



## Golfplay Fundraising Tournaments - We make it easy!



So, your organization has decided to host a Golfplay fundraiser, and you've been asked to help plan it. Below we've provided some basic guidelines for you to consider as you start organizing and planning your golf tournament fundraiser. This information will help keep your planning process on track, and make you look like a pro the day of your charity golf event. Of course, we are always available to answer any questions or provide additional support for your event - just ask!

### Golfplay Tournament Planning

The first step in organizing a Golfplay charity tournament is to establish your fundraising goals. Determine how much money you need to raise and estimate costs as these will certainly influence your planning. Create a written tournament budget and project plan that spells out goals and outlines roles and responsibilities for everyone involved. Charity golf tournaments have always been known to be one of the most lucrative fundraising events if done right - plan your work & work your plan!

### Assemble Your Golfplay Tournament Planning Committee

Successful golf tournament fundraisers hinge on the recruitment and action of a strong leadership team. Fortunately, having an event at Golfplay doesn't require nearly the number of volunteers as an outdoor tournament, where logistics are much more challenging. Ideally your team should be comprised of individuals with diverse skills and talents that share a common interest in the organization's success. It's also recommended that you get knowledgeable golfers involved on your event planning committee. They may not know

about fundraising, but they'll understand golf and the Golfplay experience to help plan for a successful event.

Consider assigning a person to the following project areas:

- **Corporate Sponsorship and Donations:** Corporate sponsors are an important part of most charity golf events. Ideally, this person or team will be well connected and have experience in sales and building partnerships to create sponsorship packages that outline benefits and obligations. They will then raise money for your organization by soliciting event sponsorships from local businesses. In-kind donations can also be solicited for printed materials, silent auction items, raffle prizes, goodie bag inclusions and more. The sponsorship coordinator or group will want to work closely with the marketing team to ensure all sponsorship obligations are fulfilled. If done correctly, sponsorship can bring in a lot of extra dollars for your event. There are many options for sponsors - each type of sponsorship has a different value and price point that is set by your organization;
  - Presenting Sponsor - Logo featured on the webpage, donation pages and frequently displayed on digital signage throughout the venue. This is the most prestigious and expensive sponsorship opportunity. This company also typically provides prize(s) for the prize table. Pricing depends on size of the tournament, and can range from \$250 to \$1,000.
  - Closest to the Pin Sponsor - We choose (2) par 3 holes - one on the front 9 and one on the back 9. Each contest can be sponsored separately. The sponsoring company logo will be on our digital signage and on our leaderboard. Generally the company will also provide a prize for this contest.
  - Longest Drive Sponsor - A hole is chosen and the longest drive (must be in the fairway!) wins. The sponsoring company logo will be on our digital signage and on our leaderboard. Generally the company will also provide a prize for this contest.
  - Longest Putt Sponsor - This contest is simple - whoever sinks the longest putt of the day wins. The sponsoring company logo will be on our digital signage and on our leaderboard. Generally the company will also provide a prize for this contest.
  - "Supported by" Sponsors - Similar to hole sponsors in a traditional tournament, their company logo is displayed on the digital signage displays throughout the venue.
  - Prize Sponsor - Companies provide a prize for the prize table
- **Marketing & Public Relations:** It will be beneficial to have someone with a communications background for this role. This person will write press releases and pitch story ideas to local media. They will also create print and promotional materials (i.e. flyers, print ads, event posters, etc.) to help spread the word about the event throughout the community.
- **Day of Event Operations:** He or she organizes Day of Event logistics. This group also plans pre- and post-event meals and activities, and coordinates entertainment. It may be a nice gesture to have an on-site photographer to take pictures at the event. These will be great assets for the post-event recap on your website and

newsletter. Great pictures and video will also help in your general fundraising efforts and for next year's event recruitment.

- **Prize Committee:** This person or group is responsible for finding items for the prizes for the winners as well as goodie bags (optional) that each golfer receives such as golf balls, tees, coupons and other small promotional items.

## Recruiting Golfers for the Tournament

Now that you have a strong team in place, it's time to find some golfers. Golfplay provides a webpage that is used to help promote your event as well as register both participants and sponsors. There are several reasons why golfers will want to participate in your charity Golfplay tournament, so be sure to focus on all of these areas in your marketing efforts:

- **Your Cause** – The best place to start recruiting is with the people that already support your organization and cause. They love or have been personally affected by your cause, and will support you because of that.
- **The Event** – This is where you can draw new people into your circle. There are people who'd like to spend every waking moment playing golf. For them, a Golfplay tournament is a chance to play on the best golf simulators in the world and enjoy some fun with friends. Fundraising contests such as closest to the pin & long drive contests along with a good prize table will add to the allure, as will a silent auction afterward.
- **The Venue** – Hosting a charity golf tournament at Golfplay can be a big draw. Since opening in 2017, we've developed a strong reputation and the hi-tech nature of using our golf simulators in a tournament is a unique twist that will appeal to many people. Don't forget to mention our famous stone-oven pizza!

## Our online Tournament management platform makes it easy

Are you wondering how you are going to manage all these moving parts, meet deadlines, and ensure your tournament planning team are prepared for event day? You are going to need some help. Fortunately, Golfplay has some great online tournament management tools to help manage the full event life cycle of charity golf events including functions to:

- Manage player and team registrations
- Assign additional players to teams and assign simulator bays
- Organize pre-event promotions
- Sell and promote sponsorships online with a dedicated webpage
- Generate detailed tournament management and registration reports
- View event planning progress throughout the planning phase
- Process secure credit card payments for registrations and sponsorships

## Creating your budget

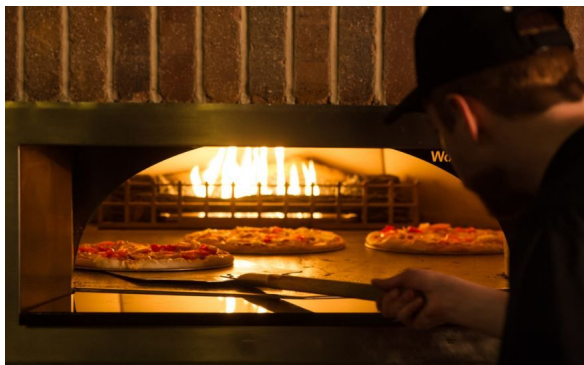
**Tournament Format** - We offer either 9 hole or 18 hole tournaments. The Golfplay venue fee includes all (8) simulator rentals for the length of time booked and also includes exclusive use of the entire facility, including Ironwood Bistro lounge area. It also includes a custom webpage for your event including registration and online payment processing. Unless otherwise arranged, all tournaments begin at 6pm. Note there are significant savings for tournaments booked during our “off season” of May - October.

Number of Holes	Time required	Venue Fee May - October*	Venue Fee November - April*
9 Hole	2.5 Hrs	\$960	\$1,440
18 Hole	4.5 Hrs	\$1600	\$2,400

\*plus HST

**Tournament Size** - Tournaments can be set up as 4, 6 or 8 people per simulator bay. With 8 bays, we can accomodate 32, 48 or 64 participants at a time. Obviously, the more golfers you have, the more funds you can raise, which is why we recommend 8 people per bay playing alternate shot format.

**Food** - Golfplay is known for our fantastic stone-oven pizza, but we have a great menu with a lot of options. We'll help you create a food package for your event, which is served to directly to the simulator bays as players golf. . The chart below outlines some examples of typical food packages for 4, 6 or 8 golfers per bay;



Total # of Golfers	Tournament formats available	Food Package served per bay (Examples)	Prices include 18% gratuity on food. HST is extra
4 per bay, 32 total	Stroke play, 2 person scramble, alternate shot	(1) pizza, nachos platter & truffle fries	\$56 per bay (\$14 / person)
6 per bay, 48 total	Stroke play, Alternate shot	(2) pizzas, nachos platter & (2) truffle fries	\$84 / bay (\$14 / person)
8 per bay, 64 total	Alternate shot	(3) pizzas, 3 lbs wings	\$120 / bay (\$14 / person)

**Determining the budget** - To determine your cost per person, divide the venue fee by the total number of golfers, and add the food budget. For example, if the planned event was in September and was an 18 hole tournament with 8 people per bay (4 teams of 2 playing alternate shot format), then the venue fee would be \$1600 / 64 people = \$25 / person. If the food budget was \$14 / person, the total budget per person would be \$39. Note that this calculation is based on a sell-out of 64 golfers.

Determining your tournament fee is totally up to you - the more you charge, the more you can raise. The more value you provide for the participant in the form of great prizes or other perks, the higher your registration fee can be. For instance, have a gift bag for each participant or include a tournament cocktail. Be creative! As a general rule, we recommend charging a minimum of twice your total tournament fee.

**Sponsorships** - Getting sponsors is an important way to raise additional funds for your event. Local businesses are used to supporting golf tournaments, so it is an easy concept to sell. At Golfplay, we offer exposure for your sponsors by featuring their logos on our HD TVs located throughout the facility during the entire duration of your event. Below are several types of sponsorship opportunities, along with suggested rates. In the end, the rates are totally flexible and can be as little or as much as you think you can charge.

- Closest to the pin
- Longest Drive Sponsor
- Longest Putt Sponsor
- Presenting Sponsor (logo dominates digital signage)
- Supporting sponsor - Displayed as a "Supporting Sponsor" along with another supporting sponsor

Note that Golfplay charges \$20 / sponsor to format the graphics and administer the digital signage system.

### **Other fundraising ideas;**

- Sell Mulligans at Registration ( \$5 each)
- Sell 50/50 tickets throughout the event ( Typically averages \$10 / participant)
- Sell raffle tickets for some donated prizes
- Silent auction after the tournament in the Ironwood Lounge

## **Finalizing the Details**

Once a date has been chosen, 50% of the venue fee is required to confirm the booking. Next, we create a dedicated webpage with all the details of your event. The URL for this page is included in the email that your organization sends out to potential participants. The webpage includes a registration button for both participants and sponsors, so they can pay with a credit card. Admin access is provided to your organization so you can track who has registered, and how many sponsorships have been sold etc. The funds from participants and sponsors are collected by Golfplay. At the end of your event, depending on the total number of participants and sponsors, we provide you with the funds from your event, less Golfplay fees - either as a cheque or e-transfer.

## **Questions? Ready to get started?**

Contact me!



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