



TOURNAMENT PLANNING GUIDE

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GROUP



Tournaments can be a great resource but they require planning to be successful.

There are 4 details that cannot be overlooked:

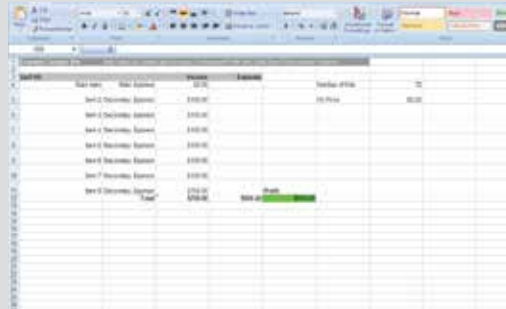
- Plan around a budget
- Have the right mix of value versus cost
- Raise as much money as possible
- Above all else, make sure the attendees have fun

This guide is designed to keep these points a priority, aiding in the creation of a successful event.

Make sure you start your tournament planning early.

The golfers attending your tournament will be investing their time and money for your cause. Most importantly, they will be participating for fun. In the mind of a golfer, the value of a tournament is directly tied to the enjoyment found in the event. Value is a combination of the right course, the right price, the right entertainment, and the right gifts. Since these components are the basis for the tournament expense budget, they need to be taken into account early.

BUDGETING



The Tournament Budget spreadsheet will help:

- Find more areas to generate income
- Fully assess tournament expenses
- Find ways promotional products can add value for golfers and increase profitability

Get the Tournament Budget spreadsheet today and make your next event a success. Call your Source One Digital rep or visit our website.

TOP 5 BUDGETING QUESTIONS

- 1 How much money do you want to raise?
- 2 What type of player are you trying to attract?
- 3 Which golf course is appropriate for your event?
- 4 How much will your players be willing to pay?
- 5 Are you offering enough value to achieve your goals?

Budgeting is the foundation for creating success. Because there is a considerable amount of competition among golf tournaments, a balanced budget is crucial.

Tournament planners have to understand that companies and golfers only have enough time and money set aside for a few select events.

It is critical to add as much value as possible to attract golfers, but the tournament must find a balance between cost and perceived value.

THE PRICE IS RIGHT

Be sure to take into account the market the event is being held in, the course selection, and perceived value.



FUNDRAISING

There are many creative ways to make the most of your charity golf tournament. Player registration fees provide a baseline for obtaining funds; however, the opportunity to raise dollars should not end there. There are many opportunities before, during, and after the tournament.

SPONSORSHIPS

Reach out to the community for event sponsorships that will cover the majority of a tournament's expenses.

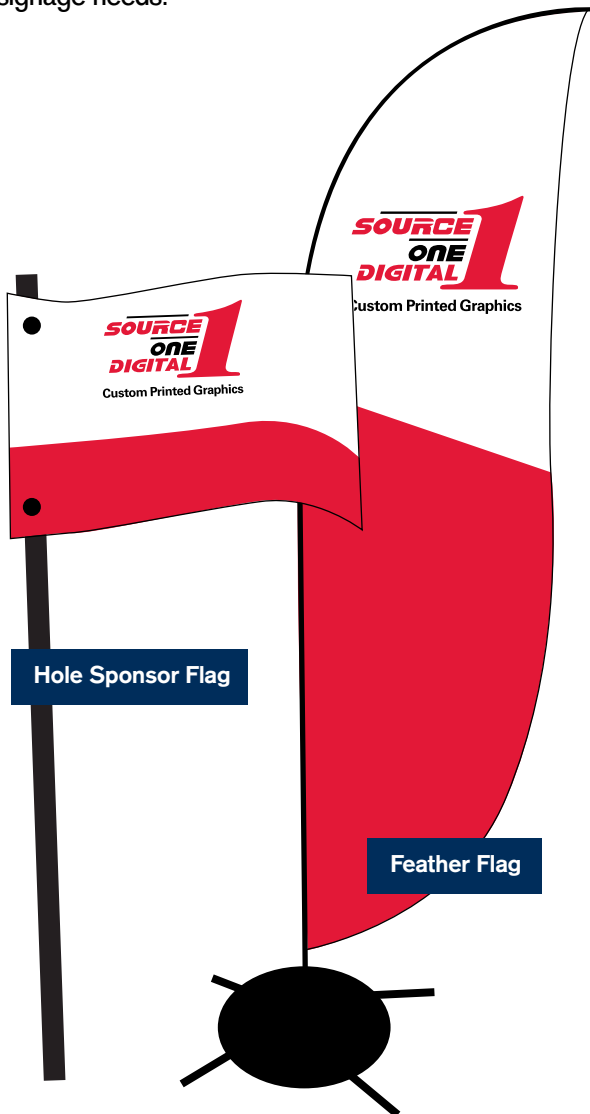
The following are great sponsorship ideas:

- **PRACTICE GREENS** Every golfer passes it at least twice during the day. A sponsor can have one-on-one interaction allowing golfers to play a quick putting game while positively representing the sponsors brand.
 - **GOLF CARTS** Recruit companies to sponsor every golf cart reducing the overhead for cart use.
 - **GOLFER GIFTS** Brand golfer gifts with the tournament event and sell the opportunity for a sponsor to be represented. This will give the sponsor the ability to have their brand in front of people well after the event. (Examples include: golf shirts, golf towels, golf gloves, drinkware, divot repair tools, and ditty bags)
 - **HOLE-IN-ONE CONTEST**
 - **LONGEST DRIVE**
 - Don't forget a **TITLE TOURNAMENT SPONSOR** Secure a major sponsor and give them visibility in your pre-event mailings and promotion, special signage, event program, and promotional products given to golfers. They will receive tremendous exposure in the community and your fundraising will get off to a fast start.
 - **CASH-BAR GOLF CART** Raise additional money by offering a fully stocked cash-bar cart. Outfit a golf cart with drinks, ice, and snacks, then sell them to golfers during the round. Plus a drink cart provides another great sponsor opportunity!
 - **FUNDRAISING RAFFLES** Months before the tournament, reach out to local businesses for donations and host a raffle.
 - **MULLIGANS** Definition: A mulligan, most simply put, is a "do-over." Hit a bad shot? Take a mulligan and replay that stroke.
Mulligans are most often employed during friendly rounds by golf buddies, or during charity tournaments where mulligans are sometimes sold. If mulligans are for sale, golfers can buy three mulligans for a set price each. The sale of mulligans is sometimes used as an additional fund-raiser at charitable events.
 - **CLOSEST TO THE PIN** This contest typically takes place on a par-3 hole and the tee shot landing closest to the pin wins! Often tournament planners will have one on-course contest for the front-nine and back-nine. Prizes typically donated by sponsors and the hosting course.
 - **PUTTING CONTEST** A putting contest can be held before, during, or after the tournament. This contest can serve as an additional fundraiser by charging golfers for each attempt to sink a putt from 60 feet. Insurance can be purchased for a minimal amount per golfer providing a grand prize of up to \$10,000.
 - **SILENT AUCTION** Gather popular items that will attract interest and active bidding. Golf lessons, a new set of irons, restaurant gift certificates, weekend get-a-aways, spa services, and art are all great options.
Promote the auction in event marketing materials. On the day of the event, showcase auction items enticing attendees with the opportunity to bid and win.
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SPONSORSHIP SIGNAGE

Tee Signs, Vinyl Banners, Flags, Backdrops, Table Throws, Cart Signs, Promotional Items, Much More!

Sponsors want to help your organization or team, but they also want to be recognized and seen by all participants. Sponsorship signage not only makes sure all your sponsors get recognized, but signage for things such as tee or hole sponsorship, cart sponsorships or events sponsorships also generates substantial revenue for your tournament above the cost of production. Choose from one of our affordable packages, or have us help you design a custom package to meet any budget. We can handle all the details of your tournament and golf outing signage needs.



BASIC SPONSOR PACKAGE	
Item	Quantity
24" x 18" Double-Sided, with H-Stake, Tee Sponsor Signs	18
24" x 18" Double-Sided, with H-Stake, Direction/Information Signs	6
8'h x 16'w Sponsor Banner with Hem and Grommets	1
4'h x 8'w Event Banner with Hem and Grommets	1
5" x 7" ReStickIT Cart Sponsor Signs	50
8' Fabric Table Throw	1
Package Price \$1,189 Save \$200	

DELUXE SPONSOR PACKAGE Includes Everything from Basic Package Plus...	
Item	Quantity
20" x 14" Hole Sponsor Flags	18
8' x 8' Fabric Photo Backdrop with Stand	1
Special Sponsor/Event Feather Flag	2
Package Price \$2,552 Save \$350	

BUILD YOUR OWN KIT!		
Item	Quantity	Price
24" x 18" Double-Sided, Coroplast Sign with H-Stake	1	\$18
20" x 14" Hole Sponsor Flags	18	\$350/set
8' x 8' Fabric Photo Backdrop with Stand	1	\$525
10' Tall Feather Flag	1	\$320
5" x 7" ReStickIT Cart Sponsor Signs (set of 50)	50	\$175/set
8' Fabric Table Throw	1	\$300
4' high x 8' wide Vinyl Banner with Hem and Grommets	1	\$96
8' high x 16' wide Vinyl Banner with Hem and Grommets	1	\$384
2' high x 2' wide Cart Path/Sidewalk Graphic	1	\$40

ADD VALUE & INCOME WITH GOLFER'S GIFT BAGS

The most popular golf tournaments provide a combination of a quality course with the right mix of drinks, food, raffle items, and gifts.

A proven method to increase value is to increase the perceived value of the attendees' gift bag. A golfer's gift bag can include anything from gift cards and golf balls to putters and golf shoes. These products can all be acquired through traditional promotional marketing channels resulting in quantity discounts, free raffle items, and custom item branding.

Instead of requesting that sponsors donate items to the tournament gift bags, build the purchase of promotional materials into sponsorship proposals. This will generate a more favorable mix of products, more value for sponsor dollars, increased perceived value of the round of golf, and free raffle items. The result is an event people want to attend and the opportunity to raise more money through raffles and sponsorships.

Our tournament kits are one of the best solutions for using sponsorship dollars while adding value to golfer gift bags. These kits are fully customizable and each product type in the kits can be branded with a different logo for no additional cost. Plus, they are offered with no set up charge.



TOP 4 BEST SELLERS



TITLEIST® PRO V1® GOLF BALLS

6 min | \$80.25 dz.
12 min | \$75.25 dz.
24 min | \$73.25 dz.

Set-Up Charge: Free for 1-2 colors
\$50.00 for 3-4 colors



WILSON ULTRA DISTANCE GOLF BALLS

6 min | \$29.00 dz.
12 min | \$22.00 dz.
24 min | \$21.00 dz.

Set-Up Charge: Free for 1-2 colors
\$50.00 for 3-4 colors



15" X 18" POLYESTER BLEND WHITE TOWEL

50 min | \$3.39 d
100 min | \$2.98 d
250 min | \$2.55 d

Full color printing with no set-up charge.



2 3/4" TALL TEE PLUS

1,000 min | \$0.15
2,500 min | \$0.09
5,000 min | \$0.08

Set-Up Charge: \$50.00

WHAT'S IN OUR HOTTEST KIT?

All golf kits are completely customizable with our full product line!

PREMIUM GOLF KIT WITH TITLEIST® DT® TRUSOFT™ GOLF BALL

72 min | \$18.80
144 min | \$17.30
288 min | \$16.40

Set-Up Charge: Free

• HYDRATE 20 OZ DOUBLE WALL TRITAN BOTTLE

Double wall insulation means that your beverage will stay cold longer and the Tritan material will hold up on all your course adventures. The handle on the lid provides easy portability - all you need is a carabiner to attach the bottle to your golf bag. Six colorful options are available.

• DIVOT FIXER

Another must-have accessory at any golf tournament is a divot fixer to help repair golf greens. This plastic tool is available in a variety of colors to match sponsor colors.

• TEN-3¼" GOLF TEES

Tees are a must in any golf kit and these 3¼" tees are designed specifically for use with large volume drivers. They are also available in a variety of colors to match sponsor colors.

• 15" x 18" POLYESTER BLEND WHITE TOWEL

With a large imprint area of 11" x 15", it's no wonder that this white towel is our best-selling golf accessory. There is plenty of room to fit the logos of all your tournament sponsors. To help keep costs down, there is no multi-color run charge.

• TITLEIST® DT® TRUSOFT™ GOLF BALL

Golfers can trust that every day DT TruSoft™ golf ball will offer consistent quality and performance as a result of Titleist's world-class manufacturing process. The golf ball in this kit can have a 1-4 color imprint to showcase sponsor logos.

• BALL MARKER

Make sure no one loses his place with a handy ball marker. These tools look great with the graphic of a sponsor logo or the name of the tournament.



TOURNAMENT KITS

A gift for every player!



DELUXE SHOE BAG KIT WITH WILSON ULTRA GOLF BALL

- 72 min | \$25.00
- 144 min | \$22.75
- 288 min | \$21.25

Kit includes: 600 denier PVC zippered shoe bag with two additional storage compartments, 15" x 18" golf towel with grommet and hook, a Wilson Ultra Golf Ball, 10 2¾" tall tees, 7-in-1 all purpose golf tool, 1 foam can holder

Set-Up Charge: Free



2 BALL TUBE WITH WILSON ULTRA GOLF BALLS

- 36 min | \$8.60
- 72 min | \$7.50
- 144 min | \$7.00

Set-Up Charge: Free



BASIC CART CADDIE KIT

- 72 min | \$9.50
- 144 min | \$8.00
- 288 min | \$7.60

Kit includes: PolyClear Water bottle, 15" x 18" golf towel with grommet and hook, 6 2¾" tall tees, 2 ball markers, and a divot repair tool

Set-Up Charge: Free



TOURNAMENT OUTING PACK WITH 2 TITLEIST® DT® TRUSOFT™ GOLF BALLS

- 72 min | \$13.90
- 144 min | \$13.10
- 288 min | \$12.60

Set-Up Charge: Free



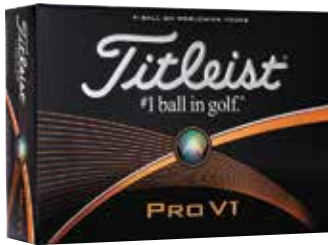
WILSON STAFF 2-BALL BUSINESS CARD BOX WS2 BC-FD

- 72 min | \$6.50
- 144 min | \$6.20
- 288 min | \$6.00

Business card slips into top of box
Kit includes: 2 Wilson Staff Elite logo'd balls in a 2-ball business card box. Great sponsorship opportunity.

Set-Up Charge: Free

OUR BEST SELLING GOLF BALLS



TITLEIST® PRO V1® PV1

6 min | \$80.25 dz.
12 min | \$75.25 dz.
24 min | \$73.25 dz.

Set-Up Charge: Free for 1-2 colors
\$50.00 for 3-4 colors



TITLEIST® NXT® TOUR NXTT

6 min | \$59.00 dz.
12 min | \$56.50 dz.
24 min | \$54.50 dz.

Set-Up Charge: Free for 1-2 colors
\$50.00 for 3-4 colors



TITLEIST® DT® TruSoft™ PV1X

6 min | \$42.85 dz.
12 min | \$39.25 dz.
24 min | \$37.75 dz.

Set-Up Charge: Free for 1-2 colors
\$50.00 for 3-4 colors



NIKE NDX

6 min | \$32.25 dz.
12 min | \$24.25 dz.
24 min | \$22.75 dz.

Set-Up Charge: Free for 1-2 colors
\$50.00 for 3-4 colors



NIKE POWER DISTANCE

NPLONG | NPSOFT

6 min | \$36.90 dz.
12 min | \$31.50 dz.
24 min | \$30.00 dz.

Set-Up Charge: Free for 1-2 colors
\$50.00 for 3-4 colors



NIKE MOJO

6 min | \$29.00 dz.
12 min | \$22.00 dz.
24 min | \$21.00 dz.

Set-Up Charge: Free for 1-2 colors
\$50.00 for 3-4 colors



Custom Printed Graphics

YOUR BRAND IS OUR PRIORITY!

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Source One Digital's partnership with The Gear Group allows us to offer low-cost high-quality products that are perfect for any event, tradeshow, or business promotion. Our partnership helps us provide hassle-free service and follow through that ensures that the products you order meet your expectations in terms of graphic looks and quality and always are delivered by your due date. Whether you're looking for promotional products for direct-to-consumer use or solutions for your business-to-business goals, Source One Digital is your resource to expand your brand.

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