

How-to-guide



Golf Day

A step-by-step guide on how to run a successful golf day!

In this document you'll find:

- Planning tips and must-do's
- Fundraising ideas
- Venue information



Life Flight
Saves time · Saves lives

So, you want to raise some money for a great cause and have fun at the same time, ka rawe; awesome! Follow our guide to find out how to make this happen.

Step 1: Find a venue



Choose a Course That Fits Your Budget and Guests

- **Location:** Ensure the venue is easily accessible for the majority of your guests
- **Costs:** Look for courses offering discounted rates or packages for charity events, which may include greens fees, use of the clubhouse, or additional services like carts.
- **Facilities:** Make sure the golf course has necessary amenities such as a clubhouse for post-event gatherings, catering services, and enough parking for all attendees.

Step 2: Sponsorship

Sponsorship is key to reduce the cost of the event.

- **Title/naming rights sponsor:** Seek a main sponsor who can contribute a larger sum to help cover event costs.
- **Hole sponsors:** Offer businesses the opportunity to sponsor individual holes for \$250–\$1,000, depending on the event size. Each sponsor can have their logo displayed at their designated hole, and the opportunity to do fun activations.
- **Prizes and giveaways:** Approach local businesses for prize donations, such as golf-related gear or luxury items. Many local sponsors are willing to donate items in exchange for promotion.



Step 3: Entry Fee

Now that you have your venue sorted you can determine a suitable entry fee. The course will likely to be able to offer advice on this, also!



- **Entry fee:** A typical entry fee ranges from \$100 to \$300 per person, depending on the course and included perks (lunch, drink, or swag bags).
- **Teams:** Golf events are usually played in teams of 4. This allows for friendly competition and maximizes participation. Prioritize selling four-balls rather than individual spots to make your life easier!
- **Bonus fundraising:** In addition to entry fees, incorporate fundraising activities like raffles, silent auctions, or side contests on the course to increase your revenue.

Step 4: Format

For a fun and inclusive event, consider using one of these two popular formats that allow players of all skill levels to participate:



- **Ambrose:** Teams of four players each play their own ball, but after each shot, the team chooses the best one and plays from that position. This format allows for lots of collaboration and ensures everyone can get involved, regardless of skill level.
- **Texas Scramble:** A team-based format where each player hits their shot, but the team selects the best shot and everyone continues from there. It's a fast-paced and social format that keeps things lighthearted and fun, ideal for fundraising events.

Both formats ensure that all participants can stay engaged and that teams can finish the course more quickly.

You will need the handicaps of each player, ideally ahead of time, and somebody with the know-how to calculate the scores. The Pro Shop staff may be able to assist!

Step 5: FUNdraise



To maximize the fundraising potential of your Golf Day, consider incorporating additional activations that add excitement while raising extra funds for Life Flight Trust. Here are some ideas to enhance your event:

Hole in One Win a Car

\$20 for one hit (suggestion)

Partner with a local dealership to offer a car as a prize for a hole-in-one challenge.

- Ensure you have insurance cover in case someone hits the hole-in-one shot – this ensures you're protected financially if someone makes the big win!
- Your insurance cover may require each participating shot to be filmed, consider this in advance for resourcing.

Hole-Specific Activations

Set up challenges at specific holes to add variety to your event. These hole activations can be sponsored by local businesses. Some popular challenges include:

- Longest Drive: Reward the player who hits the longest drive on a long hole.
- Closest to the Pin: Players compete to see who can land their ball closest to the pin on a challenging hole.
- Beat the Pro: Have a local pro or skilled golfer challenge participants to beat their shot. A spin on this is the option to Pay the Pro to take a shot on behalf.
- Putting Challenge: Create a challenging putting contest on one of the greens and offer a prize for the most accurate putt.

Mulligans

Who doesn't want a second chance? Sell Mulligans (a "do-over" shot) for a small donation. This is a fun way for golfers to redeem a bad shot, while also raising money. Offer them for a flat rate or as part of a package (e.g., 3 Mulligans for \$20). Mulligans can be sold before or during the event, so players have the opportunity to use them during the game.

Golf Cart Auction

An auction of golf carts is a fun and unexpected way to raise extra funds. Offer participants the chance to bid on a cart they can use for the day, or auction off a "VIP" golf cart that comes with special perks, such as premium food and drinks, or even a dedicated caddy.

Raffles

A raffle is an easy way to raise extra funds throughout the day. Sell raffle tickets at various points during the event, with the draw taking place at the end. Offer a variety of exciting prizes, such as golf gear, luxury experiences, and donations from local businesses.



Step 6: Promotion

By now, you're probably feeling excited about your event, and it's time to share that excitement with others! Use all available channels to generate buzz for your Golf Day. Promote the event as a fun social gathering, not just a fundraiser.

Key places to promote include:



Social media – Leverage platforms like Facebook, Instagram, and others to promote your event. Encourage those involved to share your event posts, tagging sponsors and the venue to reach a wider audience.



Making and printing posters that can be put up around your workplace, local businesses, at the venue or put in a community/school newsletter



Word of mouth – be excited and get others excited too – your own enthusiasm for the event is often one of the best promotional tools you can use.

Step 6: Kai

The food and drink offerings at your golf day can enhance the overall experience and provide additional fundraising opportunities. It's important to plan ahead to ensure guests are well-fed and refreshed throughout the day. Here are some ways to incorporate food and drink into your event,

Drinks:

- Kick off the morning by having a volunteer pre-order coffees for participants during registration—this adds a nice touch to start the day.
- Setting up self-serve chilly bins on the course is a great way to keep golfers hydrated and create a relaxed atmosphere. Ice, ice, and more ice... don't forget the ice!
- Local breweries, wineries, or gin companies may be interested in sponsoring your drink stations, offering beverages to support the charity while promoting their brand.
- Consider having a “drink cart” that circulates with snacks and drinks throughout the day

Food:

- A BBQ breakfast with classic butties on arrival is always a crowd-pleaser, providing a hearty and satisfying start to the event.
- Consider approaching a local food truck to station themselves on the course
- Provide swag bags with a few snacks and sunscreen for each golfer on arrival

Step 7: Game time

- Arrive early to give yourself plenty of time to set up before the day begins. Note, some keen golfers may arrive early to warm up!
- **Registration:** Make sure you have a clear and easy registration process, providing participants with event details, sponsor information, and a schedule for the day.
- **Volunteers:** Have volunteers stationed at key points, such as registration, raffle stations, and hole sponsors to guide participants and assist where needed.

Once your guests have arrived, take a moment to soak in the atmosphere and energy. You've put in a lot of effort to make this event a success —so be sure to enjoy the moment and be proud of all you've accomplished!



Step 8: After the event

Once you know how much money you've raised, be sure to share the good news and thank everyone involved- sponsors, the venue, attendees, and volunteers—for helping make the event a success.

We'd love to hear about your fundraiser, see some photos from the day and celebrate how much you raised, so don't forget to share the highlights with us!

And the final step? Begin planning next year's golf day!

