GOLF STRETCH™ ACADEMY

FREE GUIDE

THE GOLF TOURNAMENT SPONSORSHIP GUIDE

Packages, pricing, outreach, and follow-through. Twelve pages for first-time organizers raising money for a charity or corporate golf tournament.

ALL PRICES AND FIGURES IN THIS GUIDE ARE HYPOTHETICAL EXAMPLES, NOT BENCHMARKS.

A SPONSORSHIP IS AN EXCHANGE.

The sponsor provides money, product, or services. You provide visibility, access, and goodwill they can point to. Know what each side wants before you ask.

THEIR SIDE

WHAT SPONSORS USUALLY WANT

- Visibility with a specific audience
- Goodwill from backing a cause they care about
- Hospitality for clients and employees
- A chance to meet people they want to reach

BE READY TO ANSWER

WHAT THEY WILL ASK YOU

- Who will be there, and how many?
- What exactly do I get?
- What does it cost, and what is it for?
- Who else is sponsoring?
- How will I know it was worth it?

YOUR SIDE

BEFORE THE FIRST ASK

- A one-page fact sheet: date, course, field size, cause
- A sponsorship target and a tier plan
- Logo specs and an artwork deadline
- A plan to thank sponsors and report back

CASH SPONSOR

Pays a set amount for a package of benefits. The simplest to track and fulfill.

IN-KIND SPONSOR

Provides goods or services instead of cash, such as prizes, printing, or photography.

SPONSORSHIP VS. DONATION

A sponsorship returns benefits to the business; a donation does not. Tax treatment can differ, so ask a tax advisor.

EIGHT PACKAGE TYPES TO BUILD FROM.

Choose the ones that fit your event. A few clear packages are easier to explain, easier to sell, and easier to fulfill than a long menu.

TOP TIER

PRESENTING

Event name tie-in, such as “The [Company] Charity Classic,” top logo placement, and a speaking moment.

Best for: A company that wants to be the face of the event.

PREMIUM

PLATINUM

Large logo on course signage and online, a table at registration, and mentions in every email.

Best for: A business that wants strong visibility and hospitality.

MID TIER

GOLD

Logo on signage and in the program, recognition at awards, and the option to add a foursome.

Best for: A mid-size business with a marketing budget.

ENTRY TIER

SILVER

Logo on signage, a program listing, and thanks at the awards.

Best for: A smaller business making a first sponsorship.

LOW BARRIER

HOLE

A sign at one tee box with the company name, plus the option to staff the hole.

Best for: A local business or individual. An easy first yes.

SPOTLIGHT

FOOD AND BEVERAGE

Name on a meal, a beverage cart, or a hospitality stop: “Lunch presented by [Company].”

Best for: A restaurant, food or drink brand, or any company that wants a clear moment.

INTERACTIVE

EXPERIENCE

Sponsors a golfer experience: a contest, putting challenge, photo stop, or stretching station.

Best for: A company that wants golfers to engage, not just see a logo.

NON-CASH

IN-KIND

Goods or services in place of cash: gifts, prizes, printing, photography, or a prize hole.

Best for: A business with product or services to give. Can lower your costs.

PRICE FROM YOUR NUMBERS, THEN TEST IT.

Four inputs set your pricing: what the event costs, what you want to raise, who is playing, and what a sponsor actually receives.

HYPOTHETICAL FIND YOUR SPONSORSHIP TARGET

SAMPLE MATH

Total event costs, with 10% contingency	$42,350
+ Net amount you want to raise	$12,650
= Total revenue needed	**$55,000**
− Entry fees (120 golfers at $250)	$30,000
− Raffle and add-ons	$5,000
= Sponsorship target	**$20,000**

Uses the sample budget from the Planning Playbook.

INPUT 1

EXPENSES

Count the real cost of the event, including what it takes to fulfill each sponsor: signs, printing, gifts, and a contingency.

INPUT 2

FUNDRAISING GOAL

Use the net amount you want to keep, not the gross. Sponsors give more when you can say what the money funds.

INPUT 3

AUDIENCE

Field size and who is playing shape what sponsors will pay. A field of local business owners supports different prices than a community outing.

INPUT 4

SPONSOR VALUE

Price what the benefits are worth to the sponsor, not only what they cost you. Compare similar local events before you lock prices.

PRICE PER GOLFER

$5,000 presenting ÷ 120 golfers = $41.67 per golfer. A $300 hole sponsor = $2.50 per golfer.

CONCENTRATION

In the sample, the presenting sponsor is 25% of the target. If that sale falls through, you still need 75% from everyone else.

COVER YOUR COSTS

Check that each package price covers what it costs you to deliver, then leave room for a few sponsors to say no.

SPONSORSHIP REVENUE CALCULATOR.

Multiply price by quantity, add it up, and compare it to your target. Sample figures are hypothetical. Shaded columns are yours.

PACKAGE	PRICE	AVAILABLE	MAX REVENUE (PRICE × AVAILABLE)	PLAN TO SELL	EXPECTED REVENUE (PRICE × PLAN)	YOUR PRICE	YOUR PLAN	YOUR TOTAL
Presenting sponsor	$5,000	1	$5,000	1	$5,000			
Platinum	$3,000	2	$6,000	1	$3,000			
Gold	$1,500	4	$6,000	2	$3,000			
Silver	$1,000	6	$6,000	3	$3,000			
Hole sponsor	$300	18	$5,400	12	$3,600			
Food and beverage	$1,000	2	$2,000	1	$1,000			
Experience	$750	3	$2,250	2	$1,500			
In-kind (prizes, printing)	n/a	n/a	$0	n/a	$0			
Total cash sponsorship			**$32,650**	**22 sponsors**	**$20,100**			
Sponsorship target (page 4)					$20,000			
Surplus or (gap)					$100			

THE FORMULAS

Max = Price × Available

Expected = Price × Plan to sell

Surplus = Total expected − Target

Coverage = Total expected ÷ Target

WHAT THE SAMPLE SHOWS

Expected revenue of $20,100 covers 100.5% of the $20,000 target. The plan sells 62% of the $32,650 maximum, so it does not depend on a sellout. The top three tiers deliver about 55% of it.

AVOID DOUBLE COUNTING

The sample packages do not include entries. If a package includes a foursome, count that entry value once, in entry fees or in the package, not both. In-kind items are not cash: track them separately.

ONE PAGE THAT MAKES THE ASK EASY.

PROPOSAL OUTLINE. REPLACE THE BRACKETS.

[EVENT NAME] SPONSORSHIP OPPORTUNITY

1. **Event snapshot.** [Date], [course], [number] golfers, benefiting [cause]. One or two sentences.
2. **Why it matters.** What the money funds, in plain terms. “Every $[amount] provides [specific result].”
3. **Who will be there.** Describe the golfers and guests honestly: who they are and how many.
4. **Packages.** A simple grid of benefits and prices, shown on the right. Offer two or three options.
5. **How to say yes.** Deadline for logos, how to pay, and one name, email, and phone number.

HYPOTHETICAL SAMPLE PACKAGE GRID

BENEFIT	PRESENTING $5,000	PLATINUM $3,000	GOLD $1,500	SILVER $1,000	HOLE $300
Event name tie-in	●				
Logo on course signage	Large	Large	Medium	Small	Tee sign
Logo on website and emails	●	●	●		
Speaking moment	●				
Table or activation space	●	●			
Thanks at player meeting and awards	●	●	●	●	
Program listing	●	●	●	●	●
Post-event recap with photos	●	●	●	●	●

Foursomes are sold separately at the entry price. Offer to add one to any package.

Send it as a PDF. Name the sponsor in the file name and the first line.

Keep it to one page. Details can follow once they say they are interested.

Give a deadline. Tie it to something real, such as the signage order date.

START WITH PEOPLE WHO ALREADY KNOW YOU.

Warm leads say yes more often than cold ones. Work outward from your closest circle, and build a list well beyond the number of sponsors you need.

RING 1

CLOSEST CIRCLE

- Committee, board, and volunteers, and their employers
- Past golfers and donors
- Businesses that already work with your organization

RING 2

LOCAL BUSINESSES

- Vendors and suppliers you already pay
- Local financial, real estate, healthcare, auto, and home service businesses
- Members of your local chamber or business group

RING 3

WIDER REACH

- Regional companies with community giving programs
- Businesses listed as sponsors of similar local events
- Companies whose employees play golf

SCORE EACH PROSPECT 0 TO 3

RANK YOUR LIST

Relationship with someone on your team	0-3
Fit with your golfers and cause	0-3
Likely ability to give	0-3
Timing: budget season, past giving	0-3
Total (ask the highest first)	**0-12**

Match the ask to the prospect. Pitch the biggest packages to the best-scoring prospects first, then work down.

Use personal connections. A volunteer who knows the owner will usually get a better response than a cold email.

Plan for no. The sample plan on page 5 needs 22 sponsors. Expect many prospects to decline or say not this year.

THREE MESSAGES THAT START THE CONVERSATION.

TEMPLATE 1

INTRO EMAIL

Subject: Sponsorship opportunity, [Event Name], [Date]

Hi [First name],

I am helping organize [Event Name] on [date] at [course], benefiting [cause]. About [number] golfers will play, and we are looking for a few local businesses to sponsor.

Your support would fund [specific use of funds]. Sponsors receive [two or three main benefits].

I attached a one-page overview with options starting at $[amount]. Could we talk for 15 minutes this week or next?

Thank you,
[Name, role, phone]

TEMPLATE 2 · SEND 5 TO 7 DAYS LATER

FOLLOW-UP EMAIL

Subject: Re: Sponsorship opportunity, [Event Name]

Hi [First name],

I am following up on my note about [Event Name]. Inboxes fill up, so I wanted to be sure it reached you.

[Package] is still available and includes [benefit]. We need sponsor commitments by [date] so your logo can be included on [signage or program].

I am happy to answer questions or adjust a package to fit. Is a quick call possible on [day]?

Thanks,
[Name, role, phone]

TEMPLATE 3

PHONE SCRIPT

1. **Open.** “Hi [Name], this is [you] with [organization]. Do you have a minute? I am calling about [Event Name].”
2. **Why them.** “We are reaching out because [reason, such as they support local youth programs].”
3. **Offer.** “Sponsors receive [benefit]. Two popular options are [A] at $[price] and [B] at $[price].”
4. **Ask.** “Would [package] be a fit for [company] this year?”
5. **If not now.** “Can I send the one-pager and check back on [date]?”
6. **Close.** Repeat the next step and date, and thank them.

TRACK EVERY CONVERSATION.

DAY 0	DAY 5 TO 7	DAY 12 TO 14	DAY 21	DAY 28
Intro email	Follow-up email	Phone call	Final nudge with the deadline	Close the loop and thank them either way

COMPANY	CONTACT	SOURCE	PACKAGE PITCHED	ASK	INTRO SENT	FOLLOW-UP	STATUS	NEXT STEP
Sample Co. A	[Name], owner	Board member	Presenting	$5,000	[date]	[date]	In talks	Call [day]
Sample Co. B	[Name], manager	Past sponsor	Gold	$1,500	[date]		Contacted	Follow up [date]
Sample Co. C	[Name], office mgr	Vendor	Hole	$300	[date]	[date]	Committed	Send invoice

HYPOTHETICAL SAMPLE ROWS Status key: Not started · Contacted · In talks · Committed · Paid · Declined. When a sponsor commits, send an invoice and a short form for logo and contact details within two days.

GIVE SPONSORS A MOMENT, NOT JUST A SIGN.

An activation is anything a sponsor does or provides at the event. Keep it fun and keep play moving.

CONTEST

CONTEST HOLE

Closest to the pin or long drive, with clear rules. Hole-in-one prizes usually need insurance.

SKILL GAME

PUTTING CHALLENGE

A putting or chipping game with sponsor signage and simple prizes.

HOSPITALITY

NAMED REFRESHMENT STOP

A beverage or snack stop at the turn, named for the sponsor.

PHOTO

PHOTO STOP

A branded spot for team photos, shared afterward with the sponsor tagged.

GIFTS

WELCOME GIFT

A sponsor item at check-in. Confirm quantity and delivery date early.

RECOGNITION

SPONSOR MOMENT

A short thank-you at the player meeting and awards.

FEATURED EXAMPLE

ASSISTED STRETCHING STATION

A trained provider guides golfers through short, assisted stretches before they tee off, near the range or first tee. It can anchor an Experience package or be booked as a vendor.

- Plan on about a 10 by 10 foot shaded space near the range or first tee, and confirm it with the course
- Offer a sign-up sheet and keep the line short so the start is not delayed
- Ask any provider about training, liability insurance, references, and golfers served per hour

General wellness, not medical treatment. Golf Stretch Academy provides this service, so compare it with other providers.

Ask the course first about space, power, and outside vendor rules.

One owner each. Every activation gets a named volunteer.

Agree who supplies what before event week.

Protect pace of play. Never block a tee box or cart path.

09 / EVENT-DAY FULFILLMENT

DELIVER WHAT YOU PROMISED.

Delivering what you sold is what earns a renewal.

- [ ] **Day before.** Match the sign list to the package list, line by line.
- [ ] **90 minutes before the first tee.** Signs up, tables set, activation staff arrived.
- [ ] **Name a sponsor host.** One volunteer who greets sponsors and knows what each is owed.
- [ ] **Announce sponsors** at the player meeting and at awards.
- [ ] **Photograph each sponsor:** sign, table, and team.
- [ ] **Keep a benefit log:** promised, delivered, and photo taken.
- [ ] **Collect signage** at the end and note anything damaged or missing.

10 / POST-EVENT FOLLOW-UP

TURN THIS YEAR INTO NEXT YEAR.

Report back quickly, then ask while the day is fresh.

- **Within 48 hours.** Thank every sponsor personally by call or email, and post photos with sponsors tagged.
- **Within 1 to 2 weeks.** Send a one-page recap: funds raised, golfers who played, photos of their placement, what the money will do, and the benefits delivered.
- **Within 30 days.** Ask for feedback and offer first choice of next year's package. Hold the date.
- **Keep the records.** Renewal list, sponsor feedback, what you would change, and any invoices or receipts still owed.

HYPOTHETICAL SAMPLE

BENEFIT LOG

SPONSOR	PACKAGE	BENEFIT PROMISED	DELIVERED	PHOTO	NOTES
Sample Co. A	Presenting	Event name tie-in and banner at registration	Yes	Yes	Banner moved to the first tee
Sample Co. C	Hole	Tee sign at hole 7	Yes	Yes	

YOUR SPONSORSHIP CHECKLIST.

12 TO 9 MONTHS

PLAN

- [ ] Set the net fundraising goal
- [ ] Total your event costs
- [ ] Calculate the sponsorship target
- [ ] Choose and price your packages
- [ ] Write the one-page proposal
- [ ] Collect logo specs and deadlines

9 TO 3 MONTHS

SELL

- [ ] Build and rank the prospect list
- [ ] Make the biggest asks first
- [ ] Send intro emails and log them
- [ ] Follow up by email and by phone
- [ ] Confirm commitments in writing
- [ ] Invoice and collect payment

EVENT WEEK AND DAY

DELIVER

- [ ] Match signs to packages
- [ ] Confirm activation space with the course
- [ ] Brief the sponsor host and volunteers
- [ ] Place signs and set tables early
- [ ] Announce and photograph sponsors
- [ ] Complete the benefit log

AFTER THE EVENT

FOLLOW UP

- [ ] Thank each sponsor within 48 hours
- [ ] Post photos with sponsors tagged
- [ ] Send the sponsor recap
- [ ] Ask for feedback
- [ ] Offer first choice for next year
- [ ] Debrief the committee

MY NUMBERS

Total costs _____ + Net goal _____ − Entry fees _____ − Other income _____ = **Sponsorship target** _____

Sponsors needed _____ Average package _____ Prospects to contact _____