



KIDZ COME FIRST

GOLF TOURNAMENT MANUAL

Why and How to run a ZeteKidz Golf Tournament

Why run a ZeteKidz Golf Tournament?

1. Golf is the most popular corporate sport.
2. Golf Events offer many opportunities for sponsorship involvement.
3. A Golf Event is a great way to build relationships.
4. It's an excellent way to recruit (both elders and undergraduates).
5. Great addition to homecoming or founder's day weekend.
6. A great tool to lift morale and increase camaraderie amongst your brothers.
7. Potential for raising money is endless.
8. Best of all, you get to play.

How to run a ZeteKidz Golf Tournament timeline:

Twelve to Nine Months in Advance

- Select a Golf Course, Date and Time

The key to a good turnout is proper planning. Golf courses start booking outings a year in advance. Choose a location and time best suited for your needs. Decide on the format of the tournament because that will help you determine whether your event requires tee times or a shotgun start. Most charitable golf tournaments use a scramble format.

- Select a Tournament Director

This person should be detail oriented and dedicated to your cause. The tournament director does not have to be the greatest golfer but has at least played in a few golf tournaments.

- Select On-Course Contests and Events

Contests during your tournament will keep your golfers interested and looking forward to the next hole. Try to have at least one contest per nine holes and make certain to reward your winners with a prize. (Hole-In-One Contest, Closest To Pin, Longest Drive, Straightest Drive, etc.)

- Determine Additional Activities

If you plan to include food and refreshment services, pre-tournament contests, auctions, raffles, guest speakers, etc. make sure to account for the space and supplies necessary.

- Create a Budget

Determine your entry fee by what your target market can bear and plan your expenses around that. Make sure you budget for any surprise expenses.

Nine Months in Advance

- Sign Up Volunteers

You will need at least 3-5 volunteers on site the day of the tournament and as many you can get to help with selling sponsorships.

- Plan Publicity

The more exposure your tournament receives, the more participants and sponsors you will get. Besides the entry form, there are many other ways to publicize your tournament:

Radio and TV: Search for free opportunities to announce your tournament. Public service announcements, local talk shows, press conferences, and local calendars of events are all effective.

Newspapers: Local shoppers guide and other free publications are a good way to get the word out. Create a press release kit for your tournament to receive free advertisement. Placing an ad in the local paper can be very effective but very costly.

Signs and Banners: Place them in high traffic intersections and other areas.

Flyers and Posters: Post them at golf courses, offices, local stores, etc.

- Sell Sponsorships

Selling sponsorships is the way to acquire the commitment that leads to a successful tournament.

Sponsorships should be developed between the tournament and local businesses. Design various levels of sponsorship. Each level should entail some form of tournament recognition and participation. Various levels may include:

Title Sponsor: company name would appear on all golf marketing materials, playing spots, tee sponsor signs, reception signs, etc.

Supporting Sponsors: receive hole sponsorship signs and playing spots.

Hole Sponsor: receive hole sponsorship sign and program listing.

Registration, Mulligans, Beverage Cart, & Reception Sponsor: logo and/or message would be placed on signs at the respective locations.

Arrival Package Sponsor: logo and/or message would be placed on all tees, repair and golf balls.

The key to selling sponsorships is to convey to your sponsors that they are getting their money's worth.

Six Months in Advance

- Order Invitations

Make sure your invitation is appealing because this is your primary source in attracting participants. The invitation has to be laid out with as much detail as possible. These are the essential pieces of information needed:

Name of tournament and title sponsor

Date and time

Name, address and telephone number of the tournament director

Entry fee

Entry deadline

What is included in the entry (green fees, cart, dinner, arrival packages, etc.)

Prizes and contests

Name, address and telephone of participant

Name, address and telephone of others on team

Handicap

Foursome Preferences

Shirt size

Create list of Possible Participants

This list could range from brothers and their family members to local businesses.

- Finalize Food and Refreshment

Decide on the menu, beverages, entertainment, and decorations. Make sure the room you are using can accommodate your tournament size.

Three Months in Advance

- Order Arrival and Reception Packages

Arrival packages are given to each participant and should at least include balls, tee packs, towel and a hat.

Reception packages should cover all on course contests and 1st through 3rd places. Order packages as soon as possible because logo and embroidery work takes a few weeks.

- Start Advertising

Determine how many signs, banners, flyers, etc. you will need to advertise your tournament.

- Distribute Invitations

Make sure you order some extra invitations for last minute requests and some to distribute to local business and friends.

- Finalize All Tournament Activities

If you are planning for guest speakers or entertainment, make final confirmation. Purchase and gather all your raffle and auction items. Secure Hole In One, putting and other contests. Find sponsors for all your contests to increase profit. Order all your tee signs.

One Month in Advance

- Confirm Tee Times

Contact the golf course to keep them up to date on your progress. Confirm tee times and other services they are providing.

- Confirm Food and Refreshments

Once again, keep the staff updated with times, dates, and anticipated number of entries.

- Prepare Printed Materials

Prepare on course contest prizes by deciding which holes to place them. Create day of program guide for participants and any other material needed to pass out on the day of the tournament.

Three Days in Advance

- Confirm Final Number and Pairings

Confirm with the golf course, food and refreshment people the final number of participants. Finalize pairings by their request and handicaps. Fax a copy of the pairings to the course.

- Money and Change Box

Have a money and change box ready for your volunteers to sell raffles, mulligans, donations, etc.

- Confirm Contests with Golf Course

Coordinate your contest requirements such as circles on the greens, lines in the fairways, etc. with golf course. Make sure they have appropriate measuring and recording devices for contests.

Prior to Tournament

- Put Up Hole In One and Sponsor Signs

Put each sign in full site on the entrance to each tee. Make sure the tee box is set up for the correct distance for the Hole In One prize.

- Set Up Registration

Give yourself ample room to register numerous golfers at a time. Also use this time to start selling raffle tickets, mulligans, etc. and distributing arrival packages.

- Display Prizes

Show all tournament, raffle and auction prizes.

- Set Up Scoreboard

Make sure to locate the scoreboard where there is room to gather.

- Place Contest Markers on Holes

Don't forget to put the measuring and recording devices out before the first group gets to a contest hole.

- Give Last Minute Instruction to Golfers

Inform all golfers the local and tournament rules and wish them good luck.

After the Tournament

- Post Scores

Total all scores and have someone double check for accuracy.

- Enjoy the food and Entertainment

Make sure that all the guests are enjoying themselves and that there is ample food and beverages.

- Awards Ceremony

Announce the winners in reverse order. Bring them up to receive their awards.

Announce and thank all your sponsors.

- Clean Up Site

Make certain to clean up after your food service and pick up the signs on the course.

Post Tournament

- Write Thank You Notes

All sponsors and volunteers must receive a personal thank you.

- Evaluate the Tournament

Take some brief notes evaluating the tournament to better prepare for and improve next years event.

- Send proceeds to ZeteKidz

Send the proceeds to ZeteKidz, 15 South Henry Street, Pearl River, NY 10965.

- Send a copy of all substantiation (tax deductible) receipts issued to donors to ZeteKidz.

Sample Tournament Rules

Here is an example of rules for a scramble tournament. The choice of format for the outing is entirely up to the chapter hosting the event. These rules

ZeteKidz Charity Golf Tournament Scramble Rules April 27, 2003

1. All four team members tee off on each hole. The team decides which tee shot it likes best and marks that position.
2. Balls from other three tee shots are picked up. Each team member then places their ball within 1 club length of the marker but no closer to the hole and takes their next shot.
3. This procedure is followed on every shot for the remainder of the hole, including putts. However, when the chosen shot is marked on the green, **players must take their shot from that marked position.**
4. The first ball to go in the hole is counted for the team score. For instance, if a player taps their 2nd putt in before all other players have taken their first putt, the score is counted as 2 putts even if the next player makes their first putt.
5. If the ball the team chooses (or is forced...see rule 6) to play is in a hazard (sand, water, bushes...), in the rough or Out of Bounds, **you can not drop the ball outside of the hazard or rough** even if relief is within one club length.
6. **Each team must use at least 1 of each team member's tee shots on each nine** (minimum two tee shots from each player after 18) and be able to show on the scorecard where that has been done.
7. Men tee off from the white tees and women from the red tees.

Sample Press Release

Below is a copy of the Nu's press release for 2003. It is a useful document to provide anyone that may be able to help in publicizing your event. Ensure that all the appropriate details are included such as contact information and tournament details (who, when, where, benefactors). It also offers a chance to highlight any previous service that can add credibility to your cause.

FOR IMMEDIATE RELEASE

Contact:

Mario Mazza

11925 Carlton Road

Cleveland, OH

(216)707-1156

Email: zetekidz@cwru.edu

Website: http://www.cwru.edu/orgs/zeta_psi/kidz/

Zeta Psi Holds Charity Golf Tournament to Benefit Rainbow Babies & Children's Hospital

Cleveland, OH - On April 27th the Nu Chapter of the Zeta Psi fraternity at Case Western Reserve University will be holding a charity golf tournament at Springvale Golf Club in North Olmsted. The proceeds from the event will benefit an under funded program at Rainbow Babies & Children's Hospital at University Hospitals of Cleveland.

ZeteKidz USA is a 501(c)(3) non-profit foundation started by the Zeta Psi Fraternity of North America in 2002 with the goal of providing donations for children's medical and educational needs. The Zeta Psi chapter at CWRU has previously supported the music therapy program through the Family & Child Life Services at Rainbow Babies & Children's Hospital by contributing significantly to the 27,000 dollars raised at a benefit organized by a member, Joseph Glick.

The tournament will be four member team scramble. Each team is required to solicit a minimum \$200 donation in order to participate. In addition to a game of golf, there will be food and prizes. Competitions include hole-in-one, closest to pin, and longest drive. The prizes include a one year lease on an Audi A-4 donated by Fred Baker Porsche Audi for one of the hole-in-one contests and various raffles from local Cleveland businesses.

Sample Corporate Sponsorship Letter and Form

Preliminary personal contact is . . . Letters to corporations must be clear in their intent and effective in gaining support. Companies are asked for numerous donations throughout the year, and contacting people through any network available will help improve results. Make sure to send letters in the early fall so that companies are aware of your solicitation prior to budgeting their philanthropic monies for the upcoming year.

The sponsorship levels and allowance of company foursomes are only a suggestion. Your chapter should adjust these details as it deems appropriate for its own event.

**At the time of this letter, donations were being handled through the Zeta Psi Educational Foundation. Future funds will be handled through the ZeteKidz Foundation once it has received 501(c)3 approval.*

ZeteKidz USA

11925 Carlton Road
Cleveland, Ohio 44106

ZeteKidz@cwru.edu

www.cwru.edu/orgs/zeta_psi/kidz

22 March 2003

Dear Madam or Sir:

The members of the Nu Chapter of the Zeta Psi Fraternity of North America at Case Western Reserve University are pleased to introduce ZeteKidz USA and the ZeteKidz Charity Golf Tournament. On April 27, 2003 we will be holding our first annual event at Springvale Golf Course in North Olmstead, Ohio.

ZeteKidz USA is a philanthropic foundation geared towards raising money to benefit children in need of medical assistance and educational materials. As this is a new event for our organization your help would be instrumental in establishing a quality precedent. Making this event successful this year and in the future can only be accomplished with the generosity of you and your corporation.

By making a donation to this event you will not only be contributing directly to the dollar amount that we are able to give to ZeteKidz USA, but will also be entitled to a unique opportunity to participate first hand in the event. By donating, you will be eligible to:

- Send employees to golf in the tournament
- Send company representatives to promote your organization, products, or services by distributing information, mingling with golfers, and receiving official recognition

- Expose your company to the Case Western Reserve University community of undergraduate and graduate students, faculty, and staff, as well as to other members of the Cleveland community who will be involved in the event

Your company can participate at various giving levels, with attractive benefits at each. Corporations may sponsor specific holes on the course, be included in event publications, and have their name printed on the event t-shirts. For example, a hole sponsorship is at the \$750 giving level and includes all of the benefits at other levels.

Enclosed is a sponsorship form that explains the sponsorship levels in more detail. Please make checks payable to the **ZeteKidz**, a 501c(3) organization [donations are therefore fully tax-deductible]. We are more than happy to discuss the specific situation for your company's giving ability – your support in any way is welcome.

If you are not the individual in your organization to make a decision regarding our request, we ask that that you kindly forward this letter to the appropriate person. As well, if corporate sponsorship is not possible for your organization we would still be excited to have any employees from your company enter in the tournament. Participants for the eighteen hole scramble enter in teams of four, with a minimum donation of \$50 per golfer. Carts are included with this donation. Participants are encouraged to solicit pledge support from friends, family, business, and civic affiliations.

If you have any questions about the organization or donations, please feel free to contact Mario Mazza through e-mail at mvm3@cwru.edu. Thank you in advance for your interest and support.

Sincerely,

Zeta Psi ZeteKidz Committee

Sample ZeteKidz Sponsorship Form

Name _____
Company Name _____
Address _____
City/State/Zip _____
Telephone Number _____

- Sponsorship Level
- \$750 (Hole Sponsorship)
 - \$500 (Gold Sponsorship)
 - \$250 (Silver Sponsorship)
 - Other (Amount: \$ _____)
-

Sponsorship Levels:

\$750 – This level includes all available benefits:

- Sponsorship of one of eighteen holes
- Special competition judging and awarding of prizes (such as longest drive or closest ball to pin)
- Ability to send representatives from your company to the outing to distribute promotional material
- Company logo on the event t-shirt
- Company recognition on event publications sent out to students, faculty, and staff of the CWRU community

\$500 – This level includes the following benefits:

- Ability to send representatives from your company to the outing to distribute promotional material
- Company logo on the event t-shirt
- Company recognition on event publications sent out to students, faculty, and staff of the CWRU community

\$250 – This level includes the following benefits:

- Company logo on the event t-shirt
- Company recognition on event publications sent out to students, faculty, and staff of the CWRU community

\$200 – Normal event participation (team of 4 golfers)

Please make checks payable to **ZeteKidz** and send to:

ZeteKidz USA
11925 Carlton Road
Cleveland, Ohio 44016

Sample University Department Solicitation Letter

Efforts should be made to publicize your event around campus. If available from an office such as Student Affairs, obtain a list of department chairs and send them a cover letter asking them to mention the event and post a flyer and brochure on the department's bulletin board. Members with good relationships with professors should also be encouraged to solicit their support through donations or participation.

ZeteKidz USA

11925 Carlton Road
Cleveland, Ohio 44106

ZeteKidz@cwru.edu

www.cwru.edu/orgs/zeta_psi/kidz

30 March 2003

Professor Joseph Markel Prah
Department of Mech & Aero Engineering
Glennan Building 418

Dear Professor Joseph Markel Prah:

The members of the Nu Chapter of the Zeta Psi Fraternity of North America at Case Western Reserve University are pleased to introduce ZeteKidz USA, a charitable foundation, and the ZeteKidz Charity Golf Tournament. On April 27, 2003 we will be holding our first annual event at Springvale Golf Course in North Olmstead, Ohio.

Enclosed with this letter is an event brochure to provide you with event details, as well as a poster that we would appreciate you posting in your department. Thank you for sharing this information with your associates in whatever way is most effective for your department.

ZeteKidz USA is a philanthropic foundation geared towards raising money to benefit children in need of medical assistance and educational materials. As this is a new event for our organization your help would be instrumental in establishing a quality precedent. Participants for the eighteen hole scramble enter in teams of four, with a minimum donation of \$50 per golfer. Carts are included with this donation. Participants are encouraged to solicit pledge support from friends, family, business, and civic affiliations.

If you are not the individual in your group to handle this request, we kindly ask that you forward this letter to the appropriate person. If you have any questions about the organization or donations, please feel free to contact Mario Mazza through e-mail at ZeteKidz@cwru.edu. Thank you in advance for your interest and support.

Sincerely,
ZeteKidz Committee