-after year. We hope to hear from you!

LINK'S GOLF SHACK

CLOSING MESSAGE

Thank you for taking the time to review our ***Link's Golf Shack – Ultimate Guide to Hosting a Charity Golf Event!*** Whether you choose to work with Link's or not, we commend you on your commitment to community and your decision to host a charity event. We wish you and your event team nothing but success!

If you are interested in partnering with Link's Golf Shack to take your event to the next level, we welcome the opportunity to speak in person! Simply visit our Tournament Shop and send us a message! From individual products and services to an entire Tourney-In-A-Box packaged designed to make your life easier, boost your credibility, enhance your event's brand image, attract more golfers and sponsors, and set you up to exceed your fundraising expectations, we would love to be a part of your journey!

Golf and Community are our two big passions. Whether you're a veteran tournament host, or this is your first time, nothing would make us happier than helping to guide you on your fundraising journey!

Sincerely,

The Link's Golf Shack Team

<https://www.LinksGolfShack.com/tournament-shop/>

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www.LinksGolfShack.com
Tournament Shop