



Elements of a successful Golf Tournament:

- Set a date early at a good golf course:** Good golf courses book tournaments one year in advance. Reserve early. Negotiate terms.
- Form a Committee:** See organization chart. Most meetings can be held via conference call, but start with a live meeting.
- Publicity:** Early publicity “Mark your calendar”, then “early discount” period, then final push. Emails (via BYU Alumni, Management Society), Facebook, etc. Build a local golf tournament email database.
- Prizes:** Golfers love prizes. Start with tee prizes (tees, balls, towels). Raffle prizes. Live and silent auction prizes. This sets your tournament apart from just a golf outing. Need a go-getter on this committee, but everybody should solicit prizes.
- Sponsors:** Chairperson should be someone who is not afraid to ask for money (financial planner, political consultant, etc.). Sponsor and prize money = profit.