

Make sure you are asking the right questions and ticking all the boxes when organising your next **corporate golf day.**



### **Event Details:**

- What is the date of the Golf Day
- Location - Which Golf Course has been booked for your golf day?

### **Number of guests:**

- How many players are you expecting?
- Average group sizes are between 60-100 players
- What is the budget for the promotional merchandise or branding for the event?
- How much do you want to spend on each participant?

### **What type of demographics are the guests:**

This will then help decide on products such as welcome packs for the players

- High end executives
- Celebrities
- Tradespeople
- General public

### **Do you have sponsors on the day supporting your event?**

on course signage and logoed golf balls is a way to promote your sponsors participation

- Is there different tiers of sponsorship eg major, hole sponsors
- Typically there are 1-2 major sponsors and then up to 14 hole sponsors on the day.
- Are you providing options for them to assist in merchandising your event?
- Who is the Major Sponsor?
- Who is the Gold Sponsor?
- Do you have a list of the Hole Sponsors?

## Are you looking to give each participant a gift?

Providing each player with a range of useful products for their round of golf will ensure the day gets off to a great start.

- Logoed Golf Balls - two and three ball tubes
- Tees - tee wallets and tin of tees
- Apparel - embroidered with sponsors information
- Welcome Pack/Tee Gift

## What prize packages are you offering:

A golf day wouldn't be complete if you didn't have prizes on offer.

- Prizes are dependent on the format of the day. Refer to the golf day format prize table below.
- Typical prize offering is as follows:
  - 1st , 2nd 3rd prize
  - Last prize (NAGA)
  - On course competitions such as longest drive, nearest to pin, straightest drive.

## Signage:

The effective use of signage will enhance the companies and sponsors image. Make sure you allow plenty of time to get this produced for the day.

- On course branding options
- Signage options include:
  - Flags
  - Tee markers
  - Banners
  - Tear drop banners

