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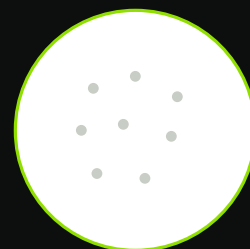
GOLF TOURNAMENT PLANNER

THE 8-PAGE FIELD GUIDE TO A BETTER EVENT



PLAN IT.
BRAND IT.
MAKE IT COUNT.

A focused guide for building the purpose, budget, sponsor value, player experience and event-day details that turn a round of golf into a real brand experience.



START WITH THE WHY.

Before you choose gifts, signs or sponsors, define what the tournament must accomplish.

THE EVENT BRIEF

EVENT NAME

EVENT DATE

HOST / BENEFICIARY

PLAYER GOAL

PRIMARY OUTCOME

REVENUE / FUNDRAISING GOAL

THE FIVE DECISIONS THAT UNLOCK EVERYTHING ELSE

01

PURPOSE

What result matters most?

02

AUDIENCE

Who should play and sponsor?

03

EXPERIENCE

What should the day feel like?

04

VALUE

What will golfers keep and remember?

05

OWNERSHIP

Who owns every major decision?

CORE LEADERSHIP

☐ Event lead

☐ Course liaison

☐ Sponsor lead

☐ Player lead

☐ Brand lead

☐ Finance lead

CHOOSE THE GAME. FUND THE EXPERIENCE.

The format sets the pace. The budget decides where to create value and where to stay disciplined.

01

SCRAMBLE

Fast, social and ideal for mixed abilities.

02

SHAMBLE

Best drive, then every player finishes the hole.

03

BEST BALL

Every golfer plays through; lowest team score counts.

A FULL-FIELD STARTING POINT

18

HOLES

30-36

TEAMS

2

TEAMS / HOLE

120-144

PLAYERS

BUILD THE BUDGET AROUND FOUR BUCKETS

01

COURSE + HOSPITALITY

Green fees, carts, range, food and beverages.

02

PLAYER EXPERIENCE

Apparel, gifts, balls, prizes and awards.

03

BRAND + PROMOTION

Registration, signs, print, photos and video.

04

RISK + RESERVE

Insurance, permits, weather and contingency.

THE BRB KEEP-VALUE RULE

If golfers toss it in the trash or leave it in the cart, it was not the right place to spend.

SELL THE PARTNERSHIP, NOT THE SIGN.

Sponsors stay when the package creates meaningful visibility, interaction and proof of value.

01

FIND THE FIT

Prioritize brands connected to the audience, cause or community.

02

PACKAGE VALUE

Define exactly what each level receives before outreach begins.

03

CREATE MOMENTS

Put sponsor brands where golfers actually interact with them.

04

REPORT + THANK

Share photos, results and gratitude immediately after the event.

BUILD A SPONSOR MENU WITH FOUR DISTINCT PLAYS

PRESENTING

Naming rights, premium placement, hosted experience

PLAYER EXPERIENCE

Apparel, gifts, balls, kits or registration

ON-COURSE

Hole signs, flags, contests, carts and hospitality

COMMUNITY

Accessible entry level with visible recognition

TARGET SPONSORS

PACKAGE DEADLINE

FOLLOW-UP OWNER

GIVE GOLFERS GEAR THEY WILL KEEP.

Choose usefulness, fit and quality first. The brand impression follows the product home.

01

GOLF BALLS

Premium options, custom packaging and sponsor branding.

02

PLAYER KITS

Useful accessories packed as one organized arrival moment.

03

APPAREL

Polos, layers and rainwear golfers will wear again.

04

HEADWEAR

Performance, rope and fully custom caps with staying power.

05

PRIZES

Premium equipment and lifestyle gifts worth winning.

06

PRESENTATION

Packaging that turns several items into one experience.

BUILD THE PLAYER KIT

- | | | |
|---|--|---|
| ☐ Premium golf balls | ☐ Metal ball marker | ☐ Divot tool |
| ☐ Performance towel | ☐ Custom headwear | ☐ Polo or pullover |
| ☐ Glove | ☐ Speaker or tech | ☐ Valuables pouch |
| ☐ Drinkware | ☐ Custom packaging | ☐ Sponsor insert |

PREMIUM BRAND ACCESS

Ask BRB about Titleist, FootJoy, Callaway, TaylorMade, PING, Peter Millar, Southern Tide, TravisMathew, G/FORE, Turtleson, Sun Mountain, Stio and more.

ONE EXPERIENCE. FROM ARRIVAL TO AWARDS.

Map what golfers and sponsors see, receive and remember at every stage of the day.

01

ARRIVAL

Parking, wayfinding, registration and organized player kits.

02

FIRST TEE

Welcome message, presenting sponsor and photography.

03

ON COURSE

Hole signs, flags, contests, tents, carts and hospitality.

04

THE FINISH

Leaderboard, sponsor wall, awards and closing recognition.

TOURNAMENT-READY CHECKLIST

- | | |
|---|--|
| ☐ Registration roster and payments | ☐ Player kits packed by team |
| ☐ Volunteer assignments and contacts | ☐ Sponsor signs placed and photographed |
| ☐ Contest rules and measuring tools | ☐ Scoring method tested |
| ☐ Prizes labeled and staged | ☐ Weather and emergency plan |
| ☐ Photographer brief and shot list | ☐ Cleanup and inventory owners |

DO NOT FORGET THE FINISH

Thank sponsors publicly. Recognize volunteers. Share results. Photograph the awards. Announce next year while the energy is high.

WORK BACKWARD FROM TEE TIME.

Earlier approvals create better product options, stronger sponsor packages and fewer rush costs.



6+ MONTHS

Purpose, goals, budget, course, date and leadership.

4-5 MONTHS

Sponsor outreach, format, registration and event identity.

3 MONTHS

Apparel, player gifts, golf balls, major signs, logos and sizes.

6-8 WEEKS

Artwork approvals, food, volunteers, contests and prizes.

3-4 WEEKS

Pairings, print, sponsor assets and player communication.

1 WEEK

Shipments, signs, kits, weather, staffing and scoring.

EVENT DAY

Check-in, sponsor value, contests, photos and awards.

1-3 DAYS AFTER

Thanks, results, budget reconciliation and lessons learned.

PUT THE NUMBERS AND OWNERS IN ONE PLACE.

Use this as a working starting point, then tailor each line to your course, audience and fundraising model.

EXPENSE	ESTIMATE	ACTUAL	OWNER
Course, carts and range			
Food and beverages			
Registration and promotion			
Player apparel			
Golf balls and player kits			
Signs, tents and displays			
Prizes and awards			
Photography and video			
Insurance and permits			
Shipping and logistics			
Contingency reserve			
TOTAL EXPENSES			

INCOME PLAN

Player registration		Presenting sponsors	
Other sponsorships		Raffles and auctions	
Contests and add-ons		Merchandise sales	
Other income		NET RESULT	

FINAL SIGN-OFF

- ☐ Budget approved
- ☐ Course confirmed
- ☐ Sponsors fulfilled
- ☐ Products approved
- ☐ Staff assigned
- ☐ Weather plan ready
- ☐ Thank-you plan ready
- ☐ Next-year notes captured