GOLF STRETCH™ ACADEMY

FREE PLAYBOOK

THE GOLF TOURNAMENT PLANNING PLAYBOOK

Work backward from event day. Ten pages on the decisions, deadlines, and numbers that make a charity or corporate golf tournament run smoothly.

PLAN BACKWARD FROM EVENT DAY.

Every deadline protects the next one. Start with the date you want to hold, then work back to what has to be true by each milestone.



12 MONTHS

LOCK COURSE AND DATE

Popular Saturdays can book 12 to 18 months ahead. Get terms in writing.

9 MONTHS

SPONSOR PACKAGES OUT

Write tiers and benefits. Make the biggest asks first.

6 MONTHS

REGISTRATION OPENS

Send the save-the-date the same day. Early sign-ups build momentum.

3 MONTHS

SALES PUSH

Email, calls, and follow-ups. Recruit volunteers and assign roles.

1 MONTH

ORDER AND REHEARSE

Signage, gifts, scorecards. Finalize the run of show.

7-10 DAYS

FINAL HEADCOUNT

Courses typically need counts and pairings for food and carts.

EVENT DAY

RUN THE PLAN

Check-in, play, awards. Stay on the clock.

48 HOURS AFTER

SAY THANK YOU

Players, sponsors, and volunteers. Then recap and reconcile.

START WITH THE MATH.

Size the field from what the course can commit (carts and tee times), then work back to an entry fee. Sketch revenue and costs together.

WHERE MONEY COMES FROM

- Entry fees and corporate foursomes
- Sponsorships: title, tier, hole, contest
- Add-ons: mulligans, raffle, auction
- Direct donations on the day

WHERE IT GOES

- Green fees, carts, food and beverage
- Player gifts, prizes, awards
- Signage, printing, registration tools
- Vendors, activations, insurance, permits
- A 10% contingency

ILLUSTRATIVE EXAMPLE, 120 GOLFERS

SAMPLE BUDGET

Entry fees ($250 each)	$30,000
Sponsorships	$20,000
Raffle and add-ons	$5,000
Course, carts, food	-$27,000
Gifts, prizes, signage, vendors	-$11,500
10% contingency	-$3,850
Projected net	**$12,650**

PICK A FORMAT THE COURSE CAN HOST.

START TYPE

SHOTGUN START

Every group starts on a different hole at the same time, so everyone finishes together. Best for one tee slot and a large field.

TEE TIMES

Groups go off the first hole every 8 to 10 minutes. Better for smaller fields and club events where pace matters more than a shared finish.

SCORING

SCRAMBLE

The team plays its best shot each time. Fast, friendly, and keeps mixed skill levels together. A common choice for one-day fundraisers.

SHAMBLE

Each player drives, the team picks the best drive, then everyone plays their own ball. A step toward individual scoring.

ASK THE COURSE

- Can you block the whole course on my date?
- How many carts can you commit for my field size?
- What does the per-player rate include?
- Food and beverage minimums? Deposit and cancellation terms?
- Rules for outside vendors, tents, and music?
- What else is on the calendar that day?

SELL SPECIFIC BENEFITS, NOT GENERAL ASKS.

TYPICAL RANGES (VARY BY MARKET)

Title sponsor	$5,000 to $20,000+
Presenting sponsor	$2,500 to $10,000
Gold / Silver / Bronze	about $5,000 / $2,500 / $1,000
Hole sponsor	$200 to $500
Contest (closest to pin, long drive)	$200 to $1,000
Food and drink	$500 to $5,000
Corporate foursome	$1,000+

HOW TO SELL IT

- Start with committee and volunteer connections. Personal asks beat cold emails.
- Send a one-page proposal: audience, tier pricing, exactly what they get.
- Show exposure in plain terms, such as what guests see and how many.
- Expect several follow-ups. Few deals close on the first ask.
- Thank quickly and send a recap with photos and results to earn renewals.

OPEN EARLY. CLOSE WITH A BUFFER.

The first ten registrations are the hardest. Waiting until three or four months out is a common mistake.

OFFER OPTIONS

- Single golfer and foursome
- Corporate team packages
- Sponsor-included entries
- Early-bird pricing or limited preferred tee times
- Add-ons: mulligans, raffle tickets, contests

COLLECT UP FRONT

- Name, email, and phone
- Handicap or skill level, if you use it
- Shirt or gift size
- Meal and dietary needs
- Pairing requests

MESSAGE ON A SCHEDULE

- Save-the-date the day registration opens
- Update at 3 months and 1 month
- Reminder 2 weeks out
- Final details one week out
- Headcount and pairings to the course 7 to 10 days out

PLAN THE DAY AROUND THE GOLF.

The golfer experience is usually what people remember. Book vendors early, and vet every one.

WHAT TO LINE UP

- Food and beverage, including on-course carts
- Prizes, gifts, and awards
- Photographer or video
- Contests: closest to the pin, long drive, putting
- Sponsor activations and hospitality stations
- Warm-up or stretching station before the round

ASK EVERY VENDOR

- Can you send a certificate of insurance?
- How much space, power, and setup time do you need?
- Do you have references from similar events?
- What is your plan for heat, wind, or rain?
- Will you confirm everything in writing?

A SAMPLE RUN OF SHOW.

An 8:30 AM shotgun start for a scramble. Shift every time to match your start.

6:30 — **Vendors and signage**
Walk the course, set up registration and activations.

7:00 — **Volunteer briefing**
One-page run of show, roles, and a contact for each area.

7:15 — **Check-in opens**
Scorecards, rules, gifts. Golfers arrive in clusters, so add a buffer.

8:10 — **Player meeting, carts out**
Rules, contests, safety, weather plan.

8:30 — **Shotgun start**
A late start pushes the whole day back.

1:00 — **Play wraps**
A scramble typically takes about four to five hours.

1:15 — **Lunch, scores, raffle**
Hold the scoreboard so teams stay for awards.

2:30 — **Awards and breakdown**
Photograph winners and sponsors. Collect signage and supplies.

THE FOLLOW-UP IS PART OF THE EVENT.

WITHIN 48 HOURS

THANK EVERYONE

- Players, sponsors, and volunteers
- Post photos and results
- Tag sponsors on social media

WITHIN 1 TO 2 WEEKS

CLOSE THE BOOKS

- Send sponsors a recap: attendance, funds raised, photos
- Reconcile the budget and pay vendors
- Survey players and volunteers

WITHIN 30 DAYS

SET UP NEXT YEAR

- Debrief the committee while it is fresh
- Ask sponsors to renew
- Hold next year's date with the course

NUMBERS WORTH TRACKING EACH YEAR

Net raised · Cost per player · Sponsor renewal rate · Player survey score · Volunteers who return

YOUR FIRST 30 DAYS.

Starting from zero? Do these five things in order.

1. **Set the goal and a rough budget**
   Funds to raise, field size, entry fee.

2. **Call courses and hold a date**
   Ask the questions on page 4. Get terms in writing.

3. **Build sponsor tiers**
   Price them, write the benefits, make the first asks.

4. **Choose a registration tool**
   Pick the open date and the early-bird plan.

5. **Recruit your committee**
   One owner for each area on the checklist.

KEEP GOING

Download the free one-page checklist and read the full guide.

Learn more about tournaments

Browse the Resources library

Read the full planning guide