



# International Association of Operative Millers

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## IAOM District Meeting and Conference Golf Planning Basics

### Popular Tournament Formats

There are many types of events that can be used to create a memorable and fun golf event. Some that you should be familiar with before checking out a course include:

- **Scramble** - Most popular format because only the good shots are played. All players hit a tee shot, then the best one is selected and all players take their next shot from that spot, and so on until the ball is putted. The score on each hole is recorded as a team score. If your group is large and made up of players with mixed skill level group or beginners, this is the best format. It is also one of the quickest to play, allowing additional time for other activities.
- **Best ball** - This format is played with two, three, or four players per team. Golfers play their own ball on each hole, the lowest score is then recorded as the team score. This format may be played with or without a handicap and has a medium pace of play. This format is for a field made up of golfers.
- **Callaway** - A player's handicap is determined after each round by deducting from his gross score for the 18 holes using the worst individual hole scores from the first 16 holes.
- **Individual Stroke Play** - This format works for smaller groups since each player plays their own ball and records their own score. The pace of play depends on the skill level of your golfers.
- **Shotgun** - This tournament is designed to help speed play with a large number of players. Usually courses will only allow this format with 72 players. Foursomes will be placed as different starting holes and then will execute play at the same time.
- **Tee times** - Individual tee times are assigned to the foursomes.

### Sponsorship Opportunities for Fundraising Events

A golf event can include many different types of sponsorship opportunities. Below are some of the specific opportunities that can be incorporated in your event:

- Hole Sponsors
- Closest to the Pin
- Longest/Shortest Drive
- Straightest Drive
- Longest Putt
- Hole-in-One Insurance - prizes can be cash, trips, etc.
- Swing Analysis
- Green and Cart Fees
- Food and Beverage Needs
- Prizes/Awards
- Bottled Water - always check with the golf course first
- Signage and Banners
- Photographer
- Pre/Post Clinic with Pros

Additional Funds can be raised through:

- Registration Fees
- Mulligan Tickets
- Shoot-out
- Live Auction

- Silent Auction

### **Top 10 Tips for a Successful Fundraising Golf Event**

1. Plan and write out each and every part of your event.
2. Recruit more volunteers or staff that you think you'll need, overstaff at the start of the event. And then, take the time to train them. They want to contribute and know they did a good job at the end of the day. Let them.
3. Thank everyone involved - volunteers, golfers, sponsors, golf course, etc.
4. Reward your committee or volunteers for bringing in new sponsors or golfers. Offer incentives such as free golf registration for sponsors over a certain dollar amount.
5. Recruit give-away items that don't cost you money. Do not purchase prizes, remember this is a fundraiser.
6. Promote, Promote, Promote - newsletter, email, fax, website, meetings, mailings, personal calls, etc.
7. Start small and grow.
8. Keep your registration fee reasonable based on the golfers package offered. Golfers usually participate in several tournaments a year and have a good idea on what green fees, shirts, etc. cost.
9. Encourage photo taking and have golfers share with you. Send to IAOM
10. Have fun and enjoy yourself. If you do, others will.

### **Insurance - a Necessary Expense**

Try to determine your liability based on the following potentials:

- Golfers - golf is a hazardous game
- Alcohol - are you hosting a bar?
- Golf Carts - will volunteers, staff or even your photographer use a golf cart during the event?
- Weather - over the past 30 years, an average of 73 people per year have been killed nationwide by lightning.
- Hole-in-One - are you offering a hole-in-one?
- Specialty Holes - are you offering a money hole, longest putt, closest to the pin or something similar?

Contact your insurance professional to review your coverage and include your tournament. Compare rates and coverage for your Hole-in-One and Specialty Hole insurance as many companies provide this coverage. Be sure to confirm how many witnesses you need to make sure you plan ahead for those volunteers.