

Fun FORE a day.....



The Golf Play Day

Better than...

Par for the course!

Fun FORE a day.....

- Transition General Event Principles to the Golf Play Day
- Sponsorship Ideas for the Event
- “Fun Equals Retention” Set your PlayDay apart from other similar events

The Three R's of Event Management

Remember
Revel
Return



General Event Principles



- Research
- Development
- Planning
- Execution
- Evaluation
- Is there a need to be met?
- Date and Site Selection
- Logistics
- Day of Event Coordination

Sample Committees for Play Day

Marketing	Finance	Games	Course-Set Up/Clean-up
Scoring	Auction	Sponsorship	Food Beverage
Prizes	Collateral Materials	Carts	Pairings

“Holing Out” for \$\$\$\$\$

Sponsorship for Stakeholder...

Hole Sponsors, Tee Sponsors
Breakfast, Lunch, Dinner
Cart Sponsors

Fun for the Golfer...

Hole-in-One Contest
Longest Drive
Longest Putt



*“My Playday is Better than
Your Playday!!!!”*

What about WOMEN???

Women are one of the fastest growing sector of new golfers.

Two Playdays for the price of one???

Try two nine-hole rounds with lunch servicing
Morning and Afternoon Golfers

*“My Playday is Better than
Your Playday!!!!”*

Club Washing Station...

What would clean
clubs be worth to you??

Club Drop Off....

Let your golfers enjoy breakfast,
while their clubs are place on the
cart.

**Cold Towels on a
Hot Day...**

Imagine.. small styrofoam cooler
with H₂O and Iced Towels, you
will have them signing up for next
year!

Clean Shoes....

Just a quick wipe and a gentle rub
of the cleats and you have set your
Play Day apart.....

Behind the Scenes Imperatives

Event Insurance	Security On and Off Site
Emergency Procedures	Maximum Fire Code Number

How long is a round of golf??



- Number of Players is directionally proportional to speed of play.
- Type of game is directionally proportional to speed of play.

Sample Production Schedule for Play Day

TIME	ACTIVITY	PLACE	CONTACT
6:00 AM	Committee Arrive	ISEN CC	Peter
7:00 AM	Golfers Arrive	South Parking Lot	Peter
	Registration Begins	ISEN CC Entry	Paul
7:30 AM	Breakfast	ISEN CC	Mary
8:45 AM	Registration Closes		
9:00 AM	Shot Gun Start	ISEN CC	Ringo
12:30 PM	Box Lunch Distribution	Half Way House ISEN CC 4 th and 7 th Holes	John
4:00 PM	Play Ends		
4:30 PM	Collection of Scorecards	Scoreboard Tent	George
4:30 PM	Host Bar	ISEN CC	CC Staff
5:00 PM	Cash Bar/Food Stations	ISEN CC	CC Staff
5:30 PM	Awards	ISEN CC	Committee

The 19th Hole.....



Golf Play Day Websites

Designed to Help You “Ace” Your Event

www.golfdigestplanner.com

www.rydergolfevents.com

www.bogeypro.com