



TOURNAMENT

PLANNING GUIDE

Offer expires 12/31/2014

Tournaments can be a great resource but they require planning to be successful. There are 4 things that cannot be overlooked: plan around a budget, find the right mix of value versus cost, raise as much money as possible, and 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. **Download our helpful Tournament Planning Timeline at www.goldbondinc.com/tpkktimeline** to get started.

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

Download the Tournament Budget spreadsheet at www.goldbondinc.com/tournamentbudget

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

Download our Tournament Budget spreadsheet today and make your next event a success.

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. Since 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 sponsor's brand.
- **Golf Carts:** Recruit a company to sponsor every golf cart reducing the overhead of 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**
- **Closest to the Pin**
- **Longest Drive**
- **Drink Cart**
- Don't forget a **Primary Tournament Sponsor**



NIKE GOLF Tournament Belt Fitting Program

FOLLOW THESE SIMPLE STEPS FOR A SUCCESSFUL PROGRAM:

- 1 Determine which belt fits your needs
- 2 Pick which color belts you would like at your event
- 3 Purchase a minimum of 24 belts per color for a total of 72 belts minimum
- 4 Order the exact amount you will need
- 5 Do not return excess inventory after the event



Nike Tech



Nike Web





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

Reach out to local businesses months before the tournament for donations and host a raffle. Buy products through a distributor and **save over retail**.

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 are 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-ways, 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.

NIKE GOLF Tournament Shoe Fitting Program

FOLLOW THESE SIMPLE STEPS FOR A SUCCESSFUL PROGRAM:

- 1 Determine which shoe best fits your needs
- 2 Purchase a minimum of 72 pairs
- 3 An 20% additional inventory will be shipped to allow for all participants
- 4 Individuals unable to be fitted can be accommodated through drop shipments following the event
- 5 Return excess inventory after the event
- 6 Receive **1 Free Nike Swoosh Golf Cap** with every pair purchased

*Shipping inventory to and from the event will be the responsibility of the tournament

Nike Heritage Golf Shoe

Price **\$78.00**

MSRP **\$85.00**



Order through your local distributor for discounted pricing.

ADDING VALUE & INCOME WITH PROMOS

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. It is a surprise to many that 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.

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 kits can be branded with a different logo for no additional cost. Plus, they are offered with no set up charge.

Top 5 Best Sellers



Titleist® Pro V1® Golf Balls PV1

6 min | 80.25 12 min | 75.25
24 min | 73.25

Set-Up Charge: Per logo, \$25.00
1-2 colors, \$50.00 3-4 colors



Wilson Ultra Distance ULTRA

6 min | 33.00 12 min | 20.00
24 min | 18.00

Set-Up Charge: Per logo, \$25.00
1-2 colors, \$50.00 3-4 colors



15" x 18" Polyester Blend White Towel 1518PBW

250 min | 2.04 5,000 min | 1.94

Set-Up Charge: \$50.00 per color



3 1/4" Tall Tee Plus 314T

1,500 min | 0.14 5,000 min | 0.11
2,500 min | 0.12

Set-Up Charge: \$30.00



Tournament Outing Pack 2 with Titleist DT® SoLo Golf Balls TOP2-DTSOLO

72 min | 12.80 144 min | 12.20

Set-Up Charge: Free

TIFOSI Tournament Sunglass Fitting Program

FOLLOW THESE SIMPLE STEPS FOR A
SUCCESSFUL PROGRAM:

- 1 Visit tifosioptics.com to determine which three pair of sunglasses best fit your needs
- 2 Purchase a minimum of 36 pair
- 3 We will ship 20% additional inventory to allow for all participants
- 4 Individuals unable to be fitted can be accommodated through drop shipments following the event
- 5 Return excess inventory after the event

Each pair comes with a customized
case to advertise your logo



Tifosi Jet Sunglasses

WHAT'S IN OUR HOTTEST NEW KIT?

All Golf Kits are completely customizable with our full product line!

NEW!

Hydrate Golf Kit w/ Titleist® DT® SoLo Golf Ball

72 min | 18.00

144 min | 16.50

Set-Up Charge: Free

HYDRATE

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.

1518PBW

15" x 18" Polyester Blend

White Towel With a large imprint area of 11"x15", 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.

DTSOLO

Titleist DT® SoLo Golf Ball

Golfers can trust that every DT SoLo 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.

DVF

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.

314T

Ten 3-1/4" Golf Tees Tees are a must in any golf kit and these 3-1/4" tees are designed specifically for use with large volume drivers. They are also available in a variety of colors to match sponsor colors.

PM19

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



NEW!

Voyager Caddy Bag Kit with Wilson Ultra Golf Balls VCBK-ULTRA

36 min | **30.00** 72 min | **28.00**

Set-Up Charge: Free

Kit includes: Voyager Caddy Bag, a 15" x 18" golf towel, six 3-1/4" tees, a wooden golf brush, three golf balls, a ball marker, and a divot repair tool



2 Ball Tube with Wilson Ultra Golf Balls 2TT-ULTRA

36 min | **8.70** 72 min | **7.60**

Set-Up Charge: Free



Mini-B Pack with Nike NDX Golf Balls MB2-NDX

36 min | **12.10** 72 min | **11.00**

Set-Up Charge: Free



6 Pack Golf Cooler Kit with Pinnacle® Gold Golf Ball 6PGK2-PG

72 min | **13.70** 144 min | **12.20**

Set-Up Charge: Free

NEW!



Voyager Shoe Bag Kit with Callaway HEX Warbird Golf Balls VSBK-WBIRDP

36 min | **30.00** 72 min | **27.50**

Set-Up Charge: Free

Order Today. Ship Today.



Titleist® Pro V1® PV1

6 min | **80.25** 12 min | **75.25**
24 min | **73.25**

Set-Up Charge: Per logo, \$25.00 1-2 colors,
\$50.00 3-4 colors



Titleist® Pro V1x™ PV1X

6 min | **80.25** 12 min | **75.25**
24 min | **73.25**

Set-Up Charge: Per logo, \$25.00 1-2 colors,
\$50.00 3-4 colors

We offer the **fastest production time** on the planet and Titleist's most advanced ball technology. Order any Titleist golf ball today and upon request it ships the same day at no additional charge. Also available on Nike Power Distance Long and Soft Golf Balls and Wilson Staff Duo balls.



Titleist NXT® Tour NXTT

6 min | **58.70** 12 min | **52.75**
24 min | **52.10**

Set-Up Charge: Per logo, \$25.00 1-2 colors,
\$50.00 3-4 colors



Titleist DT® SoLo DTSOLO

6 min | **42.85** 12 min | **39.25**
24 min | **37.75**

Set-Up Charge: Per logo, \$25.00 1-2 colors,
\$50.00 3-4 colors



Nike Power Distance

NPLONG | NPSTFT

6 min | **36.90** 12 min | **31.50**
24 min | **30.00**

Set-Up Charge: Per logo, \$25.00 1-2 colors,
\$50.00 3-4 colors

FREE GIFT with purchase of 72 dozen or more Nike NDX Heat golf balls



Nike Departure Backpack or
Nike Golf Forged Wedge FREE
with min purchase of 72+ dz



Nike Roller Duffle II or **Method**
Core #1 Putter FREE with min
purchase of 144+ dz



Nike Roller II or
Nike Covert Driver FREE with
min purchase of 288+ dz



Nike NDX Heat

6 min | **\$32.25** 12 min | **\$24.25**
24 min | **\$22.75** 72 min | **\$22.50**

Set-Up Charge: Per logo, \$25.00 1-2 colors,
\$50.00 3-4 colors
3 Day Standard